

FUTURSHOW 3004

Milano, 19 – 22 November

Chi c'è ci sarà

*Cities had always been at the crossroads
of culture and urban areas are the driving
forces of development and globalization*

Kofi Annan

(7 June 2001, Urban Millennium)

Milan, November 19 - 22

FUTURSHOW 3004

Here Today, Here Tomorrow

**Talent, Technology, Tolerance
The Access Gates to the Future**

If the future is the destination of our voyage, then three road signs clearly indicate which route to take: **Talent, Technology, Tolerance**. This is the main theme of **Futurshow 3004, which will be held in Milan from November 19 to 22.**

For five days, **Futurshow** will experiment the **“Theory of the three T’s”** launched by Richard Florida, professor at the University of Pittsburgh, according to which **innovation and development**

are achieved in communities which are able to integrate Technology, Talent and Tolerance.

Having set this goal, Futurshow, now in its eight edition, has elected Milan as Capital of the Future, embracing a totally new format, with the heart of the show located in the Fiera Milano exhibition grounds, and a series of events designed to involve the entire city while drawing up a map of innovation hot spots, represented by companies, public and private institutions, cultural and entertainment centres.

A unique opportunity, made possible by the collaboration with numerous partners: the **Milan City Council**, the **Milan Province**, the **Ministry of Innovation and Technology**, **Assolombarda**, the **Istituto Europeo di Design**, the **IULM** university (the event will take place under the auspices of all the above), as well as the **Triennale**, **Spazio Anteo**, the **WWF**, and the **UN Millennium Campaign**.

The Exhibition Area at Fiera Milano – Portal to the Future

Eight gates, the same number as the goals set by the **UN's Millennium Campaign** in order to save the planet. A sole platform to manage all the technology which surrounds us. Technology at the service of our cultural heritage. The most advanced results of aerospace research. The research and innovation capacity of companies. Artists' visions of the future and the expression of fresh talent.

These are the contents that will be concentrated in the area fitted out in the **Fiera Milano** Exhibition grounds by **Gruppo Sabatini**, which designs, organizes and promotes **Futurshow**. An area of great scenographic impact, in many ways a **City of the Future**.

The exhibition ground's roads lay out the path towards *what will be*, the buildings are translucent rooms, three-dimensional geometric structures on which images in constant motion are projected. An environment that tells the story of how new technologies can find applications in every field.

The most advanced reaches of aerospace and satellite research will be on show at **Futurshow 3004** thanks to the presence of the **European Space Agency**, with the participation of **Finmeccanica's** space unit, **Alenia Spazio**, which has been a partner of **Futurshow** for many years now.

Promoted by **ESA**, the discovery path within the space sector, as fascinating as it is all-important for the future of mankind and the planet, will take visitors through evocative settings and different environments representing projects, applications and research.

From **Galileo** to the **Digital Divide**, focusing in turn on remote medicine, safe telecommunications, Internet via mobile means, social support, eGovernance; from **Envisat** and **Cosmo Sky Med** for the observation of planet Earth to the frontiers of exploration with the **Cassini** probe; from digital **satellite cinema** to **prototypes** testifying to how space research will lead to applications of new technology in everyday objects of the future.

Futurshow 3004 welcomes **Microsoft's digital entertainment** protagonists: **Windows Media Center** and **Xbox**. Together with over 20 partners, of which 10 Italian, Microsoft will present to the public at large Windows Media Center, the innovative system bound to mark a revolution in Italian living rooms, allowing all the family to make simple and immediate use of its extensive digital contents (photographs, music, DVD, television, radio, internet) through nothing more than a remote control and a television set. Windows Media Center will be available as of October 12 in different formats and models (tower, cube, slim, laptop, etc.), created by Microsoft's partners, and designed to satisfy differing needs in terms of looks and use, and fit in seamlessly into every room of the house (living room, studio, children's room...).

It will also be possible to try out the first portable versions of Windows Media Center, which will allow

everyone to keep their digital contents at hand all the time. All those taking part in the event will have the opportunity of living a new multimedia experience, while discovering all Windows Media Center's potential and ease of use. Together with the well-known Xbox console and its 'cult' videogames, such as 'Halo 2' and 'Fifa 2005', the **Futurshow** will also highlight Xbox *Live* broadband online gaming, with visitors sharing all the excitement and adventure of digital entertainment, in a setting which intends to be a meeting point with social connotations in the name of cutting-edge technology. Indeed, **Microsoft** plans to attract an increasing number of people to games and entertainment by creating not only virtual town squares for them to meet, communicate and play, but also real ones, aiding the development of a broad community of enthusiasts.

The 'T' for Tolerance will be highlighted by **Futurshow** with an outstanding partner, **No Excuse 2015**, the **UN's Millennium Campaign**. Together with the **UN** and the **WWF**, a long-time partner of **Futurshow**, the campaign for the achievement of eight goals in order to save the planet will be launched in Italy. Eight goals, symbolised by eight great portals to be erected in the Fiera Milano grounds. **Futurshow** has adopted the **No Excuse 2015** commercial and will replicate it for its own advertising campaign. **Eveline Herfkens**, executive coordinator of the campaign, will be at the **Futurshow** on the day of its opening, and will lay out the global plan to achieve all the goals by 2015.

Entertainment will be featured at **Futurshow 3004** in the form of **games, home videos, cinema, music, television** and **sport**. The future of entertainment is tightly bound to the development of technology, which is introducing great changes in its fruition and organisation. An entire section of the show, **Sport World**, is dedicated to sport and will be set up as a gallery of images, products, services. Terrestrial digital TV, cellular telephones, satellite channels, Internet, and radio are the means which carry the sporting passions of the public. The area will be visited by leading players in the world of sport: sports teams, companies, and media.

Events – Innovation Hot Spots

Fiera Milano will be the starting point from which to visit **many other spaces** located inside and around the city, which will host exhibitions, movie previews, plays, concerts, and meetings with leading personalities of our time.

Futurshow 3004 will therefore draw a new map of the city, highlighting the **innovation hot spots**, public and private facilities where the future is being designed and which, on occasion of **Futurshow**, will open their doors to display the processes which lay upstream of the products we all know.

In order to highlight the innovation capacity of companies and the importance of training for the new generations, on occasion of **Futurshow**, **Assolombarda** will present a **Theatre of innovation**, which will revolve around meetings with leading corporate executives; a special edition of **Orientagiovani** on high school chemistry; the **City of arts and crafts**; **Porte Aperte al Futuro** (Doors open to the future), an initiative that will allow young visitors access, during the period of the show, to production facilities and research centres of important local manufacturing companies; **Movie & Co.**, a competition open to young filmmakers, aimed at revitalising industrial cinema.

Focus on the generations of tomorrow has always been a key concern for **Futurshow**. This year, thanks to the collaboration of the **City of Milan Sport and Youth Councillorship**, the first edition of “**Creami, Milan welcomes fresh creative talents**” will be held on occasion of **Futurshow**: a festival during which young talents will be encouraged to express themselves in a host of fields, in settings and facilities they would not usually have access to.

In the same period, the global meeting of the **IETM (Informal European Theatre Meeting)** is scheduled to take place. IETM is the largest performing arts

network in the world, and it will meet in Milan for the first time.

Numerous important events devoted to art culture will take place during **Futurshow 3004**.

Video Village will be presented in collaboration with **Triennale di Milano**: the first Italian edition of the *World Wide Video Festival*, the international Video Art show created and promoted by **Art-U**, held on a regular basis in Amsterdam for over twenty years.

A series of previews and meetings with film directors on the topics of Talent, Technology and Tolerance will be organised together with **Anteo Spazio Cinema**, in collaboration with **Lumiere**.

The **Smeraldo** theatre will host a special staging of **Aeros**, the show created in collaboration by great choreographers Daniel Ezralow, David Parsons and Moses Pendleton.

Together with the **Istituto Europeo di Design**, **Futurshow** will take on the topic of new technologies as a resource in building up an extensive **collective memory**. In particular, the videos created by the institute's pupils will be shown, dedicated to mental illness and the "different creativity" it is accompanied by.

With the **IULM - Libera Università di Lingue e Comunicazione** - a series of appointments will be programmed both on the exhibition grounds and at the university, focusing on the role and use of new technologies in the passing down to future generations of the cultural heritage. The **IULM** university has always placed emphasis on technology as a communication tool, and on promoting the use of know-how acquired in the sector for cultural communication, a topic on which **IULM** has created a specific course.

IBM will open up to **Futurshow** its new headquarters and research laboratories. "Our relationship with Milan and its social and economic reality dates back to almost eighty years ago – says

Chiara Grosselli, Marketing and Communication Director at **IBM Italia** – when the company chose to invest, grow and promote growth in terms of human resources and infrastructures in this city, contributing to its emergence as a technology pole in constant evolution. Considering the leading role we play in the process of innovation at both the local and national levels, we naturally welcomed the opportunity offered by **Futurshow**, which will soon place Milan and its ties with today's and tomorrow's cutting edge technology in the limelight. Our new **headquarters** in Segrate, where design and technology have come together to aid teamwork and the exchange of ideas, will be an active hub during the show, with a rich schedule of events which will also involve, among other facilities, our **international research laboratories**".

Food For Thought – The Idea Factory

For five days Milan will turn into a community where different entities will be able to meet and compare ideas on the topics proposed by **Futurshow**.

Futurshow therefore asserts itself as a privileged observatory to study the deep changes introduced by new technologies in every aspect of our life, bringing together businessmen, managers, representatives of the institutions, with intellectuals, scientists, and religious leaders, in a rich schedule of **meetings with internationally renowned personalities**. This is **Futurshow's Idea Factory**. On opening day – **November 18** – reserved for the press, the **Italian Minister of Innovation and Technology, Lucio Stanca** will address the invited audience.

The results of two surveys will be previewed at **Futurshow**.

On occasion of **Futurshow 3004**, **Demoskopea** will develop an analysis path dedicated to the future and carried out on a representative sample of the Italian population.

Futurshow will also provide a stage for the presentation of the first survey by the **Creativity Group**, entitled **Creative Cities**, which will be completed in 2005. Creativity Group Milan is part of a network of independent think tanks and research centres active in the field of creative economy. Creativity Group Milan was founded in 2004 by the American economist **Richard Florida**, together with **Giovanni Padula** and **Irene Tinagli**, with the aim, among others, to assess the creative potential of Italian and European cities, and to study creative industries and companies. Richard Florida is the author of *The Rise of the Creative Class* (published in Italy by Mondadori), which moves from the 3Ts of economic development - Technology, Talent and Tolerance – to show how the future of cities is dependent on their ability to attract and enhance creative talents and individuals by investing in research, universities and culture, creating a socially open and tolerant environment which supports and stimulates human creativity.

Talent, Technology, Tolerance, the main theme of **Futurshow 3004**, is summarised and represented in **A Mano Libera**, an exhibition in progress by **Gianluigi Colin** for **Futurshow**, **Variations on the meeting's theme**.

***Futurshow 3004** is conceived, organised and promoted by **Gruppo Sabatini** (www.grupposabatini.com), founded in 1964 as **builders and designers of exhibition stands**, and today a well-established operation specialised in the **design of spaces for communication**. A key year in the Group's history was **1996**, which saw the launching of **Futurshow**, the Information and Communication Technology Show. Ever since its first edition, the show has been based on an innovative format. Over seven editions, **Futurshow** has evolved from simple exhibition into a **communication event**, a **new model for trade show**, based on theme itineraries, a format exportable to all sectors and all geographical locations.*

Informations and References

CALENDAR

Futurshow 3004

Thursday 18th November

Friday 19th - Monday 22th November

Stampa

Pubblico

ENTRANCE

Fiera Milano

Padiglione 17

OPENING TIME

From 10: 00 am to 18:00 pm

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