



ADDRESS: Dpto. Teoría y Metodología, Escuela de Diseño Industrial. Facultad de Arquitectura y Diseño, Universidad de Los Andes, Mérida, Venezuela. 5101.

E-mail: scherini@ula.ve

Telephone: (0274) 2401902 / *Fax:* (0274)2401932

PROFESSION: Architect.

NATIONALITY: Venezuelan

EDUCATION

- In progress** PhD CANDIDATE in Human Sciences. Faculty of Humanities and Education. University of Los Andes, Venezuela.
- Feb. 2010** POSTGRADUATE DIPLOMA History of Design and Material Culture. Faculty of Art and Architecture. University of Brighton, England.
- May 2006** MAGISTER History, Theory and Critics of Architecture. Faculty of Architecture and Design. University of Los Andes, Venezuela.
- July 2005** Course "Systemics applied to product design and development". Special Postgraduate Seminar (40 hrs) offered by the Politécnico de Valencia (Spain). Faculty of Architecture and Design. University of Los Andes, Venezuela.
- Oct. 2000** BACHELOR (Hons) of ARCHITECTURE with distinction "Summa Cum Laude". 1st place in a class of 44 students). Faculty of Architecture and Design. University of Los Andes, Venezuela.

July 1994 HIGH SCHOOL DIPLOMA in SCIENCES. Colegio Loyola Gumilla. Puerto Ordaz, Edo. Bolívar, Venezuela.

1989 – 1993 HIGH SCHOOL EDUCATION. Gulliver Preparatory School. Miami, Florida, USA.

AWARDS

- 2011** Accreditation as RESEARCHER LEVEL A. *Programme for Innovation and Research Stimulus* (PEII) of the Venezuelan National Observatory of Science, Technology and Innovation (ONCTI)
- 2009** Accreditation as ACTIVE RESEARCHER. *Programme for Research Stimulus* (PEI). University of Los Andes, Venezuela.
- 2008** Accreditation as RESEARCH CANDIDATE in the subject area of Social Sciences, under the N°10750. *Programme for the Promotion of Research* (PPI) of the Venezuelan National Observatory of Science, Technology and Innovation (ONCTI)
- 1999** SCHOLARSHIP for Outstanding Academic Achievement. Department of Student Affairs (DAES). University of Los Andes, Venezuela.
- 1999** Accreditation given by the company C.V.G. FERROCASA S.A. for the outstanding development of the Project "*Renovation of central Puerto Ordaz's pedestrian and landscape areas*". Puerto Ordaz, Venezuela.
- 1998** SCHOLARSHIP for Outstanding Academic Achievement. The Government of Merida State and FUNDACITE (Foundation for the Development of Science and Technology). Mérida, Venezuela.

LANGUAGES

SPANISH: speaking, reading and writing knowledge.

ENGLISH: speaking, reading and writing knowledge.

ITALIAN: basic knowledge.

TEACHING EXPERIENCE

- Since June 2010** AGGREGATE PROFESSOR. School of Industrial Design. Faculty of Architecture and Design. University of Los Andes, Venezuela. Subjects imparted: Introduction to Industrial Design, History, Theory and Critics of Industrial Design 1, Seminar of Aesthetics and Stylistics, Methodology of Industrial Design.
- 2006 – 2010** ASISTANT PROFESSOR. School of Industrial Design. Faculty of Architecture and Design. University of Los Andes, Venezuela.
- 2002–2006** LECTURER. School of Industrial Design. Faculty of Architecture and Design. University of Los Andes, Venezuela.
- 1998–1999** TEACHING ASSISTANT in Architectural History. Faculty of Architecture and Design. University of Los Andes, Venezuela.

TEACHING TRAININGS & WORKSHOPS ON HIGHER EDUCATION

- Feb. 2008** Workshop of Induction for Realization of Community Service for Higher Education (20 hrs). Faculty of Architecture and Design, University of Los Andes, Venezuela.
- July 2007** Programme of Tutor Formation (100 hrs). Centre of Entrepreneurial Research and Development (CIDE). Faculty of Economic and Social Sciences, University of Los Andes, Venezuela.
- Oct. 2004** Development of Course Programmes (40 hrs). Programme for the Development of Teaching Skills / Central Curricular Commission, University of Los Andes, Venezuela.
- July 2004** Teaching Methods and Strategies (26 hrs).

Programme for the Development of Teaching Skills / Central Curricular Commission, University of Los Andes, Venezuela.

- June 2004** Behaviourist Insights for Teaching (20 hrs) Programme for the Development of Teaching Skills / Central Curricular Commission, University of Los Andes, Venezuela.

APPOINTMENTS AND OTHER ACADEMIC ROLES

- 2007- 2009** ELECTED PROFESSORIAL REPRESENTATIVE IN THE FACULTY COUNCIL. Faculty of Architecture and Design, University of Los Andes, Venezuela.
- 2007–2009** ELECTED PROFESSORIAL REPRESENTATIVE IN THE SCHOOL COUNCIL. School of Industrial Design. Faculty of Architecture and Design, University of Los Andes, Venezuela.
- 2007 – 2008** MAJOR REPRESENTATIVE of the career of Industrial Design for the University's Curricular Commission. Faculty of Architecture and Design, University of Los Andes, Venezuela.
- 2006 - 2008** HEAD OF DEPARTMENT. Department of Theory and Methodology. School of Industrial Design. Faculty of Architecture and Design, University of Los Andes, Venezuela.
- 2005–2006** REPRESENTATIVE of the Department of Theory and Methodology for the Internships Commission of the School of Industrial Design. Faculty of Architecture and Design, University of Los Andes, Venezuela.
- 2005 – 2006** REPRESENTATIVE of the School of Industrial Design for the Coordination of Technological Innovation, Development and Transferring (CIDT). Faculty of Architecture and Design, University of Los Andes, Venezuela.
- 1999–2000** TEACHING ASSISTANT REPRESENTATIVE for the Council of the Department of Historic and Humanistic

RESEARCH PROJECTS

- In Progress** *The socio-historical research of everyday objects in Venezuela. Objects of foreign industrial production and their incidence in the domestic life of the urban society of Merida between 1870 – 1950.* Project for the PhD thesis, Doctorate in Human Sciences, University of Los Andes, Venezuela.
- 2009** *Stepping into the ‘Society of Spectacle’: Representations and Images of Venezuela at the International Exhibitions, 1862 – 1895.* School of Historical and Critical Studies, Faculty of Architecture and Art, University of Brighton, England.
- 2009** *Good Design Ideals and the Consumers’ Reality. Representations of the Post-war Kitchen and its Consumption during 1945-1951 in Britain.* School of Historical and Critical Studies, Faculty of Architecture and Art, University of Brighton, England.
- 2009** *Advice vs. Advertisement: Towards the Modern Kitchen in Britain during the Nineteen Twenties* School of Historical and Critical Studies, Faculty of Architecture and Art, University of Brighton, England.
- 2009** *Domestic electric lighting under scan: Introduction, design and production of electric light fittings for the English home 1880 to 1914.* School of Historical and Critical Studies, Faculty of Architecture and Art, University of Brighton, England.
- 2006** *Jesuit architecture in Merida: Testimony of an epoch. The San Jose college of Merida (1927-1963) and the House for Spiritual Exercises San Javier del Valle Grande (since 1953).* Master's Degree thesis. University of Los Andes, Merida, Venezuela.
- 2000** *Architecture and Perception. Design of a therapeutic center for stress control, located in the city of Merida, Venezuela.* Bachelor's Degree thesis. University of Los Andes, Merida, Venezuela.

PAPERS READ IN CONFERENCES (titles translated into English)

- Jun. 2010** 1° Course about design and material culture: The domestic space and its objectual ecology. Faculty of Architecture and Design, University of Los Andes, Merida, Venezuela.
Conference: *“The ideal kitchen space at the Design exhibitions in post-war Britain”.*
- Jun. 2010** 1° Course about design and material culture: The domestic space and its objectual ecology. Faculty of Architecture and Design, University of Los Andes, Merida, Venezuela.
Conference: *“Representations of the interior domestic space in the Venezuelan literature of the 20th century”.*
- Feb. 2008** I National Conference on Architecture, Design and City planning Research. Faculty of Architecture and Design, University of Zulia, Maracaibo, Venezuela.
Paper: *“A methodological approach to the research of the social history of Venezuela’s everyday objects”.*
- Nov. 2007** V Venezuelan international Conference of Semiotics. Faculty of Art, University of Los Andes, Merida, Venezuela.
Paper: *“From the design phone-cabin to the sudden umbrella: the new communication centers developed in Venezuela”.*
- Oct. 2007** 2° Venezuelan Meeting on History and Design Studies. Faculty of Art, University of Los Andes, Merida, Venezuela.
Paper: *“The industrial designer as a constructor of social reality”.*
- July 2007** III South American Conference of History. Faculty of Humanities and Education, University of Los Andes, Venezuela.
Paper: *“The old building of the San Jose college of Merida as historic-architectonic heritage”.*

- June 2006** 1º Festival of the Image. Metropolitan School of Art, Merida, Venezuela.
Paper: “*Image in Scandinavian product design*”.
- Nov. 2005** International Conference. Centenary of Archdiocesan Archive of Merida 1905-2005. Archdiocesan Museum. Merida. Venezuela.
Paper:” *The architectonic work of Luis M. Gogorza, S. J.: Representation of the ‘modus noster’ of the Society of Jesus during the 20th century*”.
- Oct. 2005** IV Venezuelan Conference of Semiotics and VI Latin American Conference of Semiotics. University of Zulia, Maracaibo, Venezuela.
Paper: “*Imagery and Representations from the Spiritual Exercises of San Ignacio of Loyola: San Javier del Valle in Merida*”.

PUBLICATIONS

- In Progress** *The building of the ancient San Jose College in Merida as historic-architectural patrimony of the city.* In Samudio, Edda (Ed.) **Desde nuestro pasado a la Comunidad Sudamericana de Naciones; Capítulo Educación y Ciudadanía.** Caracas, Venezuela: Arte.
- Dic. 2009** *The socio-historical research in Design. A methodological approach for the comprehension of the meanings of everyday objects.* **Portafolio** (Journal of the Faculty of Architecture and Design. University of Zulia, Venezuela). Year 10, Vol. 2, N° 20, pp.46-54.
- June 2009** *Jesuit architecture in Merida: Testimony of an epoch. The San Jose college of Merida (1927-1963) and the House for Spiritual Exercises San Javier del Valle Grande (since 1953).* CD-Rom. Merida, Venezuela: Council of Publications of the University of Los Andes.
- Jan. 2009** *Modern and traditional imagery in Merida: The city and the daily life of its people (1880-1940).* **Procesos Históricos** (Journal of the Faculty of Humanities and

Education. University of Los Andes. Merida, Venezuela). Year VIII, N° 15. Mérida, Venezuela. Available at <http://www.saber.ula.ve/handle/123456789/26976>

- Jul. – Dec. 2007** *Commemorative Inscriptions of the historic-cultural patrimony of the central area of the city of Mérida – Venezuela.* **Boletín del Museo Arquidiocesano de Mérida** (Oficial Journal of the Archdioceses of Mérida, Venezuela). N° 28, pp. 71-95.
- July 2007** *The Architectonic work of Brother Luis M. Gogorza SJ: Representations of the Modus Noster of the Society of Jesus.* In Duque, Ana y Morales, Raquel (comp.). **El Patrimonio Eclesiástico Venezolano. Pasado y Futuro.** Vol II. Caracas, Venezuela: Texto. Pp. 449-473.
- March 2007** *Meanings of Jesuit Architecture in Merida, Venezuela: The House for Spiritual Exercises San Javier del Valle Grande.* **Portafolio** (Journal of the Faculty of Architecture and Design. University of Zulia. Maracaibo, Venezuela). Vol. 2, N° 14, pp. 20-31.

RESEARCH SUPERVISION

- 2007** Tutor of student Adianez C. Angulo Rivas in her Final Project for the Bachelor of Industrial Design entitled: “**Design of working places for learning activities inside Venezuelan public preschools**”. Faculty of Architecture and Design, University of Los Andes, Venezuela. Project sponsored by the University Council for Scientific, Humanistic and Technological Development. Subsidy N° A-639-07-06-F.
- 2007** Tutor of student Maria Alejandra Diaz A. in her Final Project for the Bachelor of Industrial Design entitled: “**Design of a kitchen artifact that reflects the traditional way in which Venezuelans cook meats, vegetables and flour-based food**”. Faculty of Architecture and Design, University of Los Andes, Venezuela. Project sponsored by the University Council for Scientific, Humanistic and Technological Development. Subsidy N° A-648-07-06-F.

2007 Tutor of student Zoralys A. Sosa Marquez in her Final Project for the Bachelor of Industrial Design entitled: “**Design of mobilization systems for disabled children with limited economic sources**”. Faculty of Architecture and Design, University of Los Andes, Venezuela. Project sponsored by the University Council for Scientific, Humanistic and Technological Development. Subsidy N° A-640-07-06-F.

ACADEMIC SUPERVISION OF INTERSHIPS

2010 Mary Sulbarán, *Tecnimueble*, Mérida, Venezuela.
2010 Angy Piñero, *Termoplex*, Caracas, Venezuela.
2006 Adianez Angulo, *Tecnimueble*, Mérida, Venezuela.
2006 María Alejandra Ojeda, *Ferromuebles*, Tinaquillo, Venezuela.
2006 Juan Carlos García, *GalvanicaNel*, Mérida, Venezuela.
2005 María Beatriz Matamoros, *CAPUY*, Caracas, Venezuela.
2005 Luisa Sívoli, *Guasabi C. A.*, Caracas, Venezuela.

ATTENDANCE TO CONFERENCES AND SEMINARS

May 2010 Relations between history, culture and subjectivity and their influence in the construction of identities and alterities. The Venezuelan experience. (16 hrs). Given by Dr. María del Pilar Quintero. Research Group about social conscience, University of Los Andes.
Jun. 2009 4° Annual Symposium of New Research in Material Culture ‘Stuff and Things’, Centre for Research and Development, University of Brighton, UK.
Jun. 2006 1st. Colloquium Update in Industrial Design (20 hrs). School of Industrial Design (ULA) and CENDI. FAD-ULA and Auditorium of FEDEINDUSTRIA, Merida, Venezuela.
Jul. 2005 1st. Colloquium “About Product Design” (40 hrs). 1st Inter-institutional Meeting of Industrial Design, ULA – UPV. Auditorium CORPOANDES, Merida, Venezuela.

Jun. 2003 1º Symposium on Education and Design. (16 hrs). The Faculty Council for the Development of Teaching Skills, Faculty of Architecture and Art, University of Los Andes, Merida, Venezuela.

Nov. 2001 Seminar History and Theory of the Architecture and the City (16 hrs). Given by the Architect Joseph Rykwert. Council of Postgraduate Studies. Faculty of Architecture and Art, University of Los Andes, Venezuela.

Jan. 2000 1st Inter-institutional Meeting of Industrial Design. School of Industrial Design, Faculty of Architecture and Art, University of Los Andes, Venezuela.

May 1999 Permanent Colloquium of Architecture and Urbanism (12 hrs). Faculty of Architecture and Art, University of Los Andes, Venezuela.

May 1998 Seminar – Workshop “Architectural Research and Design” (16 hrs). University of Los Andes, University of Zulia and Central University of Venezuela. FAA-ULA, Venezuela.

MEMBERSHIPS

Since 2010 Member of the Design and Emotion Society.
Since 2006 Member of the Research Group on Socio-cultural studies in Venezuela’s design. Faculty of Architecture and Design. University of Los Andes, Venezuela.
Since 2005 Member of the Venezuelan Association of Visual Semiotics.
Since 2001 Member of the Professional Body of Engineers of Venezuela.

REFERENCES

<http://webdelprofesor.ula.ve/arquitectura/scherini>
<http://www.arq.ula.ve/gisodiv/>
<http://ula.academia.edu/SerenellaCherini>