

## **Kris >< Krois**

design and interaction since 1968

I work as associate professor for Visual Communication at the Free University of Bozen–Bolzano, where I am leading the MA Eco-Social Design, coupled with research in this field. This is loosely connected to my other focusses, Visual Journalism and UI Design for Exploratory Search & Information Discovery.

Before entering University I worked as a designer at cross-sections of interaction and identity design, emerging technologies and tactical media. In parallel to my work on the market, teaching became an occasion for critical reflection and creative inquiry. Among other engagements I worked as a substitute Professor for *Foundations of Media Design* at the *Academy of Media Arts*, Cologne (2005-07). I studied *Communication Design* at the FH Augsburg and *Editorial Graphics* at the ISIA Urbino, followed by a postgraduate study of *Audiovisual Media* at the Academy of Media Arts, where I stumbled into the digital revolution, which remained a source of inspiration and skepticism to me up to the current day.

Blog: By Design or by Disaster: [designdisaster.unibz.it](http://designdisaster.unibz.it)

Critical reflections and subversive action on branding and image culture: [de-brand.net](http://de-brand.net)

Portfolio of projects I did as a designer on the marked: [kriskrois.com](http://kriskrois.com) (last update 2008), with works I did as a designer, art director and partner in own companies (cutup mixed media GmbH 1992-1995, cutup vision GmbH 1995-1998, cutup codes GmbH 1995-1999), in my own studio, with metadesign (San Francisco), with BBDO interactive and other design studios and communication agencies, for MTV Germany, Viva TV, NDR/ARD, Kurzfilmtage Oberhausen, ILIAS open source, AT&T, Dreamworks / Steven Spielberg, McKinsey&Co, Lomografische Gesellschaft, Kommunikationslotsen and others clients, and for citizen organisations like Attac.



## Publications

Krois, Kris, Bianca Elzenbaumer, Fabio Franz, Alvise Mattozzi. *Eco-social design: who pays for it?*, in L. Di Lucchi, L. Imbesi, P. Atkinson (eds.), *Design for Next: Proceedings of the 12th European Academy of Design Conference*, The Design Journal, Issue sup1, 20, pp. s4678-s4682. ISBN 978-1-138-09023-1. DOI: 10.1080/14606925.2017.1352965.

Krois, Christian, Klaus Gasteier. "United States Patent: US9245055B2 - *Visualization-based user interface system for exploratory search and media discovery*", January 26, 2016

Krois, Kris. *Macht & Marken: De-Branding als Selbstverteidigung*. In: 39NULL, Magazin für Gesellschaft und Kultur, 39NULL, kognitiv – Verein für Wahrnehmung, Latsch/Berlin, 2014, ISSN 2282-420

Gasteier, Klaus, Kris Krois, Daniel Murcia, Frantisek Hrdina. *aflow.tv* (based on The Semantic Media Browser), 2008-15 [Software]

Krois, Kris, Klaus Gasteier, Frantisek Hrdina. *Exploratory Search and Content Discovery: The Semantic Media Browser (SMB)*. In: i-KNOW '13 Proceedings of the 13th International Conference on Knowledge Management and Knowledge Technologies. 2013, New York, ACM ISBN 978-1-4503-2300-0

Krois, Kris, Alexander Hatzold. *De-Branding*. In: Hrg. Fraueneder Hildegard, Stiletto Gianni, Was tun. Figuren des Protests. Taktiken des Widerstands. p. 160-166, Salzburg, Mury Salzmann, 2010, ISBN 978-3-99014-014-7

Krois, Kris. *De-Branding*, tactical publishers, Munich, 2008, ISBN: 978-3-9812540-0-6 [Monograph]

Krois, Kris. *Du sollst Dir ein Bildnis machen!* In "MÄCHTE, medien / kunst / pop", großes M, Hannover, 2008 ISBN 978-3-9812120-0-6

Krois, Kris. *Wissen in Bewegung: Der Docu Clip*. In "Schrift und Bild in Bewegung", Hrg. Bernd Scheffer e Oliver Jahraus, aisthesis, Bielefeld, 2008, ISBN 978-3-89528-701-5

Krois, Kris. *Dem Sehen Raum geben*. In "SOZIALEXTRA, Zeitschrift für soziale Arbeit und Sozialpolitik", VS Verlag, Wiesbaden, 2006, ISSN: 0931-X, DOI: 10.1007/s 12054-006-0229-9

