

Paolo Pedercini

Associate Professor at Carnegie Mellon University

Pittsburgh, PA, US

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Biography

Paolo Pedercini is a game developer, artist and educator. His artistic practice deals with the relationship between electronic entertainment and ideology. Working under the project name ?molleindustria,? he produces videogames addressing various social issues such as environmental justice (McDonald?s videogame, Oiligarchy, Phone Story), religion (Faith Fighter) and labor and alienation (Every Day the Same Dream, Unmanned, To Build a Better Mousetrap). Molleindustria obtained extensive media coverage and critical acclaim while hopping between digital art, academia, game industry, media activism and internet folk art. In addition to his studio practice, Pedercini advocates for independent and socially conscious gamemaking.

Industry Expertise

Computer Software, Entertainment, Media - Online

Areas of Expertise

Environmental Justice, Internet Folk Art, Social Issues, Video Games, Digital Art, Media Activism

Education

Rensselaer Polytechnic Institute

M.F.A Integrated Electronic Arts

Libera Accademia di Belle Arti,

B.A. Visual Arts and Multimedia Communications

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