



## **Roberto Vitalini**

CEO  
BASHIBA

Roberto Vitalini was born in Lugano, Switzerland, in 1971. A lateral thinker by nature (media artist) and a vertical thinker by education, he enjoys envisioning futuristic products. Roberto gained an MBA from the University of St.Gallen and he specialized in Media and Communication at Saint Mary's College of California.

In 2006 he filed the patent "Instinctive Communication Channel for the perception of Multivariate Data Changes" and the same year he founded BASHIBA.com to design and deliver immersive design experiences. The flagship product, BASHIBA Panorama, allows organizations to display changes in their important data by way of a beautiful three dimensional seascape. BASHIBA's video installations are integrated in the architecture, they interact and transform the architectural object; they lighten its physical weight. Other applications have come from the Opera house where the system has been employed to create spectacular natural landscapes that react in real-time to input from data streams and/or controllers.

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.

Roberto Vitalini has been video set designer for the opera "L'Amour de Loin" (English National Opera 2009, Vlaamse Opera 2010, Canadian Opera Company 2012), for "Donka - A Letter to Chekhov" (Finzi Pasca Company, 2010 + world tour) and for the opera "Aida" (Mariinsky Theatre 2011, nominated to 4 Golden Mask).

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.

## **Biografia di Roberto Vitalini**

Nato a Lugano nel 1971, ha conseguito un MBA all'università di San Gallo specializzandosi in media e comunicazione presso il Saint Mary's College of California.

E' direttore della BASHIBA SA, società specializzata nello sviluppo di prodotti innovativi per la comunicazione di cambiamenti complessi attraverso metafore video che mutano in tempo reale. Le video installazioni di BASHIBA sono integrate nell'architettura e sanno trasformare l'oggetto architettonico, esaltandone la sua fisicità oppure alleggerendolo come fosse traslucido.

Roberto Vitalini è stato video set designer per l'opera "L'Amour de Loin" (English National Opera 2009, Vlaamse Opera 2010, Canadian Opera Company 2012), per "Donka - A Letter to Chekhov" (Compagnia Finzi Pasca, 2010 + world tour) e per l'opera "Aida" (Mariinsky Theatre 2011, nominated to 4 Golden Mask).