

# CURRICULUM VITAE

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## Personal Information

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Family name: MARCOS First name: ISABEL

URL for web site: <http://e-geo.fcsh.unl.pt>

## Current Positions

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**Since 1991** Researcher of the Portuguese Foundation for Science and Technology (FCT) in different research programs.

**2005/...** Senior Research fellow of e-GEO – (Center for geographical and regional planning studies), FCSH New University of Lisbon, – Portugal.

## Education

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**1996** Ph.D in Semiotics (Architecture and city),  
Centre for Research on semiotics – University of Aarhus, Denmark.

**1999** Ph.D in Sciences of Communication  
New University of Lisbon (Equivalence to Portuguese PhD), Portugal.

**1992** M.A. in Design Science in Architecture  
School of architecture Paris-la villette – France

**1991** M.A. in Social Anthropology and comparative sociology, University Paris V  
Sorbonne – France

**1989** B.A. in Architecture/Urbanism at the Technical University of Lisbon.

## Prizes and Other Distinctions

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**2014/2020** Member of the Executive Committee of the World Association of Semiotics (IASS) – National Representative of Portugal;

**2012/2016** (2<sup>nd</sup> mandate) Vice-President of the International Association for Visual Semiotics (IAVS);

**2010/2012** (1<sup>st</sup> mandate) Vice-President of the International Association for Visual Semiotics (IAVS);

**1996** Editing prize for PhD thesis from the Aarhus University – Denmark.

## Research Synopsis

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I am a Doctor since 1996 in Semiotics of Space from the University of Aarhus - Denmark. After my PhD I took up a research career through Fundação Ciência e Tecnologia (FCT) in Portugal. Since 1991 my research has been funded by FCT (within the framework of different research programs and contracts) at various International and National Research Centres on: Semiotics, Philosophy of Sciences, Urbanism and Geography at diverse Universities: Paris, Limoges, Aarhus, Québec, São Paulo, Urbino and Lisbon.

The FCT contracts during 23 years (“FCT doctoral insertion contract of indefinite duration”) I was able to be the author of 122 publications (95 Peer Reviewed), 19 book’s, 54 papers in congresses and over 100 conference presentations and 4 courses (abroad) as invited speaker (Belgium, Brazil, Canada, China, Denmark, Spain, USA, France, Italy, Japan, Mexico, Norway, Portugal, Russia, Switzerland, Tunisia, Turkey and conferences, publications on the web): 1 PhD thesis; 2 Master’s theses; 4 author book’s; 8 edited collections (3 edited issues of the journal DEGRES (indexed in the Web of Science), 1 book translation); 18 chapters in books; 19 articles in peer-reviewed journals from diverse fields [10 articles in peer-reviewed journals indexed in the web of science (5 submitted)]; 51 articles and abstracts in conference and congress proceedings. In addition: 3 class plans;

22 research projects, 17 of which were under my direct coordination; organization of 20 events: 1 congress, 12 conferences, 2 roundtables, 4 workshops, 1 seminar. I have supervised around 30 final degree dissertations in the department of architecture and 10 master's dissertations in the department of Communication Sciences. I'm now supervising 3 PhD candidates. I was also member of PhD juries and examinations for full professor.

Under the FCT contracts the tasks I took on allowed me to become a reference in Spatial Semiotics: as Member of the Executive Committee of the World Association of Semiotics (IASS) – National Representative of Portugal; as Vice-President of (AISV-IAVS) I organized symposia and congresses that I chaired. My scientific leadership was made evident, and my works were made known. Consequently, I was invited as Keynote to congresses abroad and made Member of the Scientific Committee of International Congresses and Conferences, Guest-Editor (of journals indexed in the Web of Science) and Permanent Member of the Scientific Committee (peer review) of National and International Journals.

### **Fellowships and Awards**

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Research Funding by Portuguese Foundation for Science and Technology – FCT FCT (from programs during 23 years): JNICT Ciência; Praxis XXI; POCTI; Ciência 2008.

I have obtained highly competitive funding through my research networks, e.g. the Danish National Research Foundation; CNRS – France; Semiotic Research Centre of Urbino – Italy; Université Laval – Canada; AISV-IAVS; Erasmus; and other Grants.

### **Chair and Organisation of Scientific Meetings**

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**2013** Chair and President of the Organisation and Scientific committees: Franco-Portuguese conference on the Olisipo Morphologies, 70 participants.

**2013** Chair and President of the Organisation and Scientific committees : Luso-Brazilian Spatial Semiotics, 100 participants.

**2011** Chair and President of the Organisation Committee: 1st European Regional Congress of the International Association for Visual Semiotics 2011 IAVS-AISV; 300 participants.

### **Commissions of Trust**

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**2014** Keynote speaker at the 2nd European Regional Congress of IAVS-AISV

**2012** Key Note Speaker at the 10<sup>th</sup> Congress of the International Association for Visual Semiotics 2012 IAVS-AISV

**2011/...** Member of the Scientific Committee of International Congresses and conferences: 2nd European Regional Congress of IAVS-AISV (2014); UD13 Meeting of Design PhD students (2013); CIMODE – International Congress of Fashion & Design 2012; GEOPOINT – Avignon (2012); 10<sup>th</sup> Congress International Association for Visual Semiotics 2012 (IAVS-AISV); 2<sup>nd</sup> International Conference on Communication, Cognition & Media (2012); 7<sup>th</sup> Conference of Cities & Virtual Territories (2011);

**2011/...** Guest editor and permanent member of the scientific committee of several journals and books:

**2011/2014** – Guest editor of the journal *Degrés* n°153, n°156 and n°157 (indexed in the Web of Science) on Visual Semiotics – Belgium.

**2011/2014**–Guest Editor of the Aracne Publisher on Visual Semiotics to edit a book – Italy

**2014/2015**–Guest Editor of the Annablume Publisher on Semiotics to edit a book– Brazil

**2011/...** – Guest editor and permanent member of the Drafting Committee of ELSA Member of Elsa *Environment, Land, Society, Architectonics* journal. Although this is the official journal of the International Association for the Semiotics of Space (IASSP), it is not indexed in the databases listed by the current scientific policy, which comprehend the main journals of reference in the field of Space Semiotics – Switzerland.

**2012/...** Member of the Scientific Committee of the Editorial Board of the Publications

and Communication of the Faculty of Architecture of the Technical University of Lisbon – FAUTL Publications.

### **Other Professional Activities and Applied Research**

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I would like to draw attention to my professional experience as consultant in morphodynamic semiotics at the Paris City Hall:

**1996-1997 and 2013-2014** – Paris Rive Gauche Project; **2014** – Office of the architects Jean-Marie Duthilleul and Jean Nouvel within the spatial planning project for the “Salpêtrière Neighbourhood”;

**2013-2016** – São Tiago Cacém Town Hall within a reflection on the gap between the several images of the land-use plan. Previous experiences on brand semiotics and its “genetic codes” have allowed me to develop my model applied to the mechanisms of signification of forms in companies, such as:

**1998** – Air France (the values that support a company’s identity);

**1997 and 2001-2003** – the “Libération” newspaper (Libé’s “genetic code” | visual grammar of the newspaper); 1996 – Côte d’Or (brand geography | general theory on chocolate) Traineeship in design / architecture / urban planning;

**1989** – Évora Town Hall;

**1985-1986** – João Paciência’s architecture office;

### **Previous Positions**

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**2001/2005** – Lecturer in the department of Architecture and Sciences of Communication (*PROFESSORA/INVESTIGADORA AUXILIAR DE NOMEAÇÃO DEFINITIVA*) Autonomia University of Lisbon– Portugal.

**1992/2005** – Research fellow of the Research Center of Semiotics of the Faculty of Human Sciences, University of Aarhus – Denmark (FCT – Research program).

### **Supervision of Graduate Students and Postdoctoral Fellows**

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**2011/...** Supervisor of Ph.D. thesis at Aveiro University (Design), Lusophone University (Urbanism), ISCTE University (Urban Branding)– Portugal.

**2003/2005** Supervisor of Master’s theses 1 and 2 at Autonomia University of Lisbon (Architecture) – Portugal.

### **Teaching Domains**

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- Ph.D–Design; History and Phenomenology of Design; Archaeology and Anthropology;
- Ph.D and DEA – Urbanism; Urban Geography; Semiotics of Space; Semiology.
- M.A. – History and Phenomenology of Architecture.
- M.A. and B.A. – Communication Sciences; Semiotics; Architecture.
- B.A. – History of Architecture and the Town; Semiotics of Space; Semiology.

### **Institutional Responsibilities**

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**2003/2005** Scientific coordinator of the Department of Sciences and Communication. Pedagogical and administrative coordination of the following degrees (National B.A. and M.A. Degree) – Portugal.

**2001/...** Coordination of Professional and University Exchanges (ERASMUS) – network in Semiotics.

**1997/...** Participation in juries: Ph.D; Entitlement to the title of Director of Studies (*professor associado*); End of studies Diplomas Master 1 and 2.