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Action PI-FORWARD – Support for policy reform — Forward-Looking Cooperation Projects
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Artist – Integrated Interdisciplinary Education Module on Art, Entrepreneurship, Innovation and Science

www.artistandinnovation.eu



ArtIST
SUMMER
SCHOOL

*"5 days to explore how art
meets innovation"*

Innovation, Creativity and Arts. 4th edition

PISA SUMMER SCHOOL

IL BELLO: THE BEAUTY OF INNOVATION AND ENTREPRENEURSHIP

12-17 September 2022
Scuola Superiore Sant'Anna
Pisa, Italy

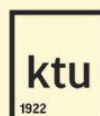


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1. Course description

Course Title	<i>Innovation, Creativity and Arts (ICA)</i>	
Subtitle	<i>Il Bello in innovation and entrepreneurship</i>	
ECTs	5 ECTS	
Year and Period	The 4th edition of the Innovation, Creativity and Arts course will take place in the beautiful and inspiring city of Pisa at <i>Scuola Superiore Sant'Anna in Pisa, Italy</i> on 12-16 September 2022. Pisa summer school “Il Bello”: The Beauty of Innovation and Entrepreneurship will provide students with an opportunity to explore art and creative approaches to entrepreneurship and innovation management.	
Teacher(s)	About 10 professors, lecturers, practitioners and artists from international universities and companies. <u>Persons in Charge:</u> Summer School Director: Alberto Di Minin (Sant'Anna), Summer school coordinator Marco Bonaglia (Sant'Anna), Academic Director and Artist project pilot's leader: Yvonne Kirkels (Fontys University of applied Science), Artist project coordinator: Daria Podmetina (LUT University)	
Aims	Il Bello Summer School - Beauty as the engine for arts, innovation and entrepreneurship. is The course has the following objectives: <ol style="list-style-type: none"> 1. Enlarge your horizons in innovation management and entrepreneurship with STEAM approach while learning how arts meet innovation and power of arts for entrepreneurship and innovation processes, and meeting artists and companies 2. Explore Pisa with a fresh eye and visit the places where Italian history, art and innovation meet 3. Expand your mindset on how to commercialize your ideas, taking into account different thinking styles, creativity, observation, problem-solving and risk-taking 4. Learn through visualization via social media, storytelling and photography how to connect your imagination and observation skills with physical expression 5. Improve your future employability for tomorrow's world by developing both your creative and your entrepreneurial abilities The final presentation is expected to contribute to all the objectives by enhancing students creativity, knowledge in entrepreneurship and innovation enriched with art-related experiences and stimulating creative environment	
Contents	<ol style="list-style-type: none"> 1. Entrepreneurship and innovation management - latest developments 2. How arts meet technology 3. Make the creative process fast and Bello 4. STEAM approach and STEAMpreneurship 5. Entrepreneurial marketing 6. Application of innovation and technologies in various industries and cultural experiences 7. Workshop on storytelling, photography, public speaking, thinking styles, social media 8. Ideating and pitching ideas 9. Commercialisation& influencing 10. Value capture via the power of beauty 	

	<p>11. Companies and cultural visits, and guest speakers</p> <p>12. Yoga and mindfulness</p>
Learning outcomes	<ol style="list-style-type: none"> 1. Students will demonstrate knowledge related to value capture of innovative ideas, products or services via the use of storytelling and visual arts like photography via presentation and a written report. 2. Students will demonstrate they have grown as a STEAM professional by applying knowledge gained throughout the week in a collective commercial pitch applying newly developed skills in storytelling and visual arts 3. Students will be able to reflect on learning objectives via a personal video report.
Modes of Study	<p>In total: 140h: lectures and exercises 42h (30%), final assignment 56h (40%), individual work 42h (30%). 1 ECTS = 28 hours</p> <p>The program is offered live in Pisa, Italy.</p>
Evaluation	<p>Students successfully finished the course assignments receive 5 ECTS and grading 1-5 evaluation or Pass / Fail depending on the project leader (LUT) requirements.</p> <p>The homework and class assignments, graded with pass/fail, need to be completed successfully otherwise no final grade can be given.</p> <p>The final grade will be based on a final assignment which consists of 1) a pitch (30%), 2) a report (50 %) and 3) and an individual reflection (pass/fail) (20%)</p>
Study materials	<p>Provided by the organizers via email and the ArtIST webpage: https://www.artistandinnovation.eu/</p> <p>Daily reflections to be submitted in Telegram channel link</p>
Prerequisites	<p>The course is targeted to master and postgraduate students of any fields of study interested in Innovation and technology management, creativity and arts.</p>

2. Final assignment

The final assignments consist of three parts:

1. A pitch
2. A report
3. An individual reflection video

The pitch

On Monday, teachers will form groups of 4 to 6 students of various countries and studies. During the week, with your group, you will produce an **ArtIST story**: you need to reinterpret the spirit of the ArtIST program and blend the things that you know as a student and the things that you will see and learn during the summer school, in order to design a

story following the lines of storytelling. The subject of the story is free (it can be related to an idea, a product or a service of your interest), but it should be related to “Il bello” experience.

You will have to create an account on a social media tool (the decision of which tool is up to each group) on the second day. There you will collect all the material that you will produce during the summer school (photos, thoughts, learnings, etc.), using it as a creative repository. In this way, you will start to get familiar with the tool and use it as a storytelling platform. But the most important part of your group work will be the definition of the concept of the story. That will be the framework of your ArtIST story. It will set three important things:

- the fictional world of your story;
- its tone of voice;
- the typology of people that you want to engage in your storytelling.

Once the concept is set, you will edit the contents that you put on the social media tool and create new ones, in order to create **a social media campaign** that will be consistent with the concept that you chose. You will be given support during the week to develop and produce your ArtIST story.

The final (collective) pitch that will be held on Friday 16th will have to be based on the skills you learned during the week. In the final pitch, you will have to show your ArtIST story: you will present the concept and the social media campaign where you implemented it. In other words, you will tell us an engaging story using the social media tool, and then show the thread that you made up and the clear message that you want to spread. The link needs to be submitted via email normarosso@santannapisa.it.

More information will be given at the beginning of the summer school. You do not need to prepare for this activity.

The report

With 4 or 5 students of your own choice (max. of 5 students in one group) you work on a report (max. of 10 pg). The report will have to contain the following topics:

- Describe the entrepreneurial ecosystem in your country / region
- Develop and tell an engaging ArtIST story based on this ecosystem
- Explain the reason why you chose this concept in relation to what you experienced during the summer school (approx. 3 pg)
- How does this concept differ from or resemble the concept you presented in Pisa

Information to make this report should be gained via interviews of artists and entrepreneurs, literature studies, experiments with social media, etc... The report (In Arial 11p) will consist of the following sections:

- description of your country's entrepreneurial ecosystem (approx. 3 pg)
- your concept (approx. 3 pg)
- a methodology section (1 pg.)
- a management summary of the three points above (1 page)

The report needs to be submitted via email normarosso@santannapisa.it on the latest on October 17, 2022, grading and substantiation will be given the latest on October 31st.

The individual reflection video

The reflection video of 3 to 5 minutes, you reflect on the summer school as a whole and your personal learning objective(s). An objective of STEAM education is to increase students' creativity skills. What skills did you develop? In your video you describe your personal learning objectives and reflect on what skills you have developed during the course. We also look forward to how you would use these skills in your future work.

3. Course Assignments

Individual reflections

At the end of each day of the summer school a reflection has to be submitted. We choose to do this via the app Telegram. Each day in the morning you will get reflection questions via the chat. Each evening the app will be open to upload your answers. The individual reflection consists of 2 parts:

- 3 photos with titles and short descriptions of the brightest moments of your day
- and key takeaways on the activities during the day to be submitted via the provided link.

The reflection needs to be submitted, but will not be graded. They are considered as formative assessments that will help you to make your final assignment. However, not submitting the reflections will end up in failing the course.

In-class and home tasks regarding different lectures

Each day there will be a mix of lectures and class assignments. During the course more information will be given regarding the assignments by the involved teachers. Homework, pre-class and class assignments are obligatory as well as involvement during class, see below.

4. Assessment criteria and grading

Students having successfully finished the course assignments will receive 5 ECTS from LUT (Finland) and grading 0-5 evaluation or Pass / Fail depending on your university requirements.

The assessment criteria for the pitch are:

- Involvement during classes
- Originality and creativity
- Relevance of content

The assessment criteria for the report, social and video are:

- Clarity and style
- Originality and creativity
- Relevance of content

All criteria must be at least sufficient and will be evaluated using the grading system described below:

System for evaluation

Grad	Description
5	Exceptional
4	Excellent

3	Good
2	More than sufficient
1	Sufficient – Lowest passing grade
0	Insufficient – Failing grade

If the pitch, report & social media or video is insufficient, a detailed explanation will follow via feedback.

A date for resubmitting is then agreed upon. Special note, the performance should be fun, not technical sublime.

5. Course program

Monday, 12th of September 2022 at Sant'Anna School

DATE / PLACE	TIME	SESSION TITLE	FACILITATOR
12.09.22 Scuola Superiore Sant'Anna (Classroom n.3)	8h30-9h00	<i>Welcome to the students!</i>	Team ArtIST
	9h00-9h30	"Il bello across innovation and entrepreneurship. Setting the framework for the ArtIST Summer School"	Alberto Di Minin
		Institutional greetings	Alessandra Nardini
	9h30-10h30	Introduction to the Summer School: The ArtIST programme The events of the week Logistics Group work and final assignment Student tasks and reflections	Team ArtIST
		Meet and Greet - Ice breaking event and creation of the groups	
	10h30-11h15	Photography workshop	Iulduz Khairullina
		-15min break-	
	11h30-12h15	Storytelling workshop	Norma Rosso
	12h15-13h45	Lecture "Innovation technologies applied to Italian Opera houses"	Nicola Bellini
	13h45-14h15	Lunch box at Sant'Anna - Aula 3	
	14h30-15h00	Bus trip to Torre del Lago (Via Buonarroti, in front of Mathematic Department)	Marco Bonaglia
	15h00-15h15	Meet the Event - Puccini Festival	
	15h15-16h00	Meet with the Director (Auditorium) Tour of the Foundation Puccini park	Franco Moretti Andrea Maionchi
	16h00-17h00	Visit to the House of Puccini	Marco Bonaglia
	17h00-18h00	Dance workshop	Ekaterina Albats
	18h00-19h30	Light dinner in Torre del Lago	
	19h30	Bus trip back to Pisa	Marco Bonaglia
		End of the day reflection	

Tuesday, 13th of September 2022 at Sant'Anna School

DATE / PLACE	TIME	SESSION TITLE	FACILITATOR
13.09.22 Scuola Superiore Sant'Anna (Classroom n.3)	8h30-9h00	Get together time	
	9h00-9h45	Lecture “Application of new technologies to cultural experiences”	Marcello Carrozzino
	9h45-10h45	Group Work session -15min break-	Iulduz Khairullina
	11h00-12h45	Social media Workshop “How to create multimedia contents and become influencers”	Marco Martinelli
	13h00-14h00	Light Lunch at Sant'Anna	
	14h00-15h30	Free time / Group work (Aula 3)	
	15h45-17h25	Meet at Leaning Tower - Tour of Pisa Walk to Museo delle Navi Antiche	Marco Bonaglia
	17h30-18h30	Meet the Museum Museo delle Navi Antiche	Valentina Cucino
	18h30	Free time / Group work	
	End of the day reflection		

Wednesday, 14th of September 2022 San Rossore Park

DATE / PLACE	TIME	SESSION TITLE	FACILITATOR
14.09.22 SAN ROSSORE Villa Del Gombo	7h30	Bus trip to San Rossore (Via Buonarroto, in front of Mathematic Department)	Marco Bonaglia
	08h10-08h30	Arrival to Centro visite and greetings	
	8h30	Little train to Villa del Gombo	
	8h45-9h15	Yoga class	Debra Christie
	9h15-10h00	Lecture “The STEAMpreneurs: Il bello in co-creation and commercialisation”	Aiste Vaisnore, Daria Podmetina & Yvonne Kirkels
	10h00-10h45	Public speaking workshop “The art of public speaking. How to talk about art and innovation in public” -15min break-	Marco Bonaglia & Valentina Cucino
	11h00-11h45	Improvisation Workshop “Make the creative process fast and Bello”	Filippo Chiarello
	12h00-12h45	Dialogue “Challenges and opportunities in the management of San Rossore Park” Greetings	Alberto Di Minin and Lorenzo Bani Andrea Piccaluga
	13h00-14h00	Light Lunch at Villa del Gombo	
	14h00-15h30	Meet the Park - Guided tour of Villa del Gombo area biodiversity environment	Tour guide
	15h30-16h00	Debriefing session	
	16h15-16h30	The CNR-IRET Experience	Grazia Masciandaro
	16h30	Little train to Centro Visite	
	17h00	Bus trip to Pisa	
	17h30	Free time / Group work	Marco Bonaglia
	End of the day reflection		

Thursday, 15th of September 2022 Sant'Anna School

DATE/ PLACE	TIME	SESSION TITLE	FACILITATOR
15.09.22 Scuola Superiore Sant'Anna (Aula Magna Storica)	8h30-9h00	Get together time	
	9h00-10h30	Lecture "The power of arts for developing organizations and innovation processes"	Giovanni Schiuma
		-15min break-	
	10h45-11h00	Dialogue "How arts meets technology"	Alberto Di Minin with Luigi Nicolais
	11h00-11h30	Lecture "Presentation of the COTEC Foundation Annual Report"	Alfonsina Pagano
	11h45-12h45	Innovation Case studies: "New experiences with Arts - Centrica"	Marco Cappellini
		"Case Study Cenacolo Vinciano: Neuroscience and art of Intesa Sanpaolo Innovation Center"	Sonia D'Arcangelo
	13h00-14h00	Light Lunch at at Sant'Anna	
	14h00-14h45	Bus trip to Viareggio	Marco Bonaglia
	15h00- 15h30	Meet the Event - Viareggio Carnival	Maria Lina Marcucci
	15h30-16h00	Meeting with the President Visit to the Carnival Museum	
	16h00-17h00	Meeting with the artists	Alessandra Delle Fave Andrea Mazzi
	17h00-19h00	Visit of the city, Collezione "Carnevalotto" Free time for visiting the "Lungomare"	Marco Bonaglia
	19h30	Team dinner in Viareggio	Teachers and students
	21h30	Bus trip to Pisa and debriefing session	
	End of the day reflection		

Friday, 16th of September 2022

DATE / PLACE	TIME	SESSION TITLE	FACILITATOR
Scuola Superiore Sant'Anna	8h30 - 10h00	Group work - finishing of the pitches	Support of teachers
	10h00-11h45	FINAL EVENT! Pitch your idea and impress the teachers! - 30min break-	Teachers
	12h15-12h45	Announcement of the winners	Alberto Di Minin and Daria Podmetina
	13h00-14h00	Light Lunch at Sant'Anna & Goodbye	
	14h00	Free time in Pisa	

6. Information Contact



Sant'Anna

Scuola Universitaria Superiore Pisa

SUMMER SCHOOL 2022 (Pisa, Italy)

Date: 12-17 September 2022 (Monday-Saturday)

Host partner: Sant'Anna School of Advanced Studies

<p>Contact details: Alberto Di Minin albertodiminin@santannapisa.it</p>	<p>Contact details: Marco Bonaglia marco.bonaglia@santannapisa.it Tel. +39 3381850798</p>
<p>Contact details: Valentina Cucino valentinacucino@santannapisa.it Tel. +39 050882720</p>	<p>Contact details: Norma Rosso normarosso@santannapisa.it Tel. +39 3333689789</p>

7. Transportation

Trips to Torre del Lago, San Rossore, Villa del Gombo and Viareggio are included.

8. Sant'Anna classrooms

Aula 3
Sant'Anna Headquarters

Aula Magna Storica
Sant'Anna Headquarters

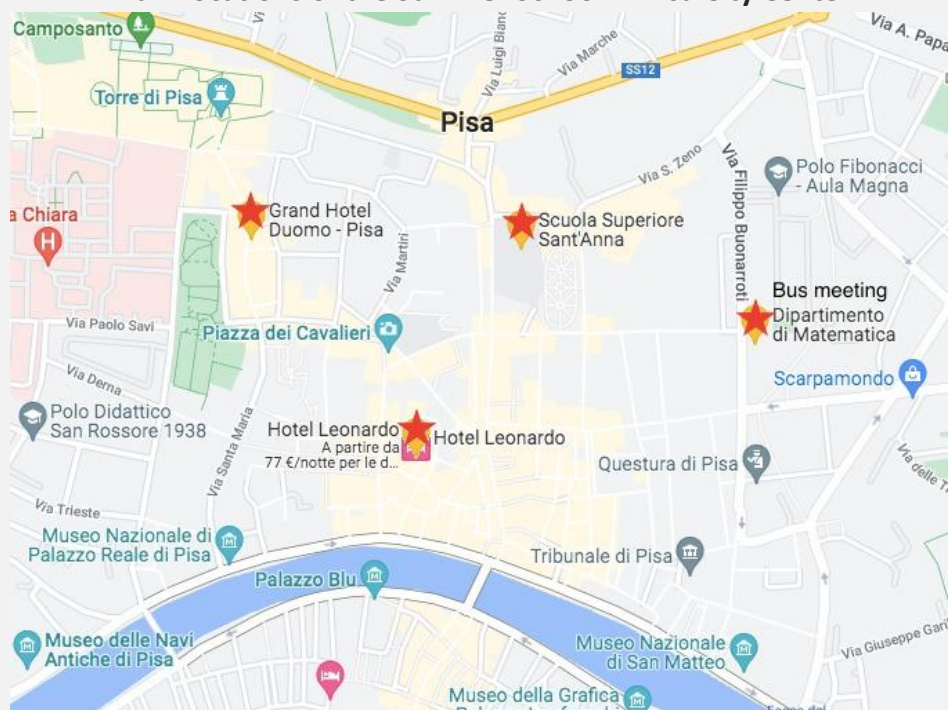


9. Addresses and location of the different visited places

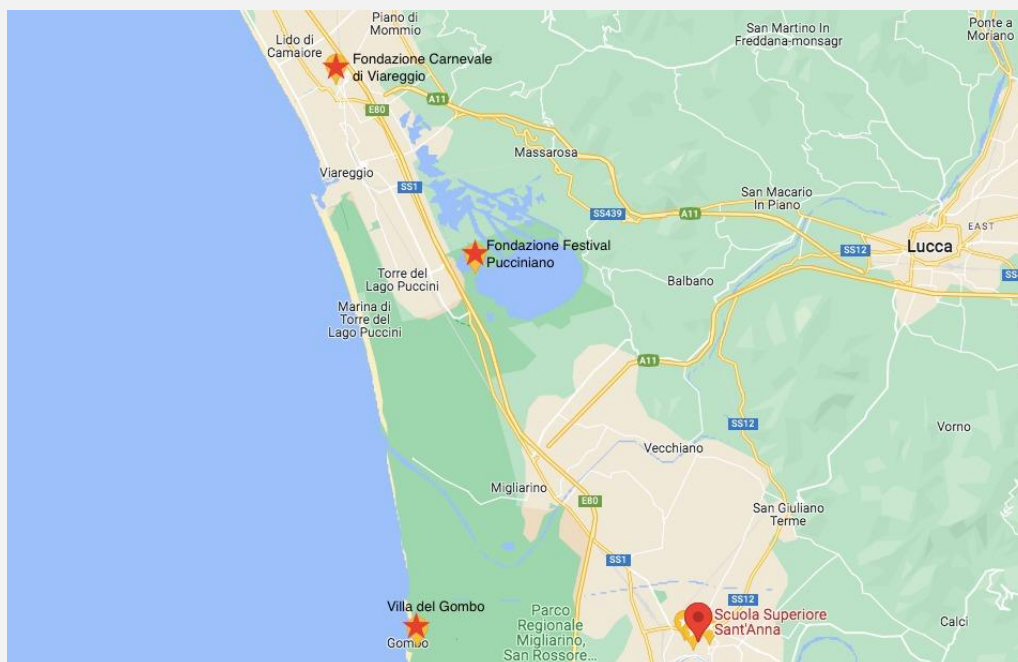
Location of Pisa in Italy and in Tuscany



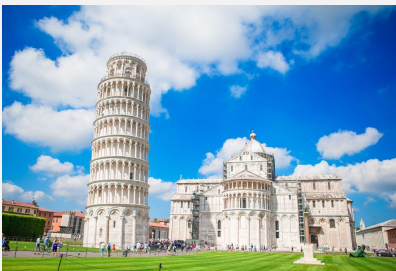
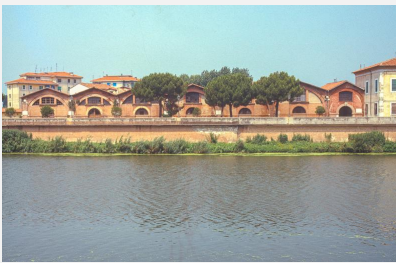
Main locations of the Summer School in Pisa City Center



Main locations of the Summer School outside Pisa





PISA CITY CENTER

Pisa city tour	Pisa city center	
Museo delle Navi Antiche	Lungarno Ranieri Simonelli, 16, 56126 Pisa	



TORRE DEL LAGO

Fondazione Festival Pucciniano	Via delle Torbiere, 55049 Torre del Lago	
Villa Museo Giacomo Puccini	Viale Giacomo Puccini, 266, 55049 Torre del Lago	

SAN ROSSORE PARK

San Rossore Park & Villa del Gombo	Via del Gombo 56122 Pisa	
Villa del Gombo area biodiversity environment	Via del Gombo and its surrounding area 56122 Pisa	

VIAREGGIO

<p>Fondazione Carnevale di Viareggio</p>	<p>Via Santa Maria Goretti 5, 55049 Viareggio LU</p>	
<p>Viareggio “Lungomare”</p>	<p>Viareggio city center</p>	



10. ArtIST Organizing Team and Lecturers

ORGANIZING TEAM

Il Bello Organizing Team



Alberto Di Minin – Summer School organizer

Alberto's main research interests have to do with technological transfer and internationalization of R&D within large multinational organizations. In particular, he looks at various aspects of Intellectual Property Management. Alberto has a BA in Economics from Scuola Sant'Anna, an MS in Public Policy from the Georgia Institute of Technology, and he is a Ph.D. student in City & Regional Planning at the University of California at Berkeley. Alberto is a Research Associate for the Berkeley Roundtable on the International Economy (BRIE).



Yvonne Kirkels – Program Piloting in Artist Project

Dr. Yvonne Kirkels is a senior lecturer and researcher at Fontys University of Applied Sciences. She develops, coordinates, and teaches (open) innovation management courses and research methods in challenge-based education style. To stimulate interaction between research and education, she is leading in interdisciplinary collaborations with multiple business partners, other Fontys institutes, and universities.



Daria Podmetina – Artist Project Coordinator

Daria Podmetina Dr. Sc. (Tech.) is an associate professor at LUT University, Finland. In her research, she is interested in innovation and international management, specifically in open and collaborative innovation. Daria is an enthusiast of digital, creative, and innovative teaching methods. She coordinates Artist project which aims at integrating Arts in STEM education.



Marco Bonaglia

Marco Bonaglia is a PhD student in Business Administration at the University of Chongqing, with research on the topic of "tourism management". Previously he worked in Milan for non-profit organizations dealing with Chinese investments in Italy and Sino-Italian relations. His main research interests are the economic development of western China and the tourism sector of Chongqing.



Valentina Cucino

Valentina Cucino is a Postdoctoral Scholar at the Institute of Management, Sant'Anna School of Advanced Studies, Pisa, Italy. She holds a Ph.D. in Management Innovation, Sustainability. Her research interest and teaching mainly deals with innovation management, purpose-driven innovation, entrepreneurship and university-industry technology transfer. Her works have been published in journals such as R&D Management, Journal of Knowledge Management, European Journal of Innovation Management and Studies in Higher education.

INSTITUTIONAL GUESTS

Il Bello – Institutional Greetings



Alessandra Nardini

Engaged in the Partito Democratico, first of the Municipal Union PD Capannoli and then in the Provincial Party of Pisa and the Regional Party of Tuscany, in recent years she has held the role of President of the Young Democrats of Tuscany, after having been responsible for the Young Administrators Network of the Pisan Youth with delegation to equal opportunities and civil rights. She is currently a member of the Assembly and of the National Directorate of the Democratic Party, in June she was appointed by the Secretary Nicola Zingaretti as Head of the National Department of Inequalities and Poverty. At the regional consultations of 20 and 21 September 2020 she presented herself in the college of Pisa, collecting over 15,500 preferences, the first elected of her Province.



Andrea Piccaluga

Andrea Piccaluga is the Director of the Institute of Management at Scuola Superiore Sant'Anna since 2018. He is professor of Innovation Management and vice-president of Netval, the Italian network of University Technology Transfer Offices, since 2020, after being president from 2014 to 2019.



II Bello Lectures – Academia



Nicola Bellini

Nicola Bellini is Professor of Management at the Scuola Superiore Sant'Anna in Pisa (Italy) and Fellow of the Academy of Social Sciences (U.K.). He is visiting professor at the Stanford University Center in Florence, the University of Pisa and IULM University in Milan. He was Co-Director of the Confucius Institute in Pisa (2010-2014), Director of the Galileo Galilei Italian Institute at Chongqing University, China (2007-2014), professor of tourism and director of the tourism management institute at the La Rochelle Business School, France (2014-2018) and Director of the Regional Institute for Economic Planning of Tuscany – IRPET, Florence (2009-2011).



Marcello Carrozzino

In the latest ten years, my attention has been particularly devoted to the investigation of the most appropriate methodologies and technological solutions involving VR in the industrial and cultural sector. As the coordinator of the Art, Culture and Education group at PERCRO Scuola Sant'Anna, my research has since been focused on the design of novel ways to represent and interact with cultural content using VR technologies in real and digital contexts, developing a multidisciplinary and interdisciplinary approach. I am currently PI for Scuola Sant'Anna in the recently started project eHERITAGE, a TWINNING initiative aiming at developing a strong and sustainable research encouraging cooperation in the field of VR and its application to the sector of Cultural Heritage.



Filippo Chiarello

Filippo Chiarello is currently an Assistant Professor (Tenure Track) at the School of Engineering, University of Pisa. He teaches Design and Innovation at the master's degrees of Engineering Management and Data Science. His research focuses on natural language processing techniques for studying technological innovation and HR-related phenomena. He is responsible for faculty development for his institution.



Giovanni Schluma

Giovanni is a Full Professor in "Strategic Knowledge Management and Innovation" and Coordinator of the Business and Engineering Management Program at LUM University (Italy). Dr. Giovanni Schluma, as a high international academic and consultant, is widely recognised as one of the internationally leading experts in knowledge-based organisational development and transformation, arts-driven innovation and arts in business, and strategic knowledge management for company value creation. Inspiring communicator and facilitator with extensive research management expertise and excellent ability to coordinate complex projects. Creative and innovative, with an international mindset, network and openness to address and solve critical strategic research and organisations' challenges. He has authored over 200 scholarly publications.



Monika Petraite

Monika Petraite is a Full Professor and Head of the Department of Strategic Management at School of Economics and Business at Kaunas University of Technology, Lithuania. She is also a Director of GLORAD CEE (Global R&D research Centre Central Eastern Europe), and runs an Open Innovation research cluster. She holds a PhD degree in management and business administration (2002) from Kaunas University of Technology (KUT), Lithuania.



Iulduz Khairullina

Iulduz Khairullina, M.Sc. (Tech) is a junior researcher at LUT University, LUT School of Engineering Science, Finland. Her previous experience includes working as a project manager in IT, qualitative research and assisting in international projects. Her interests are focused on the topic of online education, digitalization, and e-commerce. She is passionate about photography and innovation.



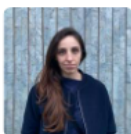
Aiste Vaisnore

Aiste is associate professor of practice in Kaunas University of Technology in Innovation management field. As an enthusiast of creativity and innovation she applies modern teaching methods integrating arts and artistic tools in innovation and entrepreneurship education. Aiste is also conducting research on the unconventional skills and competences for future innovation manager profile.



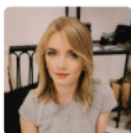
Marco Martinelli

Marco Martinelli is a researcher at the Scuola Superiore Sant'Anna in Pisa in Plant Biotechnology. Parallel to his studies, he started a recording career with the record label Suoni Dall'Italia of Mariella Nava and Antonio Coggio. Starting from 2016/17 he dedicated himself to the world of scientific dissemination, combining the passion of science with that of entertainment with the program "Memex: La Scienza in Gioco", broadcast on Rai Scuola and Rai 2 and in the 2017/18 season he participates to the program "Memex: Galileo", broadcast on Rai Scuola and Rai 3. Today he has an account on TikTok with more than 260,000 followers and more than 2 million likes with only scientific videos. Marco started a university spin-off company called Canapisti and intends to spread the therapeutic and phytotherapeutic use of industrial hemp and in this regard in October 2020 he published a book "Io sono la Cannabis" available in bookstores with the publishing house Lupetti Editore.



Norma Rosso

Norma Rosso is a copywriter, ghostwriter, and author with a scholarship at Scuola Superiore Sant'Anna di Pisa. She studied and worked at Scuola Holden. She works on very different kinds of texts – from scientific papers to kids' narratives – and she always tries to make them accessible and enjoyable because she firmly believes that people learn more if they have fun.



Ekaterina Albats

Ekaterina Albats has been working in innovation management for more than 10 years, practicing the ways to spark creative thinking. Her other passion has always been dancing of different kinds, she has been teaching dancing for many years as well. Artist workshops is the place to train innovative thinking through movement. Creative movement workshop is called to help you use a body language to channel your inner creativity to the external world. Join to enjoy, no previous experience is needed.

Il Bello – Cotec Day



Luigi Nicolais

Luigi Nicolais (Sant'Anastasia, 9 February 1942) is an Italian chemical, political and academic engineer, president of the National Research Council from 18 February 2012 to 18 February 2016. He was minister for reforms and innovations in public administration in the Prodi II government, as well as councilor of the regional council of Campania of Antonio Bassolino from 2000 to 2005 and member of the Chamber from 2008 to 2012.



Alfonsina Pagano

Alfonsina Pagano is currently a research fellow at the National Research Council, CNR ISPC Institute of Heritage Science, Rome Montelibretti secondary venue, working as User Experience Researcher. She collaborates with private companies and communication agencies as Multimedia Consultant, Communication Assistant and User Interface Evaluator. She also works as lecturer for Italian universities, as external tutor for high schools and professional courses.



Marco Cappellini

Mister Cappellini is the CEO and CFO of the company Centrica. Founded in Florence in 1999, Centrica was one of the first companies to take advantage of the rise of the Internet and thus invest in the digital imaging sector. The Centrica team actively works together in the development of digital projects and technologies for the enhancement of cultural heritage, is to make creativity and knowledge of works of art accessible, through immersive exhibitions and interactive platforms, for which we combine professional skills and know-how. Furthermore, the cooperation between the company with museums, universities and institutions – not only in Italy – has allowed it to make more experience in the very high resolution digital images sector and in visual communication.

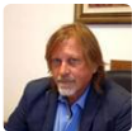


Sonia D'Arcangelo

Miss D'Arcangelo is the Head of Neuroscience Lab Intesa Sanpaolo Innovation Center Intesa Sanpaolo Group. The mission of the Intesa Sanpaolo Innovation Center is to explore and learn new future business models to create the assets and skills necessary to support the long-term competitiveness of the Group and its customers and act as an engine and stimulus for the new economy in Italy. Intesa Sanpaolo Innovation Center wants to represent a lever to accelerate the economic development of Italian companies, with specific regard to the megatrends of our society: Digital Transformation and Circular Economy.



Il Bello – San Rossore Day



Lorenzo Bani

Lorenzo Bani has already been Councilor for the Environment at the Municipality of Pisa, he has been president of Apes Pisa and Uisp Toscana. He has a deep knowledge of the Pisan reality combined with skills, sensitivity and attention to the social and the world of associations. All essential characteristics to create an ever greater interaction between the various associations and the Park.



Grazia Masciandaro

Grazia Masciandaro is a Research Director at National Research Council (CNR) – Research Institute on Terrestrial Ecosystems (IRET) located in Pisa. She is involved in research activities related to functional soil reclamation and decontamination and to nature-based solution development for the management of sewage sludge and dredged sediments. Masciandaro participates and coordinates EU funded projects about the valorization of soil and other environmental matrices. She has published more than 200 peer reviewed journal articles.



Debra Christie

Debra has been practicing yoga since 1992. Certified as a yoga teacher in LA in 2006, she also has a BFA in dance from New York University and vast studies in movement modalities such as the Alexander Technique and Tai Chi. Through Slings Myofascial Training she integrates specific training of the fascial system and interoceptive network into her yoga teachings. In Pisa she is president of the non-profit association Spazio Yoga Mente, yoga teacher at the San Rossore Sport Village, and maintains a private practice as a structural bodyworker.

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