

Gianmarco Thierry Giuliana

In brief:

- **Post-Doc Researcher** at the University of Turin
- **5 years of ERC experience**
- **2x MSCA experiences**
- **Qualification for Associate Professor (ASN)** obtained at unanimity in 2024
- **Lecturer** at University of Turin & Ecampus University
- **1 monograph book**
- **> 25 papers and chapters** published
- **> 50 international conferences, invited lectures and seminars**
- Winner of the **2021 & 2023 Unito Public Engagement Funding**
- **Applied Research for Organizations and Companies:** [Forwardto](#), [VR-Express \(BG\)](#), [Edugamers for kids 4.0](#)
- **Game Designer** 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)

Social Networks: Academia.edu: <https://unito.academia.edu/GianmarcoThierryGiuliana>
ResearchGate: <https://www.researchgate.net/profile/Gianmarco-Giuliana>
Website: <https://www.gianmarcotgiuliana.com/>
LinkedIn: www.linkedin.com/in/gianmarco-thierry-giuliana-750a4a91

● CURRENT RESEARCH POSITIONS

- 01/04/2021 - present **Postdoctoral Research Fellow** within ERC [FACETS](#), University of Turin, Italy
- 24/03/2026 - 24/04/2026 **Visiting Researcher** at the University of Florida (Gainesville) within the MSCA Project [MASKED](#).

● CURRENT TEACHING POSITION

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

● 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
- 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
Dipartimento di Scienze Umanistiche, University of Catania, Italy

1. PUBLICATIONS

Monograph

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

Publications in peer reviewed journals

- 2026 (forthcoming), Rethinking creativity through digital games. When gamers go “crazy”, “RIFL”, 19 (3).
- 2026, (with Emanuela Campisi) *Visages and bodies between emotions and language: new interdisciplinary perspectives*, “RIFL”, 19 (2). [Link](#)
- 2026, *The Happily Defeated Gamer’s Face: Empirical Horizons on the Paradox of Tragedy*, “RIFL”, 19 (2). [Link](#)
- 2026, *Reality as discourse: semiotics, hermeneutics and the burden of a critical legacy*, “Lexia”, 47-48, pp. 75-97.
- 2025, with Bruno Surace (co-author), *Realtà parallele. Un esperimento di rassegna videoludico-filmica al cinema*, “Ultracorpi”, 4, [online](#).
- 2024, *La crisi del futuro tra film, serie e videogiochi di fantascienza contemporanei* “Lexia”, 44-45, p. 93-118.
- 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.
- 2023, *Retorica dello sforzo e ideologia nei giochi digitali*, “Lexia”, 43-44, 283-306.
- 2023, *Religion and Digital Games: Past, Present, and Future Studies. An Overview*. ANNALI DI STUDI RELIGIOSI, vol. 24, p. 203-234, ISSN: 2284-3892
- 2022, *Language and communication in future gamified virtual realities*, “Linguistic Frontiers”, 5(3), 73-79.
- 2022, *What’s so special about contemporary CG faces? Semiotics of MetaHuman*, “Topoi”, 41, 821–834.
- 2022, *Believing the virtual: semio-philosophical fundaments and narrative consequences of experience in VR*, “Rivista Italiana di Filosofia del Linguaggio”. doi: 10.4396/SFL2021A29.
- 2021, *Funzioni e valori del volto nei giochi digitali*, “Lexia”, 37-38, 381-420.
- 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

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 2022, *Faccia a Faccia col Metaverso all’orizzonte*, in: Leone M. (cur.) *Metavolti*, Facets Digital Press, Torino, 128-151.
- 2021, *L’Oggettuale 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
- 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.
- 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

[\(http://www.digra.org/digital-library/publications/quilting-the-meaning-gameplay-as-catalyst-of-signification-and-why-to-co-op-in-game-studies/\)](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.

Books reviews

2026, (with Bellentani Federico) *Review of The Semiotics of Architecture in Video Games*, Aroni G. (2022), “Lexia”, 47-48, pp.377-383.

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.

29. 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:

7. 2024, "Homo Ludens+. Teoria del gioco e gioco come teoria", Unito, (Torino 27/11)
8. 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)
9. 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)
10. 2024, "From philosophy of videogames to video game design", *Extended Education: How Virtual World Can Reshape Our Mind*, Unito (Torino 22-23/02).
11. 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).
12. 2024, "Forwardto: tecnologia futuribili, immersività e salute", *Nuove tecnologie immersive: valori, pratiche e significati culturali e terapeutici*, Unito (Torino 21-22/03)
13. 2023, *GIRAVOLTI SPAZIALI: facce digitali e realtà virtuale. Giornata di studio dei progetti ERC AN-ICON & FACETS* (Torino 20/04).
14. 2023, "La semiotica del videogioco: una panoramica", *Game Studies, media, semiotica: Giornata di studi per Patrick Coppock*, Unimore (Modena 02/10)
15. 2021, "Sens et expérience de l'espace dans les réalités virtuelles : stratégies de véridiction 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).
16. 2021, "Gamification, serious games e trauma - La resilienza in gioco", Collegio Einaudi (Torino 05/06).
17. 2021, "Senso ed Esperienza nelle Realtà Virtuali", *92° Nexa Lunch Seminar*, (Torino 27/10).
18. 2020, "Sistemi digitali di comunicazione in isolamento, utilizzo di app e piattaforme social,
19. 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).
20. 2019, "Viaggio Semiotico nell'Immaginario Videoludico", *Imago: Inconscio e Immaginario Digitale*", JONAS (Torino 31/05).
21. 2018, "Real Meaning-Making in Virtual Reality", *VR Archetypes*, VR Lab Sofia (Sofia, 07/11)

Accepted:

22. 2025, "Il maschilismo nerd come alternativa al femminismo ideologico", *Semiotiche Urgenti: Mascolinità e costruzione del maschile* (Torino 16/04).
23. 2024, "How to make reality with digital games. A second spring for ludosemiotics", *16th World Congress of Semiotics* (Warsaw 02/09)
24. 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)
25. 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).
26. 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).
27. 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).
28. 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).
29. 2023, "Discorso ed Esperienza: l'effetto di reale nelle realtà virtuali", *Incontri sul Senso 2023: La realtà come costruito*, Unito (Torino 13/04).
30. 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).
31. 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).

32. 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).
33. 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).
34. 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).
35. 2022, “Cosa rende l’IA Umana? Enciclopedia, Intersoggettività e Impersonalità nell’Intelligenza Artificiale”, *Semiotica e Intelligenza Artificiale: Incontri Sul Senso*, Unito (Torino 10/02).
36. 2021, “Simulare per credere: oltre la rappresentazione, il mito dell’esperienza nelle realtà virtuali”, *Nuovi Media Nuovi Miti*, Unito (Torino 21/12).
37. 2021, “Faut-il envisager la fin des visages ?”, *Le Futur du Visage. Dispositifs d’écriture et de lecture* (Paris 22/10).
38. 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).
39. 2021, “Artificial intelligence and virtual reality: can you prove to be human inside a digital game?”, *Semiotics of Artificial Intelligence* (Shangai 28/06).
40. 2021, “Semiotics of MetaHuman: truth as experience”, *Digital Pinocchio*, (Paris 24/06).
41. 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).
42. 2020, “Ideologies of Digital Gaming”, *Advanced Graduate Seminar in Critical Semiotics*, Shanghai University (Shangai 15/10).
43. 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).
44. 2019, “Co-enunciazione e senso : aspetti problematici dell’enunciazione nei testi videoludici”, *L’Enunciazione e le Immagini: XLVII Congresso AISS* (Siena 27/10).
45. 2019, “Economy and experience: new semiotic approach for video game analysis”, *Trajectories: 14th World Congress of Semiotics* (Buenos Aires 09/09).
46. 2019, “How we think through videogames”, *The Cognitive Turn of Visual Semiotics*, IASV (Lund 22/08).
47. 2019, “Gamifying History in Virtual Reality: Apollo 11 Case Study”, *Gamifin 2019*, Tampere University (Levi 01/04).
48. 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).
49. 2018, “Quilting the Meaning: Gameplay as a catalyst of Signification”, *International Conference of DiGRA: The Game is the Message* (Torino 27/07).
50. 2018, “Pratiche, Usi & Interpretazioni dei volti nei giochi digitali”, *Semiotica del Volto nell’Era Digitale: Incontri sul Senso*, Unito (Torino 24/05).
51. 2018, “Contre l’Hypertexte”, *L’hypertexte et l’hypertextualité entre humanités numériques et jeux vidéo*, Aix-Marseille Université (Aix en Provence 11/02).
52. 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.