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AN EVENT PROMOTED BY

Municipality of Pontedera
Piaggio Foundation
ISIA Florence
BioRobotica Institute - Sant'Anna High School
Modartech Institute
Pont-Tech
MBVision

DIRECTOR AND COORDINATOR

Max Pinucci

ACADEMIC PARTNERS

ISIS Marco Polo/Cattaneo
LABA, Free Academy of Fine Arts

IN COLLABORAZIONE WITH

Chamber of Commerce of Pisa
ISI Foundation
H2FLY - Germania
LG Studio
Mofet Institute – Israel

MEDIA PARTNER

InToscana.it

Crea©tivity 15th edition

19-27 November 2020

Many philosophers, writers, artists, and designers have expressed their opinion that, precisely because of this pandemic, great changes in our economic, scientific, and social system could occur.

And as announced, we would like to take advantage of this climate, of uncertainty on the one hand, but also of opportunities on the other, to reflect and to talk about distance learning and all the approaches to benefit from this system.

Not only that. This year we want to take the opportunity to revive the **Creac©tivity format** and turn it into a digital version, on a digital and ubiquitous portal. A web-based platform for an event about training, orientation, and entrepreneurship.

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A new format, therefore, but without losing sight of the real protagonists of the event: this means **students** who will have the opportunity to confront each other and to get to know representatives of the world of design, culture, and business and to reflect on the world of teaching and its new frontiers. This 15th edition of Crea©tivity will be dedicated to the theme “**Re-connection. Emergent teaching but not teaching of emergency**”.

The event consists of:

Open Conference: brief presentations of projects and views by experts and educators

WorkOut: the workshop of Creativity in the areas of Mobility, Product, Fashion, Communication, Creative Engineering

Thematics workshop and seminars: a series of experts on self-entrepreneurship and intellectual property issues

Portfolio Review: new in this special edition, the student's portfolio will be reviewed by design experts

Online exhibition: a series of virtual rooms to explore projects selected by Academic partners

Thursday, 19 November

3:00 p.m Open Conference

The works will be opened by the institutional greeting of Creativity 2020 partners: Francesco Mori (Municipality of Pontedera), Riccardo Costagliola (Piaggio Foundation), Francesco Fumelli (ISIA Florence), Alessandro Bertini (Modartech), Alberto Mazzoni (Sant'Anna High School), Marco Giusti (Pont-Tech), Valter Tamburini (ISI Foundation).

The Open Conference will be opened with a very quick greeting and good luck by the institutional Partners.

The Open Conference will host the guests through live streaming (**Facebook channel and Creativity website pages**). Projects and design issues will be exposed in an age marked by profound changes, which leave space for a review of the design processes and innovation scenarios in the field of **Mobility Design, Product, Fashion, Communication, and Creative Engineering**.

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At the end of the intervention period (15' each), it will be possible to participate actively by asking questions.

The speakers of the 15th edition of Creativity are:

- **Denis Santachiara** - Designer, lecturer ISIA Florence
- **Alberto Mazzoni** - Higher Institute Sant'Anna | Biorobotica Department
- **Josef Kallo** - Aerospace Research | H2Fly, Germany (in English)
- **Matteo Minà** - Lecturer Modartech Institute, MF Fashion journalist
- **Sharon Greenberg** - Education | MOFET Institute, Israel (in English)
- **Biagio Cisotti** - Product designer, Art director

5:30 p.m WorkOut

Once again this year the WorkOut, Creativity's workshop will be presented from 5:30 p.m to 6:00 p.m by the coordinator Angelo Minisci. For this special edition the WorkOut will be divide into 3 project areas:

- **Product Design e Mobility** (by ISIA Florence)
A workshop focusing on product design and sustainable mobility
- **Fashion e Communication Design** (by Modartech Institute)
A workshop dedicated to the world of fashion and visual communication
- **Creative Engineering** (by Sant'Anna High School - BioRobotica Intitute)
A Workshop aimed at applying design principles in high-tech and bio-robotics environments

Participation in WorkOut is **free**.

It is aimed at both students of the Higher Schools and those of the Universities and Academies. The WorkOut workshops are pre-enrolled, with up to 25 students per area.

Unlike previous editions, participants will be able to work on the projects (individually or in a group) for six days (November 19-25), with the possibility to receive assistance from tutors through a closed Facebook group. Students will be able to work on the projects until **Wednesday, November 25**. The files, in digital format (PDF), must be received by **6:00 p.m** in the mode indicated in the WorkOut section of the Creativity site.

The awards for the selected projects will take place online on Friday 27 November at 4.30 p.m.

Two winners will be selected **for any area**: one for high school, one for universities. The winners will be honored with the Creativity WorkOut Diploma (assigned to students and schools) and published on the website and social channels.

Two special prizes will also be awarded:

a Fashion/Communication **study grant** provided by **Modartech Institute**
an award in **publications** and **subscriptions** provided by **ISIA Florence**.

For registration use the online form: [WorkOut registration](#)

Friday, 20 November

4:00 p.m - 5:30 p.m

Self-entrepreneurship Workshop

Workshops and talks dedicated to the most sensitive phase of post-student life: employability through self-entrepreneurship and project communication.

By **Pont-Tech** and **Chamber of Commerce of Pisa** and **ISI Foundation**.

Business Plan... this unknown

By: Patrizia Costia | ISI Foundation

Business Model Canvas ... design your business

By: Andrea Puccini | Pont-Tech

Do business? It's a piece of cake!

By: Nico Cerri | Polo Tecnologico Lucchese

Speaking of the pitch...ideas and tips to catch the attention

By: Gaia Orlandi | Polo Tecnologico Navacchio

The Contest and the Award

Interested participants will be able to produce a 3-minute video pitch with the presentation of their business idea.

The videos will be evaluated by a jury. The contest winner will have the opportunity to meet the speakers of the workshop, *the Entrepreneurship Task Force*, by video call.

Saturday, 21 November

11:00 a.m - 11:30 a.m Intellectual Property, or copyright in creativity.

A videoconference on copyright and intellectual property. A session of questions will conclude.

By **Olga Venetska**, Intellectual Property Consultant (in English)

Friday, 27 November

3:00 p.m Portfolio review

The Portfolio Review will be an opportunity for students to submit their portfolio and discuss it together with a group of industry experts.

- The portfolio review for Fashion & Communication Design area by Modartech Institute.
- The portfolio review for Mobility, Product & Communication Design area by ISIA Florence.

To take part in the Portfolio Review, participants will have to submit their portfolios by Wednesday, 18 November to portfolioreview@progettocreativity.com.

4:00 p.m WorkOut Award

The WorkOut twinnings will be announced via a live streaming video, which can be interacted with through comments on the Facebook channel.

Lead by Angelo Minisci.

Design Area

Creativity VR Exhibition 2020

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For the 15th edition, Creativity offers a remote theater exhibition that can be viewed through a virtual reality platform: Academic Partners will propose a selection of projects in a digital space. No special software is required, rooms can be viewed online from Creativity.

CREACTIVITY CONTACTS

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