



**Roberto Vitalini**  
CEO  
BASHIBA

Roberto Vitalini's work focuses on synergies between Art and Science, where the boundaries between interactive architecture, pure aesthetics, gaming technologies and business information evaporate. Lateral thinker by nature (media artist) and a vertical thinker by education (executive MBA in Media and Communication from the University of St.Gallen) he enjoys envisioning futuristic environments where technology blends in the landscape.

In 2006 he filed the patent "Instinctive Communication Channel for the perception of Multivariate Data Changes" and the same year he founded BASHIBA ([www.bashiba.com](http://www.bashiba.com)), a company developing innovative software solutions designed to visually communicate data changes via real-time data atmospheres. BASHIBA's video installations empower the users to be constantly informed without cognitive effort.

In March 2008 Roberto was granted the "Venture Leaders 2008" award and in June 2008 he offered a Tech Talk at the Google Headquarters in California about Real-Time Data Metaphors.

In 2009 Roberto designed the videos for the opera "l'Amour de loin" (première at the English National Opera, July 2009, London) and for the theatrical show "Donka" (première at the Mossoviet Theatre, January 2010, Moscow).

Before founding BASHIBA, Roberto led the Research and Prototyping Competence Centre within the Fantastic Corporation. There, he explored future media experiences and their enabling technologies, such as the real-time integration of live sport events with broadband-enabled gaming consoles.