

Crea©tivity '22

RICERCA & INNOVAZIONE NEL DESIGN

AN EVENT SPONSORED BY

Municipality of Pontedera
The Piaggio Foundation
ISIA Firenze
Biorobotics Institute, Sant'Anna School of Advanced Studies
Modartech
Pont-Tech
MBVision

DIRECTOR & COORDINATOR

Max Pinucci

UNDER THE PATRONAGE OF

Tuscany Region
ADI Associazione per il Disegno Industriale, Tuscany Delegation

ACADEMIC PARTNERS

LABA, Libera Accademia di Belle Arti, Florence
Fondazione Campus, Lucca
Italia 3D Academy, Pisa
Toronto Metropolitan University
Savonia University of Applied Sciences, Kuopio, Finlandia

IN COLLABORATION WITH

Museimpresa
Confindustria, XXI Settimana della cultura d'impresa
Jekta Switzerland (Payerne, Svizzera)
Pipistrel Vertical Solutions (Ajdovscina, Slovenia)
Piaggio & C.
PKN Pisa
Contemporary Wine

WORKOUT AREA

Piaggio Museum

GENERATIVE MUSIC

Purilian

MEDIA PARTNER

InToscana.it

PECHA KUCHA NIGHT PISA

CM2Team
MBVision

Museo Piaggio

Pontedera

dal 17 al 18
Novembre '22



Crea@tivity '22

RICERCA & INNOVAZIONE NEL DESIGN

Crea@tivity XVII^a edition

17-18th November 2022

The numbers of Crea@tivity

17 editions (2006-2022),

20 years of events dedicated to design at the Piaggio Museum

95 participating Italian, international schools and institutes

280 invited experts, guests, tutors

4.942 enrolled in WorkOut workshops

On November 17 and 18, the Piaggio Museum will host the 17th Crea@tivity edition: two intense days of lectures, meetings and workshops on design, creativity and innovation. An important opportunity for a discussion about the role and the cultural dynamics between schools, universities and companies.

Crea@tivity in this seventeenth edition addresses three themes through three different conferences (in parallel):

Design tourism: new scenarios

Interaction: the next frontiers,

Extreme design: the sky and space.

A moment of exchange and confrontation, a journey through territories where synergies, encounters and contaminations become fertile design language.

The event is promoted by the Municipality of Pontedera, The Piaggio Foundation, ISIA Firenze, Biorobotics Institute - Sant'Anna School of Advanced Studies, Modartech, Pont-Tech, curated and organized by MBVision.

Museo Piaggio

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SCHEDULE

Open Conference

17th November, 9.30 a.m.-1.00 p.m.
Piaggio Museum

The 17th edition of Crea@tivity will open with greetings from Partners and Institutions. This will be followed by the Open Conference, a meeting moment focused on the transfer of skills, technologies and knowledge in the field of design with professionals, experts and companies from the world of creativity and design, preceded by speeches (keynotes) aimed at directing workshop participants towards the themes. The Open Conference will welcome a group of speakers from different countries who will address the cross-cutting theme of the energy of design visions.

Keynote:

Stefano Ciuoffo – Tuscany Region Councillor
Jesper Vollmert – Danish Chef
Alice Antonelli – Aerospace engineer

SPEAKERS:

Design tourism: new scenarios

Alessandro Tosi - *President of the tourism science courses - Fondazione Campus*
Fausto Parodi - *Manager of luxury tourism*
Ana Bru - *CEO, BRU&BRU Exclusive Travel Designer*
Eva Degl'Innocenti - *Director of the Archaeological Museum, Taranto*
Julia Brakel - *Director of program management, Expedia*

Interaction: the next frontiers

Gianfranco Casano - *Education director, Italia 3D Academy*
Maurizio Galluzzo - *Lecturer, ISIA Florence*
Massimo Canducci - *Chief Innovation Officer*
Alessio Grassi - *CEO Kerner Studio*

Extreme design: sky and space

George Alafinov - *CEO Jekta Switzerland, SA*
Nina Malalan - *Pipistrel Vertical Solution*
Daniele Bedini - *Space designer, ADI*
Camilla Agabiti - *Institute of Biorobotics, Scuola Superiore Sant'Anna*

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WorkOut 2022

17th, 18th November
Piaggio Museum

On the afternoon of Thursday 17th, at 2 p.m., workshops will open for the **WorkOut**, a design happening open this year to 300 students from universities and art/technical high schools, as well as designers, professionals and enthusiasts. Participants will be welcomed by experts for a briefing, followed and stimulated by senior and junior tutors (belonging to the fields of **Product Design, Communication Design, Mobility, Creative Engineering and Fashion Design**), until the conclusion of the activity, which will take place from 2 p.m. on Thursday until 2 p.m. on Friday. The best projects, selected by a panel of experts, will be awarded prizes on the afternoon of Friday 18th.

WorkOut Coordinator: Angelo Minisci

Tutor by:

ISIA Firenze
Scuola Sup. Sant'Anna
Istituto Modartech
LABA Firenze
Fondazione Campus
3D Academy

Pecha Kucha Night Pisa

17th November, 6.30 – 8.00 p.m.
Piaggio Museum, Pontedera

The evening of Thursday 17th is an informal time to exchange ideas and experiences. In the lounge created in the exhibition spaces of the Piaggio Museum, a formula that comes from Japan: a moment of stories and challenges: designers, experts, students, creatives and innovators will give 20 images for 20 seconds each, 6 minutes and 40 seconds of stimuli and pure creativity according to the famous format, which provides for quick, incisive, passionate interventions. Something different from the usual lectures, an informal moment to meet and be known accompanied by a wine bar.

SPEAKERS:

Purilian - *Music is you, Start-up*
Francesca Soldateschi - *ISIA Firenze*
Laura Innocenti - *ISIA Florence*
Carolina Cosi - *ISIA Florence*
Andrea Tung - *LABA*
Alessia Lo Preiato - *LABA*
3D Academy
SSSUP
Pontech

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Plenary, awards and mentions

18th November, 3.00-5.30 p.m.

Piaggio Museum

The Plenary closes the two-day Crea@tivity event, a time for guests to share experiences and projects in an informal lounge. This will be followed by the awarding of **Vespa Prize 2022**, a competition on the themes of innovation, technology and knowledge transfer in design, awarded by the Piaggio Foundation named in memory of Prof. Tommaso Fanfani.

Then, every year, the tension will be broken by the announcement of the awards and the presentation of **WorkOut** mentions.

WILL ATTEND THE PLENARY:

ADI: presentation on the Targa Giovani

The Faretra project: between fashion, technology and digital archives

Savonia University: international exchange experiences, theses without borders

Startups: an evolving world, an opportunity and a challenge

Space Design: a master's degree in extreme design

Crea@tivity MiniExpo

17th, 18th November

Piaggio Museum

Like every year Crea@tivity offers a series of collateral exhibitions dedicated to product, mobility, communication, sound and creative VR design, in the spaces of the Piaggio Museum, among local realities and international presences.

EXHIBITION PARTNERS:

ISIA Firenze

LABA

Italia 3D Academy

Modartech

Purilian - Music is you

Museo Piaggio

Pontedera

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EVENT SCHEDULES

Open Conference

17th November 2022

- 9:00 Welcome
- 9:45 Introduction and institutional greetings
- 10:40 Open Conference keynote by **Stefano Ciuoffo**, Tuscany Region Councillor | **Jesper Vollmert**, Danish Chef | **Alice Antonelli**, Aerospace Engineer.
- 11:00 Opening of the three thematic areas
- Topic 1 **Design tourism: new scenarios**
Alessandro Tosi | Fausto Parodi | Ana Bru | Eva Degl'Innocenti
- Topic 2 **Interaction: the next frontiers**
Gianfranco Casano | Maurizio Galluzzo | Massimo Canducci | Alessio Grassi
- Topic 3 **Extreme design: sky and space**
George Alafinov | Nina Malalan | Daniele Bedini | Camilla Agabiti
- 12.30 Close of the Open Conference, WorkOut workshop presentation and briefing

12.30 - 14.00 LUNCH BREAK

Workshop WorkOut

17th, 18th November 2022

- 14:30 Start Workshop
- 18.00 End of the first part of the workshop

Pecha Kucha Night

- 18:30 Start PKN
- 20:00 End PKN

Day of 18.11.22 - 2nd part

- 9:00 Beginning of the second part of the workshop
- 14:00 Closing of workshop/work delivery

Presentation of projects and awarding of Workout/ Vespa prize and Plenary

- 15:00 Creativity plenary
- 16:30 Presentation of winning projects
- 17:00 Presentation of awards

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PARTNER

Municipality of Pontedera

<http://www.comune.pontedera.pi.it/>

Museo Piaggio

<http://www.museopiaggio.it/>

ISIA Firenze

<http://www.isiadesign.fi.it/>

Biorobotics Institute, Sant'Anna School of Advanced Studies

<http://www.santannapisa.it/en/institute/biorobotics/biorobotics-institute>

Modartech

<http://www.modartech.com/>

Pont-Tech

<http://www.pont-tech.it/>

MBVision

<http://www.mbvision.it/>

CONTACTS

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Facebook:

<https://www.facebook.com/progettocreativity/>

Twitter:

<https://twitter.com/Creativity2017>

Youtube:

https://www.youtube.com/channel/UCn8_yxyio7ShNHavdFzqwWA

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RICERCA & INNOVAZIONE NEL DESIGN

WWW.PROGETTOCREACTIVITY.COM

17^a
2022
EDIZIONE

Crea@tivity

RICERCA & INNOVAZIONE NEL DESIGN

EVENTO PROMOSSO DA



CON IL PATROCINIO DI



PARTNER ACCADEMICI
ISIS Marco Polo/Cattaneo
LABA
Libera Accademia di Belle Arti
Fondazione campus
Itali3D Academy
Sevonia University of Applied Sciences
Toronto Metropolitan University
IN COLLABORAZIONE CON
Piaggio & C.
PKM Pisa

MEDIA PARTNER
InfoScena.it

WONDERLINE

17-18
NOVEMBRE
2022 | 17^a
EDIZIONE

Design estremo:
il cielo e lo spazio
EXTREME DESIGN: THE SKY AND SPACE

Turismo progettuale:
nuovi scenari
DESIGN TOURISM: NEW SCENARIOS

Interazione:
le prossime frontiere
INTERACTION: THE NEXT FRONTIERS

MEETING

WORKSHOP

CONVEGNI

ESPOSIZIONI

IL WORKSHOP DI CREA@TIVITY

WORKOUT

GIOVEDÌ 17
novembre

9.30
Open conference
14.00
WorkOut Part 1
18.30 - 20.00
Pecha Kucha Night™
Vespa Prize 201 premi@ione

VENERDÌ 18
novembre

9.00
Workout Part 2
15.00
Plenaria e premiazioni
WorkOut 2022
17.30
Chiusura dei lavori

MB Vision

Museo Piaggio
Pontedera
dal 17 al 18
Novembre '22

