

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

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## **MILANO CAPITAL OF THE FUTURE**

**Milan, Capital of the Future**, is the proposal launched by **Futurshow**, which in view of its eight edition has renewed its concept and formula, also changing location and dates.

After seven editions held in Bologna, where it was born as an **Information and Communication Technology Exhibition** and established itself as a communication event, **Futurshow 3004 will be held in Milano** from 18 to 22 November. As a result, and also considering that **Futurshow** will be held **under the auspices of the Milano City Council**, **Futurshow** will be based on a strongly innovative project, drafted taking into account the economic, cultural and social context in which the event will take place.

Once again **Futurshow** is evolving and looking forward, ever loyal to its vocation: that of projecting itself “a thousand years in the future”, with the ambition of understanding what the future holds in store, and offering previews on research, experimentation, trends, projects, on which people, companies and institutions that are investing in the future are already hard at work.

Betting on **Milano’s vocation to innovation**, and on its traditional openness to new ideas, **Futurshow 3004** aims to involve the entire city, with particular focus on those sectors which best express its values – **entrepreneurial spirit, culture and solidarity**.

For five days Milano will have the possibility of becoming a workout facility in which to train for the future, a model to experiment how, by using new technologies, people and companies with totally different aims can work together on shared projects.

Based on the theory of the three T’s – launched by Richard Florida (professor of Theory of Economic Development at the University of Pittsburgh) according to which **innovation is generated by the combination of three factors, Technology, Talent and Tolerance**, **Futurshow** will place Milano at the top of the world rankings in terms of the number of innovation hot spots.

# THE PROJECT

The **Futurshow 3004** project is based on the concept of it being an event which “transcends time”, and goes further, aiming to also “transcend space”.

**Futurshow** is an idea, and as such it cannot have a beginning or an end, nor can it be restricted within boundaries.

The Spectacle of the Future begins in the past and is constantly being produced; in the era of globalisation, we realise every day that what happens elsewhere, in distant places, can have immediate and unpredictable effects on our daily life.

Against this backdrop, **Futurshow** intends to be a meeting place, to provide the opportunity to induce different people and companies to think and act in terms of systems, networks, communities.

As a start, **Futurshow extends the concept of “trade show” to the entire city**. **Futurshow 3004** will be a show “spread over the territory”, an idea welcomed by the Fiera Milano management, by Chairman **Michele Perini** and Chief Executive Officer **Piergiacomo Ferrari**.

The heart of the show will be designed and set up on the Fiera Milano exhibition grounds: a striking and scenographic setting that will represent a portal through which to enter the City of the Future. This is where, with the aim of providing information and showing how new technologies find applications in every field, **Futurshow 3004** will display – and explain – how the results achieved by cutting edge research translate into products and services which improve the quality of people’s everyday life.

Access to the area will be limited to no more than **100 companies**, which will have at their disposal a window of sorts (a surface of around 70 square metres) from which to launch their messages and display their products, projects or services.

For a small investment, companies will have the opportunity of playing a leading role in a high-visibility show, extensively covered by the media and embracing a very wide visitor base.

The structure set up on the Fiera Milano grounds will act as the homepage of a new site, with **links to a host of other spaces** to visit in Milano and outside the city, which will also be involved in the **Futurshow 3004** project.

A network will be overlaid on the map of the city, with a number of nodes indicating areas with a particularly high concentration of different people and companies, brought together by their shared role as innovators.

A research centre, a multiscreen cinema, a library, the editorial office of a daily newspaper, an art gallery, a hospital, a theatre, a museum, a school and, above all, many private and publicly-owned companies: **Futurshow** intends to discover the city’s hotspots of innovation and link them in an unprecedented itinerary for visitors.

The ticket to the show will act as a pass to access all the facilities hosting initiatives, exhibitions, shows, meetings. **Futurshow** will ask the **companies** that have put their most advanced research on display to **open their doors to the public**, reveal the processes behind their products, and allow people to meet and talk to the managers and professionals that design and manufacture them.

In addition, **Futurshow** will organise a **series of meetings with internationally renowned speakers** in the Fiera Milano facility and at institutions around the city, creating a privileged observatory to analyse and interpret the profound changes technological progress induces in our society.

Communication, job training, cultural heritage preservation, show business, the security of large and small systems, environmental protection, space exploration, the search for new sources of energy, on-line services and new multimedia platforms: these are just a few of the topics that will be taken on with professionals who play a leading role in driving progress on a world scale.

**Futurshow** will allow businessmen, managers, politicians, representatives of the institutions, to discuss these topics with intellectuals, scientists, artists, men of religion.

At the last edition of **Futurshow**, the opening meeting which saw anchorman **Enrico Mentana** act as moderator, was attended by **Giuseppe Viriglio**, CEO of Alenia Spazio; **Umberto Paolucci**, Chairman of Microsoft Italia; **Vandana Shiva**, vigorous champion of biodiversity; **Tehmina Durrani**, who has launched an Internet project to bring together Islamic women; **Abdul Sattar Edhi**, a Pakistani who has created a system providing micro credit for the poor; **Svetlana Broz**, grandchild of Tito and supporter of the Garden of the Righteous; **John Foley**, the Vatican's top communication official; **Massimiliano Fuksas**, great artist and author of the Futurshow advertising campaign; and a hero of our time, **Livio Caputo**, Italian entrepreneur who survived the tragic September 11 terrorist attacks.

In addition to the opening meeting, which provides a summary of all the topics that will be taken on in greater detail during the event, the **opening day of Futurshow** will also see the presentation of a "manifesto", which for the 3004 edition will be dedicated to **Values** and written by philosopher **Paolo Del Debbio**.

## **PARTNERS AND INITIATIVES**

### ***Anteo Spazio Cinema***

In the field of visual arts, open to a host of applications of new technologies, **Futurshow** collaborates with multiscreen theatre **Anteo Spazio Cinema**, a historical cultural hub that has long been promoting the art of cinema and which will celebrate its 25th anniversary this year; it also collaborates with cinema production house **Lumiere & Co.**, headed, like **Anteo**, by **Lionello Cerri**. In collaboration with Anteo, Futurshow organises film previews, workshops and meetings with directors, as well as a **Short Film Festival**.

### ***Sport and Youths Councillorship of the Milan City Council***

**Technology as a tool to enhance creative potential**: as well as promoting the process of **IT alphabetisation**, still lagging behind in Italy, **Futurshow** wishes to act as a bridge to **allow new generations to come into contact with companies**. The first initiative

created in collaboration with **Futurshow 3004** is the **Festival of Youth Creativity** promoted by the **Sport and Youths Councillorship of the Milan City Council**, which on occasion of **Futurshow 3004** will provide a stage for the **talents of tomorrow**; young artists who will have the opportunity of expressing themselves in a variety of performances: music, dance, poetry, graphics, drama, in locations they would usually be unable to have access to. A project with strong cultural and social implications, prompted by councillor **Aldo Brandirali** to underline the city's vocation to being lived to the full, an ideal place for both work and leisure, eliminating the separation between the two which often causes a dangerous desire to flee the city, as well as the onset of urban decay. The festival, organised by the Santa Chiara Club, benefits from the work of a pool of experts coordinated by **Massimo Mancini**, whose aim is to gather and enhance the many creative experiences which over the past few years have enjoyed the support of the Milan City Council's Sport and Youths Councillorship, offering them a prominent stage in the national and international spotlight.

### ***Assolombarda***

Together with **Assolombarda**, a special edition of **Orientagiovani** will be held, involving high school students in an initiative addressed to training issues and to finding jobs.

**Assolombarda** will also play a decisive role in the **Porte Aperte al Futuro (Open Doors To The Future)** initiative, which will encourage local manufacturing companies to open their facilities and research centres to the public during the show. A new way of taking part in a trade show and of illustrating to the public at large organisation, production and development processes.

### ***IETM***

**The Informal European Theatre Meeting**, the largest performing arts network in the world, will hold one of its twice-yearly plenary meetings in Milan, in November, in collaboration with **Futurshow**. The **IETM** Forum will include meetings, study sessions, workshops and performances in many locations around the city, including the new Auditorium, the Pirelli Skyscraper, the Superstudio, and a selection of Milanese theatres. On occasion of **Futurshow**, the **IETM** will present its website, the only portal in the world dedicated to aiding the international mobility of artists worldwide.

### ***Istituto Europeo di Design***

New technologies as a resource in building up a comprehensive **collective memory**. Thanks to the collaboration with **Aldo Colonetti**, Scientific Director of the **Istituto Europeo di Design**, under the auspices of which the event will take place, **Futurshow 3004** will uncover important cultural treasures which are part of the tradition of the city: private archives which include graphic design works that are still not accessible to the public, with the aim of promoting image digitalisation.

### ***IULM Libera Università di Lingue e Comunicazione***

The use of new technologies as a resource in **passing on to future generations the cultural heritage** we ourselves received from those who came before us, is one of **Futurshow's** primary missions, and translates into a number of initiatives created in collaboration with **Libera Università di Lingue e Comunicazione**, one of **Futurshow 3004's** prestigious sponsors.

### ***Mediateca***

Another leading source of innovation in Milan is the recently opened **Mediateca**, where **Futurshow** intends to organise a series of initiatives to promote the show.

### ***Mondadori Multicenter***

The Mondadori seat in Marghera street will represent the commercial heart of Futurshow, where products and services will be presented and events, exhibitions and thematic meetings will be held.

### ***Teatro Ciak, Teatro Nazionale, Teatro Smeraldo***

The circuit of theatres directed by Paolo Scotti will stage a selection of new or strongly innovative plays and shows.

### ***Triennale***

**Futurshow** is organising several initiatives jointly with **Triennale di Milano**: the first is dedicated to language and speech and will feature some of the most important contemporary poets, who will hold a series of *lectio magistralis* on the topic of the Future. The second project, which will focus on visuals, will be called **Video Village** – created and promoted by **Art-U**, Cultural Association for Contemporary Art - the first Italian edition of the *World Wide Video Festival*, the international Video Art show which has been held in **Amsterdam** for over twenty years. **Video Village - World Wide Video Festival Edition** will provide an extraordinary opportunity to stage and expose to the public two decades of media-art from around the world, through video installations, meetings with artists, curators and critics, projections and performances.

### ***WWF***

**Futurshow** has a long-standing collaboration with the **WWF**, to the point that several editions of the **State of the Planet** have been presented in Italy on occasion of the show, which has also given voice to the testimony of **Lester Brown**, founder of the **Worldwatch Institute**, on the issue of preserving our planet also through the use of new technologies. Once again this year, several initiatives will be launched with the aim of spreading environmental awareness and making the case for sustainable development.

Press information

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