

Milan, 19 - 22 November

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 the route: **Talent, Technology, Tolerance**. This is the main theme of **Futurshow 3004**, which will be held in **Milan** from **November 19 to 22**.

For four 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**: companies, public and private institutions, and cultural, research, entertainment and training 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**, which has set eight goals that must be achieved in order to save the planet. The name of the **United Nations’** campaign is “**No Excuse 2015**”. **Futurshow** will promote it and raise the bar further: **no excuses**, as a *sustainable future* is possible. Talent, Technology and Tolerance are the tools with which to build it.

The opening day of **Futurshow 3004** – Thursday 18 November, reserved for the press – will feature three guests who symbolise each of the three T’s and are veritable icons of our time: **Bill Gates**, founder of Microsoft, who will speak on the Digital Future; **Derek Walcott**, great poet and Nobel Prize winner for Literature; **Eveline Herfkens**, executive coordinator of the UN’s Millennium Campaign.

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Milan Capital of the Future – Innovation Hot Spots in the City

Fiera Milano is the starting point of an itinerary linking numerous sites both inside and outside the city, which will host guided tours, exhibitions, movie previews, plays and concerts, meetings with prominent opinion leaders, and visits to hubs of excellence in research.

Futurshow 3004 will therefore draw a new map of the city, highlighting **innovation hot spots**, public and private facilities where the future is being designed.

One of the initiatives developed by **Assolombarda** for **Futurshow 3004** is **Porte Aperte al Futuro** (“Doors Open to the Future”): a large number of corporate and university research centres will open up their doors to young visitors, offering an extraordinary guided tour of the processes which lie upstream of products, services and projects. The companies and institutions that will open their doors to **Futurshow** are: **Air Liquide, Bracco, Edison, Nerviano Medical Sciences, Siemens, Stazione Sperimentale Combustibili, CTI, Newron, Nicox**, the **chemical laboratories** of the **Science Department** of **Università Bicocca**, the **chemical laboratories** of the **Milan State University**, the **Design** laboratory of the **Indaco Department** and the **Crash Lab** of the **Aerospatial Engineering Department** of the **Milan Polytechnics** as well as the **Research Center** of **CEFRIEL**, the **ICT Excellence Centre** of the **Milan Polytechnics**.

IBM will open up its new headquarters to **Futurshow**, and on Friday 19 will host an evening dedicated to scientific research. After a meeting with IBM’s laboratory researchers, **Alessandro Cecchi Paone** will present **Immagini dal mondo** (Images from the World), featuring an exclusive preview of a documentary produced by Channel 4, Discovery, Pro7, and RTI and dedicated to **Dragons**, between science and science fiction. The producers will be present at the screening.

In addition to **IBM**, **Futurshow** visitors will also have access to **Alboran, Interactive Group, RTL, and Videoitalia**, leading companies in the production and digital processing of audiovisual products.

Promoted by the **City of Milan Sport and Youth Councillorship**, together with the **Santa Chiara Club**, the first edition of “**CreaMi, Milan Welcomes Fresh Creative Talents**” will be held on occasion of **Futurshow**, which will encourage young talents to express themselves in a host of fields, in settings and facilities they would not usually have access to, including: **Teatro à, Teatro Verdi, Fabbrica del Vapore, Civica Scuola di Arte Drammatica Paolo Grassi**, the **Ursus boxing club**, where dancers will perform in the boxing ring, a number of **subway stations** and even the **Bollate prison**.

Between 17 and 21 November, the global meeting of the **IETM (Informal European Theatre Meeting)** is scheduled to take place in Milan for the first time, il Forum plenario dell'**IETM (Informal European Theatre Meeting)**. IETM is a cultural network formed by 450 European members, and is devoted to stimulating the development and improved quality of contemporary performing arts. The IETM will involve several sites around the city, among which **Università Bicocca, Teatro Litta and Teatro Franco Parenti**.

At the **Milan Triennale, Video Village** will be held, a Media Art festival which explores culture generated by technological progress by means of exhibitions, performances and meetings. Organized by **Art-U**, the first edition of **Video Village** will open with the Amsterdam *World Wide Video Festival* retrospective, on the important yearly event which has been monitoring the growth of international video art since 1982. On occasion of **Futurshow**, participating artists will present their works to **Triennale** visitors.

Alongside the “visual visionaries”, “written word visionaries” will also be featured: indeed, **Futurshow 3004** will play host to three great contemporary poets who will express their own personal vision of the future. The initiative called **Verso il futuro** (“Towards the Future”), directed by **Nicola Crocetti** for **Futurshow 3004**, will include three meetings at the **Triennale** with Nobel Prize winner **Derek Walcott** (Thursday 18 November at 7:30 p.m.), **Adam Zagajewsky** (Friday 19, at 7:30 p.m.), and **Yves Bonnefoy** (Sunday 21, at 7:30 p.m.).

As regards the art of cinema, a series of important events will be organised in collaboration with **Anteo Spazio Cinema, to celebrate its 25th anniversary**. On Thursday 18 November, on occasion of **Futurshow 3004**, a special preview of **Finding Neverland** will be held. On Monday 22, film director **Robert Guédiguian** will hold a lesson on the topic of *Cinema of Tolerance*. Together with **Anteo Spazio Cinema** and **Canon**, **Futurshow** will launch a competition open to short film entries on the topic: **The City and the Future - Technology - Tolerance – Talent**. The awards ceremony will be held next spring.

The **Santa Teresa Mediatheque** will also be on the **Futurshow's** map of event centres. The impressive “bookless library”, the digital department of the *Biblioteca Nazionale Braidense*, located in the Santa Teresa church in the centre of Milan, will play host to **Digital Visions**, a two-day event dedicated to digital culture, cinema, and digital technologies, organised by Maria Grazia Mattei's **MGM**, which on occasion of **Futurshow** will lend its collection of visual material to the Mediateca, making it accessible to the public.

Another important initiative aimed at involving the public at large will be held at the **Palazzo delle Stelline**, where on occasion of **Futurshow 3004**, **Internet Saloon** – the Internet school for over-60's – will organise a series of special IT lessons.

Lessons in journalism for youths will be held at the **Corriere della Sera**, where senior editor Stefano Folli and a number of renowned journalists will welcome visitors and accompany them on a journey to discover how a daily newspaper is created, from the editors' meeting to the presses.

On Friday 19, between 2 p.m. and 5 p.m., the **IULM** university will host a line-up of events addressed to all those who have a passion for art and culture and also an interest in technology: "E-Culture-Trekking", "Talents of Online Cultural Communication", and "Culture and the Marketplace in Filmmaking".

The **IED** will host an exhibition of **Rado** watches, with many timepieces on display alongside the charcoal drawings and designs which inspired them. In collaboration with the IED, on occasion of **Futurshow** Rado will launch an initiative aimed at involving students in the design of what could become a new model.

During the **Futurshow**, **Mondadori Multicenter** will offer special discounts on technological products and on books, and will host numerous events and meetings; on Saturday 20 and Sunday 21 November, a **Maratona d'autore** will be held, featuring meetings with authors, performances, readings and projections. The Marathon will begin Saturday morning at the **Futurshow**, on the Fiera Milano grounds, and will continue at the Multicenter in the afternoon and all day Sunday.

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