

Gianmarco Thierry Giuliana

In brief:

- **Post-Doc Researcher** at the University of Turin
- **5 years of ERC experience**
- **Qualification for Associate Professor (ASN)** obtained at unanimity in 2024
- **Lecturer** at University of Turin & Ecampus University
- **1 monograph book**
- **> 20 papers and chapters** published
- **> 50 international conferences, invited lectures and seminars**
- Winner of the **2021 & 2023 Unito Public Engagement Funding**
- **Applied Research for:** [Forwardto](#), [VR-Express \(BG\)](#), [Edugamers for kids 4.0](#)
- **Game Designer & Evaluator** for *Unito*, *EU* (ERC Project [FACETS](#)), *Allegro Italia*, *Club Silencio*,

PERSONAL INFORMATION

Name: Gianmarco Thierry - **Surname:** Giuliana - **Year of birth:** 1989 - **Nationality:** Italian

LANGUAGES

Mother tongue Italian & French **Other languages:** English (fluent), Spanish (intermediate)

ACADEMIC PROFILES:

Researcher unique identifier: ORCID ID: [0000-0003-2551-7658](https://orcid.org/0000-0003-2551-7658)
Academic Social Networks: Academia.edu: <https://unito.academia.edu/GianmarcoThierryGiuliana>
ResearchGate: <https://www.researchgate.net/profile/Gianmarco-Giuliana>
Website: <https://www.gianmarcotgiuliana.com/>

● CURRENT RESEARCH POSITIONS

01/04/2021 - present **Postdoctoral Research Fellow**, University of Turin, Italy

I am a post-doc research fellow within the **ERC Consolidator Project FACETS** (Face Aesthetics in Contemporary E-Technological Societies). Here I aim to inquire on the production and uses of digital faces in videogames and virtual realities, highlighting their social function, philosophical meaning and their role in shaping the imaginary of the future. My general research is focused on the conditions of meaningfulness and critical potential of experiences made and produced in games and digital games. I also supervise the dissemination of the project.

● CURRENT TEACHING POSITION

2024-2026 Lecturer within the [Master's Degree in Communication and Media Cultures](#), **University of Turin**. Course: Semiotics of Videogame
2025-2026 Lecturer within the [Bachelor Degree in Digital Entertainment & Gaming](#) Ecampus. Courses: Social Gaming & Gamification; Game Design Fundamentals

● PREVIOUS TEACHING POSITIONS

2021 - 2024 Lecturer within the Bachelor's [Degree Course in Communication Sciences](#), University of Turin. Course: Videogame Design and Semiotics
2021 - 2022 Lecturer within the [Bachelor's degree in Science and Languages for Communication](#), University of Catania. Course: Semiotics of Videogames

● EDUCATION

2017-2021 **PHD in Semiotics & Media**, University of Turin, Supervisor: Massimo Leone

A book based on my PhD thesis was published in 2024 by [Aracne](#). The book analyses the cultural discourses and players' interpretations of videogames as experiences of reality in a philosophical perspective through semiotics.

2017 **MA in Semiotics** - grade: 110 cum laude/110
Dipartimento di Filosofia e Comunicazione, University of Bologna, Italy
2014 **BA in Communication Sciences** - grade: 109/110

● PUBLICATIONS

Monograph

1. 2024, *Il videogioco come linguaggio della realtà. Introduzione a una nuova prospettiva semiotica*, Aracne, Roma.

Publications in peer reviewed journals

2. 2026 (forthcoming), *Il volto del gamer felicemente sconfitto*, "RIFL", 19 (2).
3. 2026 (forthcoming), *Rethinking creativity through digital games. When gamers go "crazy"*, "RIFL", 19 (3).
4. 2026 (forthcoming), *Reality as discourse: semiotics, hermeneutics and the burden of a critical legacy*, "Lexia", 47-48.
5. 2025, with Bruno Surace (co-author), *Realtà parallele. Un esperimento di rassegna videoludico-filmica al cinema*, "Ultracorpi", 4, [online](#).
6. 2024, *La crisi del futuro tra film, serie e videogiochi di fantascienza contemporanei* "Lexia", 44-45, p. 93-118.
7. 2024, *Using semiotics to design a VR videogame for face processing rehabilitation in children*, "Reti, Saperi e Linguaggi" (Italian Journal of Cognitive Sciences), p. 135-154.
8. 2023, *Retorica dello sforzo e ideologia nei giochi digitali*, "Lexia", 43-44, 283-306.
9. 2023, *Religion and Digital Games: Past, Present, and Future Studies. An Overview*. ANNALI DI STUDI RELIGIOSI, vol. 24, p. 203-234, ISSN: 2284-3892
10. 2022, *Language and communication in future gamified virtual realities*, "Linguistic Frontiers", 5(3), 73-79.
11. 2022, *What's so special about contemporary CG faces? Semiotics of MetaHuman*, "Topoi", 41, 821-834.
12. 2022, *Believing the virtual: semio-philosophical fundaments and narrative consequences of experience in VR*, "Rivista Italiana di Filosofia del Linguaggio". doi: 10.4396/SFL2021A29.
13. 2021, *Funzioni e valori del volto nei giochi digitali*, "Lexia", 37-38, 381-420.
14. 2019, *I kissed a NPC and I liked it: Love and Sexuality in Digital Games*, "Digital Age in Semiotics and Communication", Vol.2, DOI: <https://doi.org/10.33919/dasc.19.2.3>

Chapters in volumes

15. 2026 (forthcoming), *The within of the face. Visages and subjectivity in digital games and virtual realities*, In: M. Leone (edited by) *Face It! The New Challenges of Cognitive Visual Semiotics*, London, Routledge.
16. 2025, *L'infinito e l'angoscia nel volto virtuale. Un'etica oltre la paura*, In: M. Leone (edited by), *Il volto infinito*, FACETS Digital Press, Turin, pp.17-35.
17. 2025, *Esquisses pour une sémiotique des communautés virtuelles appliquée aux jeux video*, In : L. Chatenet and G.T. Giuliana (edited by), *Semiovers, Pour une sémiotique des mondes virtuels et numériques*, Aracne, Rome, 133-162.
18. 2024, *Automatic faces: the transcendent visage of trans-humanity*, In: M. Leone (cur.). *The Hybrid Face: Paradoxes of the Visage in the Digital Era*, London, Routledge, 146-160.
19. 2023, *Il volto latente tra ludico e politico: senso e importanza degli stereotipi di DALL-E*, in: Leone M. (cur.), *Il volto latente*, Facets Digital Press, Torino.
20. 2023, *L'immaginario e la crisi del futuro nel cinema e nei videogiochi*, In: A. Robiati (cur.) *Moltiplicare i futuri. Teorie, prassi e finzioni*, Luca Sossella Editore, 47-52.
21. 2023, *L'intelligenza delle I.A. come effetto di senso semio-narrativo nei giochi digitali. Una rivoluzione semiosofica*, in: Santangelo A. e Leone M. (cur.), *Semiotica e intelligenza artificiale*, Aracne, Roma, 171-194.
22. 2023, *Faut-il envisager la fin des visages ? Réflexions sur Cyberpunk 2077*, In: Leone M. e Giuliana G.T. (cur.) *Sémiotique du Visage Futur*, Aracne, Roma, 145-164.
23. 2022, *Faccia a Faccia col Metaverso all'orizzonte*, in: Leone M. (cur.) *Metavolti*, Facets Digital Press, Torino, 128-151.
24. 2021, *L'Oggettivale e la Persona nella cultura digitale*, In: Ponzio J. e Vissio G. (cur.), *Culture della persona: itinerari di ricerca tra semiotica, filosofia e scienze umane*, Accademia Press, Torino, 116-153
25. 2020, *Japanese memory and ideology in West inspired shonen anime*, In: Surace B. e Jakob F. (cur.) *Western Japaneseness: Aesthetic Transformations in Popular Media*, Vernon Press, Wilmington.
26. 2018, *Quilting the meaning: gameplay as catalyst of signification and why to co-op in game studies*, in: Proceedings of the 2018 DiGRA International Conference: The Game is the Message (<http://www.digra.org/digital-library/publications/quilting-the-meaning-gameplay-as-catalyst-of-signification-and-why-to-co-op-in-game-studies/>)

Edited Issues

2026 (forthcoming), with Emanuela Campisi, *Volto e corpo tra emozioni e linguaggio: nuove prospettive interdisciplinari*, special number of the “Italian Journal of Philosophy of Language” (RIFL).

Edited Volumes

2025, with Ludovic Chatenet, Semiovers, *Pour une sémiotique des mondes virtuels et numériques*, Aracne, Rome.

2023 (with Massimo Leone), *Sémiotique du Visage Futur* (Semiotics of the Future Visage), Aracne, Roma.

2020, (with Biggio Federico and Dos Santos Victoria), *Meaning-Making in Extended Reality. Senso e Virtualità*, Aracne, Roma.

Disseminations articles & podcasts

2025, [Departments and Dragons, tira il dado inizia l'avventura: ruolare per socializzare.](#)

2025, [Immaginari di morte nelle narrazioni e giochi per l'infanzia: videogiochi-e-morte](#)

2024, [Volti digitali iperrealistici e intelligenza artificiale: la ricerca semiotica di FACETS su Metahuman.](#)

2022, Cinema e Crisi del Futuro, <https://medium.com/@Forwardto/cinema-e-crisi-del-futuro-486ecdf736a3>

2022, Visoni di Visioni (Future), <https://medium.com/@Forwardto/visioni-di-visioni-future-90e095f30e6b>

Translations of Scientific Articles

2025, Auli Viidalepp & Alin Olteanu, *Technological futures in Semiotics: The year 2024 in review*, (forthcoming)

2024, Velmezova E. & Rosenbaum R., *La sémiotique en 2023 : le bilan de l'année*, « Sign Systems Studies », 52(3-4), 594–610.

2023, Gramigna R. & Madisson M-L., *Unravelling semiotics in 2022: A year in review*, “Sign Systems Studies”, 51(3/4), 2023, 709–733.

2022, Nuessel F. & Puumeister O., *Semiotics 2021: The year in review*, “Sign Systems Studies”, 50(2/3), 2022, 411–432.

● CONFERENCES, INVITED LECTURES AND TALKS

Organized:

- 2025, *First Ludosemiotic Conference: The Gathering*, with Mattia Thibault and Vincenzo Idone Cassone, (Tampere 17-19/06)
- 2023, “Atelier de créativité numérique : Life, Death, and Rebirth in Digital Games”, *Incarnation numérique. Visage, icone et sens à l'ère du métavers*, École d'été doctorale – Sémiotique et philosophie de l'image numérique (28-30 juin, 2023 / Collège des Bernardins, Paris, France).
- 2023, “La strana significatività dell'insignificante: il caso di Dark Souls”, *Academicus Ludens*, Giornata di studi organizzata da Gianmarco Giuliana e Enzo D'Armenio, Unito, (Torino 05/05).
- 2022, “Il paradosso del gamer felicemente frustrato. Risposta semiotica a un paradosso filosofico esplorato tramite un software di face-recognition”, *Volto, corpo, emozioni e linguaggio*”, Giornata di studi FACETS, Organizzata da Gianmarco Thierry Giuliana ed Emanuela Campisi, Unito & Unict (Catania 10/10)

Keynote:

- 2024, “Magia e virtuale come forme del credere”, *A Kind of Magic: Visioni e declinazioni interdisciplinari del magico*, Unito (Torino 30-05).
- 2022, “From Education to Edutainment. A Semiotic Perspective on Playful Digital Learning”, *XXVI. EFSS. Digital Transformation of Higher Education: Semiotic and Interdisciplinary Perspectives*, (6-10/09, Sozopol).

Invited:

- 2025, “RURAL GAMIFICATION & CULTURAL HERITAGE: TOWARD 2030”, *Smart Rural Heritage*, UNITA project, Universitatea de Vest din Timisoara, (Timisoara 5-6/11)
- 2024, “Homo Ludens+. Teoria del gioco e gioco come teoria”, Unito, (Torino 27/11)
- 2024, “Facing the future of identities in digital games and virtual worlds”, *The Last Face: Utopia and Dystopias of the Visage Ahead*, Unito (Torino 29/10)
- 2024, “The Eternal Sunset of a Spotless Face: Paradox of Cancelling in Contemporary Culture”, *Cancelling Faces. The Erasure of Facial Identity in Public, Media, and Digital Spaces*, FRIAS (Freiburg 09/07)

11. 2024, "From philosophy of videogames to video game design", *Extended Education: How Virtual World Can Reshape Our Mind*, Unito (Torino 22-23/02).
12. 2024, "Modes d'interaction créative avec les images entre usage du logiciel et jeu de l'utilisateur. Quelques exemples vidéoludiques", *Interroger le visible, images qui se répondent : analyse outillée, IA assistée*, ENS (Lyon 20-22/06).
13. 2024, "Forwardto: tecnologie futuribili, immersività e salute", *Nuove tecnologie immersive: valori, pratiche e significati culturali e terapeutici*, Unito (Torino 21-22/03)
14. 2023, *GIRAVOLTI SPAZIALI: facce digitali e realtà virtuale. Giornata di studio dei progetti ERC AN-ICON & FACETS* (Torino 20/04).
15. 2023, "La semiotica del videogioco: una panoramica", *Game Studies, media, semiotica: Giornata di studi per Patrick Coppock*, Unimore (Modena 02/10)
16. 2021, "Sens et expérience de l'espace dans les réalités virtuelles : stratégies de vérification des lieux numériques entre image, corps, visage et énonciation », *Cartographies des relations, expériences de l'espace. Représentations du sens en espace et ancrage spatial de la signification*, Séminaire International de Sémiotique (Paris 15/12).
17. 2021, "Gamification, serious games e trauma - La resilienza in gioco", Collegio Einaudi (Torino 05/06).
18. 2021, "Senso ed Esperienza nelle Realtà Virtuali", *92° Nexa Lunch Seminar*, (Torino 27/10).
19. 2020, "Sistemi digitali di comunicazione in isolamento, utilizzo di app e piattaforme social,
20. introduzione alla virtual reality e gamification.", *Medical Humanities: l'umanizzazione delle cure ai tempi del Covid-19*, Corso di Alta Formazione dell'Azienda Ospedaliera di Settimo Torinese (ECM Piemonte)" (Torino 29/05 & 26/06).
21. 2019, "Viaggio Semiotico nell'Immaginario Videoludico", *Imago: Inconscio e Immaginario Digitale*", JONAS (Torino 31/05).
22. 2018, "Real Meaning-Making in Virtual Reality", *VR Archetypes*, VR Lab Sofia (Sofia, 07/11)

Accepted:

23. 2025, "Il maschilismo nerd come alternativa al femminismo ideologico", *Semiotiche Urgenti: Mascolinità e costruzione del maschile* (Torino 16/04).
24. 2024, "How to make reality with digital games. A second spring for ludosemiotics", *16th World Congress of Semiotics* (Warsaw 02/09)
25. 2024, "*Face Play and Virtuality. Recreating the FACETS P.I. as an A.I. companion in Dragon's Dogma 2.*", *16th World Congress of Semiotics* (Warsaw 02/09)
26. 2023, "Using semiotics to design a VR videogame for face processing rehabilitation in children with autism", *Cognitive approaches to face between alteration and alterity* (Noto 14-16/12).
27. 2023, "The sense of the end: different experiences of closure in digital and board games", *DIGRA Italia, Analog games in the digital age: playing in the twenty-first century* (Torino 04-05/12).
28. 2023, "Multimodal Persuasion via Digital Faces. Reflections on Meta Quest 3 & Apple Visione Pro", *International Conference: Semiosis in Communication. New Challenges of Multimodality in the Digital Age*, (Bucharest, 22-24/06).
29. 2023, "Dal primato al prisma dell'esperienza. Colori e forme della semiotica in Sebastiano Vecchio", *IL LINGUAGGIO COME PRISMA: Giornate di Studi per Sebastiano Vecchio*, Unict (Catania 22-23/06).
30. 2023, "Discorso ed Esperienza: l'effetto di reale nelle realtà virtuali", *Incontri sul Senso 2023: La realtà come costruito*, Unito (Torino 13/04).
31. 2023, "Faces from Within: Semiotics of Subjectivity in Virtual Realities", *FACE IT! The New Challenges of Cognitive Visual Semiotics*, University of Liège (Liège 25/01-27/01).
32. 2022, "Facce della De-polarizzazione del discorso religioso nei giochi digitali", *La (de)polarizzazione del volto nella religione digitale*, Fondazione Bruno Kessler (Trento 19/12).
33. 2022, "Sémiotique de la culture et expérience virtuelle : le faire comme être dans les communautés vidéoludiques", *Journée d'étude SEMIOVERSE : Sémiotique des mondes numériques*", Université Bordeaux Montaigne / MICA (Bordeaux 05/12).
34. 2022, "The faces of androids & robots in *Nier Automata*. Manmade humanity in the new lifeworld." *Semiotics in the Lifeworld. 15th World Congress of Semiotics IASS-AIS*, (Thessaloniki 30/08 -03/09).
35. 2022, "The Sociosemiotic Construction of the Face-Value in Virtual Contexts: from *Second Life* to *Meta*", *NECS 2022: Epistemic Media: Archive, Atlas, Network* (Bucharest 22-26/06).
36. 2022, "Cosa rende l'IA Umana? Enciclopedia, Intersoggettività e Impersonalità nell'Intelligenza Artificiale", *Semiotica e Intelligenza Artificiale: Incontri Sul Senso*, Unito (Torino 10/02).

37. 2021, "Simulare per credere: oltre la rappresentazione, il mito dell'esperienza nelle realtà virtuali", *Nuovi Media Nuovi Miti*, Unito (Torino 21/12).
38. 2021, "Faut-il envisager la fin des visages ?", *Le Futur du Visage. Dispositifs d'écriture et de lecture* (Paris 22/10).
39. 2021, "Wish I were here: faccia, traccia e memoria nel turismo virtuale", *SEMIOTICA DEL TURISMO. Cartografie, strategie, identità, gusti e disgusti*, AISS, (Milano 02/10).
40. 2021, "Artificial intelligence and virtual reality: can you prove to be human inside a digital game?", *Semiotics of Artificial Intelligence* (Shangai 28/06).
41. 2021, "Semiotics of MetaHuman: truth as experience", *Digital Pinocchio*, (Paris 24/06).
42. 2021, "Sentire quasi la stessa cosa: nuove retoriche e nuove strategie di veridizione nelle narrazioni digitali audiovisive", *Narrazioni, confabulazioni e cospirazioni*, XXVI Convegno SFL (Torino 26/05).
43. 2020, "Ideologies of Digital Gaming", *Advanced Graduate Seminar in Critical Semiotics*, Shanghai University (Shangai 15/10).
44. 2020, "L'Io, L'IA, l'Avatar e il Personaggio. Effetti di Soggettività e Costruzione della Persona nei Videogiochi", *Meanings of Personhood Across Semiotics, Philosophy and Human Sciences*, Unito (Torino 17/03).
45. 2019, "Co-enunciazione e senso : aspetti problematici dell'enunciazione nei testi videoludici", *L'Enunciazione e le Immagini: XLVII Congresso AISS* (Siena 27/10).
46. 2019, "Economy and experience: new semiotic approach for video game analysis", *Trajectories: 14th World Congress of Semiotics* (Buenos Aires 09/09).
47. 2019, "How we think through videogames", *The Cognitive Turn of Visual Semiotics*, IASV (Lund 22/08).
48. 2019, "Gamifying History in Virtual Reality: Apollo 11 Case Study", *Gamifin 2019*, Tampere University (Levi 01/04).
49. 2018, "I kissed an NPC, and I liked it: Love and Sexuality in Digital Games", *Love and Sex in the Digital Age: A Semiotic Perspective*, New Bulgarian University (Sozopol 08/09).
50. 2018, "Quilting the Meaning: Gameplay as a catalyst of Signification", *International Conference of DiGRA: The Game is the Message* (Torino 27/07).
51. 2018, "Pratiche, Usi & Interpretazioni dei volti nei giochi digitali", *Semiotica del Volto nell'Era Digitale: Incontri sul Senso*, Unito (Torino 24/05).
52. 2018, "Contre l'Hypertexte", *L'hypertexte et l'hypertextualité entre humanités numériques et jeux vidéo*, Aix-Marseille Université (Aix en Provence 11/02).
53. 2018, "The moderate Anarchy of Twitch Plays Pokemon", *Est Modus in Networks – The Language of Moderation on the Internet*, (Potsdam 01/02).

Dissemination:

- 2025, "Dal gameplay alla cultura contemporanea", 24Future Film Fest (Bologna 10/04)
- 2025, "Cinema e Videogame: Realtà Parallele", Film Festival organized with The National Museum of Cinema (Torino 02/03-17/03).
- 2024, Exhibition of the FACETS research, Hamburger Horizonte (Hamburg 07/11).
- 2023, Presentation of the videogame SO.F.I.A at the Turin International Book Fair.
- 2023, Presentation of the Forwardto Research, *UN TRANQUILLO MEGATREND DI PAURA*, Polo Culturale Lombroso & Nessuno (Torino 30/05)
- 2022, Moderator at the "Festival of Innovation and Science in Settimo Torinese", "N01", Discussions on the topic of Virtual Reality together with Lorenzo Montagna (VRARA), Lorenzo Cappannari
- 2021, Speaker on the topic of e-sports within the event "Uni-verso: boundless challenges. A permanent observatory on contemporaneity." Organized by "Unito for the City and the Territory".

● GRANTS

2021-2023 Project Title: AIWARE, Type: Interdepartmental Grant for Public Engagement actions on AI, Overall Budget: 50.000 euros, Personal Budget awarded: 10.000 euros, Aim: Development of a dissemination mobile game based on FACETS, Role: Lead Game Design & Scientific Supervisor.

2023-2025 Project Title: MAG.IA, Type: Interdepartmental Grant for Public Engagement actions on AI, Overall Budget: 40.000 euros, Aim: Development of website collecting and producing articles on the scientific research on AI

- **COMMISSIONS OF TRUST**

ongoing Reviewer of the following **journals**: *Semiotica*, *Biosemiotics*, *Linguistic Frontiers*, *Lexia*, *E/C*, *Digital Age in Communication*, *Sign Systems Studies*, *Springer*, *DigiCult*, *Signata*.
ongoing Member of the scientific **committee** for the Italian Journal of Cognitive Sciences (Reti Saperi Linguaggi).

- **MEMBERSHIPS OF SCIENTIFIC SOCIETIES**

2017 - present Italian Association for Semiotic Studies, AISS
2017 - present Interdepartmental Centre for Research on Communication, [CIRCe](#)
2025- present Interdepartmental Centre on Game Studies and Ludicity, [CSG](#)

- **GAME DESIGN**

2022-2023, Lead Game Designer for “SO.F.I.A” (Social Media e Facce dell’Intelligenza Artificiale)
https://play.google.com/store/apps/details?id=com.DramaticIceberg.UniTO_MobileProject , Unito 2022 Public Engagement **Award**
2023, Game Concept of “Truth Detectives” <https://truthdetectiv.es/%C2%A0>

- **COMPUTER SKILLS**

Programming: Basic HTML for websites.
Applications: Office Suite, Google Workspace, Mentimeter.
Game Design: RPG Maker, Twine, Roll20, Ren’Py.
Social Media: Facebook, X, YouTube, Instagram, Reddit.
Others: Various photo and video editing software, Zoom/Meet/Webex.