

Milan, February 28 2019

5VIE // IT'S CIRCULAR FORUM

FUTURE CITIES: SMART, DIGITAL AND CIRCULAR - THE CITIES OF THE FUTURE INTERCONNECTED

March 14 2019 - Second Edition

For the second year in a row 5VIE art+design presents the **It's Circular Forum**, dedicated to the theme of circular economy. The conference will be organized during the Milano Digital Week, on Thursday March 14, at the headquarters of ANCE (National Association of Building Constructors) in the heart of the 5VIE district.

The future awaits us. Which will be the big changes we have to face? How will the cities and the realities in which we will live evolve over the next years? These are the main topics which will be addressed during this year's forum. We target the concept of a circular economy, a notion which will influence the lives of citizens and the different company strategies over the coming decades.

The forum was born out of the idea to create a platform where a diverse range of experts come together and share their opinion on the actual state of the art and on the development of all life on our planet. This year's edition will focus on the concept of the **city of the future and its digitization**. The speakers will present an overview of national and **international projects and virtuous initiatives that will redesign the model of the city and the life of its inhabitants**.

The topics will be very diverse: from how to reconvert an industrial area into a livable space to how the reconstruction of a bombed city can be perceived; from how the abstract notion of the internet of things will turn into a customary concept to how nature will be preserved in this circular rethinking within our consumer society.

The theme of the smart city and its design will be discussed in detail, starting from two well known projects that embellish important points of reflection.

The first project is **The Initial Planning Framework for the reconstruction of Mosul**. This pushes the idea to re-examine the role of new technologies within urban planning. It highlights the many different contexts where these tools are fundamental to manage the enormous complexity of all metropolitan systems. The objective is to guarantee a construction or a reconstruction which will be able to ensure basic services within an urban context that aims

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to create a resilience as a response to explosive growth, to ecological crises or to other emerging forces. The second project is **The Urban Rehabilitation and Urban Regeneration Program of the Bagnoli-Coroglio National Interest Site**. This project is not only initiated for the rehabilitation of land-, sea- and groundwater in the area previously occupied by ILVA, the former Eternit factory and Cementir, but it is also dedicated to the urban regeneration of an important part of Naples. Within this context environmental, social and economic sustainability is the fundamental base for the success of the program. The creation of SMART CITY BAGNOLI becomes one of the main goals to respect this objective.

Particular attention in this edition will be given to **digital networks, the internet of things and big data** which will be the tools to renew, reuse and regenerate conventional objects and the everyday life of citizens. Our world is not sustainable. It must be reinvented, rethought and redesigned. But how? How to create prosperous, competitive, sustainable and socially responsible cities?

It is necessary to proceed in a circular way, designing products and services aimed to minimize the production of waste. Building the future within the perspective of a circular economy means completely **rethinking the industry and our civil society**. The first edition of our It's Circular Forum focused on the concept of redesigning the future. Researchers, entrepreneurs and designers shared their ideas within a unique context where different channels of information were concentrated in an open debate. In this second edition **the dialogue is opened up to institutions and the industry** in order to provide the most interesting visions for future scenarios through the participation of national and international companies. They pursue highly innovative approaches in the field of design and circular economy, presenting a broad scenario of projects and virtuous initiatives of applied sustainability aimed at **redesigning the model of future cities**.

Circular economy is a concept that defines an economic system designed to be able to regenerate on its own. It provides the reuse of different economies and energies within a perspective of savings and global optimization. The circular model reaches beyond the concept of sustainability and it is becoming increasingly popular as an alternative to more traditional models. **By 2030 the majority of companies will have to tend to a circular economy**. Sustainable development concerns the improvement of living standards and it is becoming increasingly necessary to create the conditions for "living well within the limits of

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our planet" thanks to the more intelligent use of resources and to a modern economy at the service of health and well-being. "The future of our planet requires immediate action, in real time, and this affects all of us."

Our association firmly believes that big issues should not remain limited to operators within the sector but that they should be **shared with the general public**. Open a dialogue, create a story telling that attracts the interest of a public opinion or realizes a general vision that is used and repeated by the media. This is the only way to get a proper positive feedback.

It's Circular Forum is a concept created by **5VIE art+design**, a territorial marketing project. We rethink everyday life from a circular point of view, paying particular attention to the theme of renewal. We refurbish objects, habits and lifestyles, investigating the concept of reuse within various application areas such as architecture, design and construction.

The forum has the support of significant companies including **Olivetti, Mapei, Fastweb, Ferrarelle, Miniwiz**.

PROGRAM

9.00 Registration

9.30 Welcome Speech

Opening speech: Emanuele Tessarolo, 5VIE art+design

Institutional speech: Cristina Tajani, Assesory of Labor Policies

Welcome Speech: Ance

OPENING FORUM

Moderator: Giovanni De Cesare, Human Innovator

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10.00 First session

CITY OF THE FUTURE: HOW CIRCULAR CAN WE GET? SMART CITY, SMART NETWORK, BIG DATA

Panel Discussion

- Elio Catania, President, Confindustria Digitale
- Walter Mariotti, Editorial Director, Domus
- Gaetano Di Tondo, Institutional and External Relations Director, Olivetti
- Nicola Zanardi, CEO, Hub Lab
- Francesco Samorè, Scientific Director, Giannino Bassetti Foundation
- Marco Pennarola, Enterprise & Wholesale Marketing Manager, Fastweb

11.30 Second session

BUILDING FOR THE FUTURE - OLD SITES, NEW MATERIALS AND NEW TECHNOLOGIES

SPEECH

- Fabio Altitonante, Undersecretary of the Presidency of the Lombardic Region delegated to MIND (ex Area Expo)

Panel Discussion

- Nadia Boschi, Cemea Sustainability Manager, Bovis - LendLease
- Mikaela Decio, Environmental Sustainability Manager, Mapei
- Massimiliano Zagni, Resp. Infrastructure and Reclamation Areas, Progetto Bagnoli Invitalia
- Tommaso Cossu, Urban Planning Officer, Unesco
- Andrea Bonessa, Deputy Chairman, Urban Deposits

13.00 Lunch Break

14.30 Third session

REUSING: EXTEND THE LIFE OF PRODUCTS, RECOVER THE DEADS, IMPROVE YOUR LIFE

Panel Discussion

- Nicola Giuggioli, CEO, Eco Age
- Simone Santini, Vice-president Sales Italia, Adidas
- Michele Pontecorvo, Vice-president Ferrarelle s.p.a.
- Lucio Fusaro, President Power Volley Milano, Finelga s.p.a.
- Federico Carli, President of the Guido Carli Association
- Arthur Huang, CEO, Miniwiz

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16.00 Fourth session

RENEWAL: ENERGY, INSTRUMENTS AND "CIRCULAR" VISIONS FOR THE PEOPLE OF THE PLANET

- Daniela Ducato, Founder, Industrie Edilzero **COLLEGAMENTO**

Panel Discussion

- Maurizio Bernardi, Managing Director & CFO, BSH Italy
- Francesca Vespignani, e-city Strategy Global Specialist, Enel X
- Lucina Meloni Tessitori, Funzionario Direzione di Progetto Città Resilienti, Comune di Milano
- Carlo Manicardi, President, Phoresta Onlus
- Viola Follini, Projects and event officer Financing Sustainable Cities Initiative

Free entry upon registration, subject to availability

Info and registration link: <http://www.5vie.it/istituzionale/4684/forum//?lan=it>

Trailer past edition: <https://www.youtube.com/watch?v=8sdeLm8yowI>

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