

Goffredo Puccetti is a graphic designer; as the first faculty of Visual Design at NYUAD he has designed 8 classes on a broad range of topics in Visual Communications, from Type Design and Calligraphy to Branding, Creativity and Universal Design.

His research interests span from visual communication to policy making with a special attention to inclusive design and cross-cultural visual communication.

He received his education in Rome, Italy at Università La Sapienza (Laurea with honors in Art History) and CentroStudi Comunicazione Enrico Cogno & Associati (graphic Design Diploma with honors).

Prior to join NYUAD in 2011, he has been working in Italy, UK and France for blue chip multinational clients and institutions all around the world such as:

Axa Insurance France, CNR Italia, CNRS France, Mars España, Moto Guzzi, NTT Europe, Paris Descartes University, Pirelli, Pyrex, Musée du Louvre, Samick Music Corporation.

He has received international accolades for logo design such as Wolda World of Logos Awards, MarCom Awards, B2BEurope Awards.

His students have designed award winning visual identities for prestigious MENA and UAE institutions such as WWF/UAE, AISadeem Astronomy, Arab Women in Computing, and many others for various NYUAD Centers, Laboratories and Departments.

As a designer interested into the popularization of science, he has an ongoing research with the philosopher of cognition Roberto Casati (Institut Nicod, Paris) which will be crystallized in a book Design Errands, bound to be released in 2021.

As part of the ongoing research with Roberto Casati, Goffredo has brought students to the top of the Burj Khalifa in Dubai to conduct a pioneering experiment to visualize earth's rotation (<https://www.youtube.com/watch?v=VklshFdBRo>).

Goffredo has also collaborated intensively with professor Nizar Habash at CamelLab NYUAD on the design interface of the TOIA (Time Offset Interaction Application) project for which a paper had been published at SigDial2021, 29-31 July 2021, Singapore.

(<https://sigdial.org/sites/default/files/workshops/conference22/Proceedings/pdf/2021.sigdial-1.29.pdf>)

As a designer deeply invested in the emerging design scene in the UAE, he has an interest in the research around contemporary Arabic Calligraphy: He he has written the foreword to the calligrapher Wissam Shawkat 's Back to Basics show at Mestaria Art Gallery, Dubai in 2021 and has mentored the NYUAD 2021 alumna Tobbi Vu as she created the first digital arabic calligraphy manual online (<https://tobbivu.wixsite.com/naskh>).

Goffredo has been an invited lecturer in design conferences and schools in Dubai, Abu Dhabi and Sharjah and has been featured on local (Yalla, The National, Gulf News, etc) and international press (La Repubblica, Espresso). He has co-curated the first show of the world renowned calligrapher Luca Barcellona in the UAE in 2014. Under the impulsion of the Italian Embassy he has curated the show Italian Logo Design at NYUAD Arts Center in 2015.

Among his most recent works there is the Visual Identity for the Xenon Experiment at Gran Sasso Laboratory, L'Aquila, Italy, unveiled in 2021.

Over the summer of 2021 he mentored the NYUAD students Jason Cruz, Jennifer TSai and Roudhah Al Mazrouei and oversaw their submission to the Abu Dhabi Art Fair Pavilion Prize for which they won the first place with an entirely recyclable and sustainable pavilion proposal.

As a visual artist, his work has been featured in various collective Faculty Art shows at NYUAD and at Dubai Alserkal Avenue in 2020.

Goffredo is fluent in French, English and Italian (mother-tongue) and has a passive knowledge of Spanish and Arabic which is constantly improving.

His students have been admitted to best Design graduate schools around the world and started successful careers from USA to Russia, from Japan to the UAE. Essential overviews of his contributions to design at NYUAD can be found here:

<https://design-archive-teams-blank-site.webflow.io/>

<https://electrastreet.net/2019/09/documenting-visual-design-at-nyuad/>

While teaching at NYUAD, Goffredo engaged in continuing education by enrolling in top tier Design Programs such as: P98 LetterPress Workshop with Erik Spiekermann in Berlin, 2014; Type@Paris, a five-week program led by Jean François Porchez in Paris, 2015; Kerning Faenza Letterpress and Calligraphy Workshops in Faenza, 2018 and 2019; In the UAE Goffredo attended various Arabic Calligraphy classes with artists such as Wissam Shawkat and Mohammed Mandi.

With his wife, the actress Francesca Bizzarri, he has co-authored the bilingual theater play 'The Acting Class/La Lezione di teatro' and the web series 'Campagne Letterarie', two commissions by the Italian Institute of Culture in Abu Dhabi in 2019 and 2020.

He is the author, designer and editor of the seminal book 'Moto Guzzi, quando le Moto hanno l'anima' published in Italy by Mondadori in 2007.