FRANZ FISCHNALLER PROFESSIONAL BIOGRAPHY

Franz Fischnaller (FF), originally from Bolzano, Italy, is a respected transdisciplinary scholar with over twenty years of experience in his field. His work combines elements of design, art, technology, science, engineering, digital humanities, and cultural heritage. FF holds several positions, including professor, educator, designer, developer, art director, project manager, curator, consultant, media design advisor, author, and cross-disciplinary media artist. He employs effective strategies that prioritize quality and innovation, integrating various art forms to enhance both his skills and the impact of his career.

FF designs and implements projects that blend creativity, scientific innovation, and technical expertise. His work spans various areas, including application development, design solutions, advanced visualization, immersive interactive installations, and the creation of virtual and augmented reality environments. In his applied research, he focuses on developing simulations and designing engaging, utopian, yet feasible, functional buildings and urban spaces.

His area of expertise encompasses high-resolution technologies, real-time stereoscopic virtual reality, and high-fidelity simulations. Additionally, he employs XR-AI and holography to develop engaging interactive narratives and storytelling experiences, with resolutions spanning from 4K 3D to 16K.Some of his projects incorporate XR/AI holographic avatar applications, 3D digital stereo animations, and integrated 360° VR video content for both online and offline display systems.

FF has held key positions as a professor of media art director, curator, and project manager. His responsibilities include organizing large-scale exhibitions and overseeing panels, workshops, seminars, conferences, and interdisciplinary programs. In addition to managing creative and academic initiatives, he has actively contributed to knowledge sharing and professional development through lectures, scholarly articles, and participation in organizing committees.

He collaborates with specialists across diverse fields, including scientists, corporate entities, cultural organizations, research institutions, laboratories, and universities. This integrative approach significantly amplifies the impact and breadth of his contributions, promoting innovation and creativity that extend beyond traditional boundaries.FF emphasizes the importance of continuous learning and interdisciplinary collaboration to integrate knowledge effectively. He also highlights the need to quickly recognize and learn from mistakes for personal and professional growth.

In addition to his extensive contributions to new media, he has a strong foundation in classical visual arts as an artist and a scholar. His background enables him to effectively blend classical artistic disciplines with digital technologies, enhancing his contributions to digital humanities and cultural heritage. He focuses on innovative techniques in gigapixel immersive stereo interactive storytelling inspired by Italian Renaissance masterpieces, particularly the works of Leonardo da Vinci. These initiatives involve esteemed experts and institutions across cultural, scientific, and technological fields, with Fishnaller gaining international acclaim in this area.

FF's current focus encompasses a vast array of Extended Reality (XR) technologies and applications—including Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), Artificial Intelligence (AI), Machine Learning, the Internet of Things (IoT), AI avatars, digital humans, virtual beings, and holography. Fischnaller served for 5 years as a full professor at the School of Art & Design at the University of Illinois at Chicago (UIC), USA. During his tenure, he established the Virtual Reality Facility Lab within the Electronic Visualization Program in the College of Architecture and the Arts in collaboration with the Electronic Visualization Lab (EVL) in UIC's College of Engineering. FF has partnered with universities, research institutions, leading scientists, industry professionals, and engineering experts to promote global collaboration and practical cross-disciplinary innovation. His work bridges creative and technological disciplines to drive progress across multiple sectors. Academically, FF holds an MFA in Fine Arts and Design from the Academy of Fine Arts in Stuttgart, Germany, and has pursued studies in art, design, and business in Italy, Germany, and the USA. He has also conducted independent architectural research under the guidance of Erwin Heinle, a prominent German architect and professor, enhancing his expertise in integrating architectural concepts with digital and immersive media.

For further information, please refer to Attachment I, titled "FF Information and Activities," which summarizes additional data. Any necessary supplementary supporting information will be provided upon request. The development of the new FF website is currently in progress. FF Phone and WhatsApp: +39 340 50 73009
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