





# Innovation Festival Finale

**What IF...  
we discussed the future  
of creative industries?**





# IF... Innovation Festival Finale

## Introduction

Innovation Festival is an INNO Action under the PRO INNO Europe Initiative® aimed at celebrating innovation across six European cities: Barcelona, Milan, Kortrijk, Lisbon, Vilnius and Tallinn.

The project focuses on the societal aspects of Innovation and how they are experienced in the different partnering regions: how does innovation help regions' economic performance?

How does it help solve challenges such as climate change, energy and scarcity of natural resources? What role can innovation play in making regions better equipped to deal with issues like ageing populations and emigration?

The Innovation Festival project makes regional innovation efforts visible and allows citizens to become actively involved in the innovation efforts. The festivals combine general and specialized events aimed at different audiences and bring fun, engaging and educational activities to the local crowds in cities and regions across Europe.

The Innovation Festival project demonstrated the innovation and creativity must be experienced and celebrated to better be understood and appreciated. At a two-day Finale event, Innovation Festival will present its achievements and results and look to the future, notably by marking the launch of the European Creative Industries Alliance.

The Finale will also include presentations of other EU initiatives in support of creative industries as well as exhibitions, music and fashion intermezzos of an innovative character.





# IF... Welcome Event

**February 26, 2012 at 19:00**

**Location:**

Province of Milan  
Palazzo Isimbardi - (*Sala Affreschi*)  
Corso Monforte, 35 Milan

*Introduces*

**Paolo Giovanni Del Nero**, Councillor Responsible for Industry, small Business, Craft work, Commerce, Professional Training and Work of the Province of Milan

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**Provincia  
di Milano**



**Paolo Giovanni del Nero**

Councillor responsible for Industry, small Business, Craft work, Commerce, Professional Training and Work of the Province of Milan

**Paolo Giovanni Del Nero**, Councillor responsible for Industry, small Business, Craft work, Commerce, Professional Training and Work of the Province of Milan until July, 2009.

Manager, he has a wealth of experience in private and public sector, especially in ICT, business and marketing area.

His passion for politics and social engagement, like a responsible way of living, has developed thanks to his family, the past political activities, his voluntary work experiences, that have guided his background.

He has been member of the executive board of Parco Agricolo Sud Milano; elected provincial councillor and member of Education, Culture and Institutional Affairs.

Ha has been also member of the Tourist Promotion Company directorate and delegate from Consiglio di Zona 1 in the Building trade Commission of Milan's Municipality; VP of Consiglio di Zona 1 – inner city- and Chairperson of Education Commission.

From 1997 to 1999, he has been CDU party leader in Milan and before member of local direction of PPI .



Cortile D'onore, Palazzo Isimbardi, Province of Milan

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# IF... Welcome Event

**February 26, 2012 at 19:00**

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## Welcome addresses by

**Guido Podestà**, President of the Province of Milan

**Roberto Formigoni**, President of the Lombardy Region

**Paolo Guaitamacchi**, Board of Directors of the Milan Chamber of Commerce

**Cristina Tajani**, Counselor for Labor Policies, Economic Development,  
University and Research City of Milan

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**Guido Podestà**  
President of the Province of Milan

**Guido Podestà** born in Milan on 1st April 1947. Married with four children. Graduated in Architecture at Politecnico of Milano, Department of Science and Urban Planning. He has worked for over 40 years in Construction and Real Estate fields.

From 1994 to 2009 he has been Member of European Parliament elected in the North-West of Italy: Lombardia, Liguria, Piemonte, Valle d'Aosta. He has been re-elected in June 1999 and June 2004. From 1997 to 2004, for three terms, he has been Vice President of European Parliament.

From March 2005 to May 2008 he has carried out the position of Coordinator for the Province of Milan, Forza Italia Political party .

From May 2008 to January 2011 he has been the coordinator for Lombardy Region of the Popolo della Libertà (PDL party)

He is Vice President of CIME (Italian Council of the European Movement).

Since May 2007, President of the Società per le Belle Arti di Milano and Esposizione Permanente di Milano.

Since June 2009, President of Province of Milan, member of the Board of Directors of Fondazione Teatro alla Scala, President of "Area ATO", integrated water cycle of Province of Milan, President of Parco Agricolo Sud Milano.

In May 2010 he has been appointed:

- President for Italy and Vice President for Europe of Fedenatur (European Federation of Protected Natural Areas and peri-urban);
- Member of Board of Directors of Cassa Depositi e Prestiti Company.
- President of SACERT (Association for Promoting Energy Efficiency in Building Sector);
- President of the Fondazione Province del Nord Ovest.

Since September 2010, he is Vice President of FEDARENE (Federation of European regional and local energy and the environment) with responsibility for energy efficiency.

Since December 2010 he is member of Board of Amministrazione di Confederazione Autostrade spa.

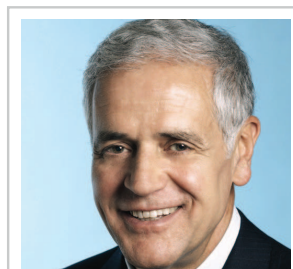
Since January 2011 he is Chairman of "Autonomie Locali della Regione Lombardia (CAL)"

Since July 2011, Deputy Chairman of the Unione delle Province Lombarde.



RegioneLombardia

**Roberto Formigoni**  
President of the Lombardy Region



**Roberto Formigoni** has been President of the Region of Lombardy since 1995. Born in Lecco in 1947, he graduated in Philosophy at the Università Cattolica in Milan and later studied Political Economics at the Sorbonne, Paris.

In 1973 he was among the founders of the Popular Movement, of which he was national president up to 1987. Elected as European MP in 1984, he was re-elected in 1989 and for five years served as Vice-President of the European Parliament. He first gained a seat in the Italian Parliament in June 1987. Re-elected in 1992 and 1994, from 1993 to 1994 Roberto Formigoni was State Under-secretary at the Ministry for the Environment.

In December 2004 he was awarded an honorary Degree in Communication Science by the IULM University (Libera Università di Lingue e Comunicazione).

Roberto Formigoni has developed in Lombardy a sound model of governance for the entire Nation by promoting the Lombardy's socio-economic system on the international stage through extremely high-profile institutional missions across all five continents.

He is currently a member of the People of Freedom party's Presidential Office.

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**Cristina Tajani**

Councillor for Labor Policies, Economic Development, University and Research, City of Milan

**Cristina Tajani**, native of Puglia, denizen of Milan since 1997, is presently Councilor for Labour Policies, Economic Development, University and Research City of Milan graduating from Milan Bocconi University went on to finish her doctorate in labour studies in Milan University "Statale" where she continued her research in industrial relations and labour economics.

She was, from 2007 to 2011, Italian correspondent for the European Industrial Relations Observatory (Dublin Foundation).

She also worked as researcher for Milan CGIL in the field of industrial relations and labour sociology.

She has published many papers and articles.

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CAMERA DI  
COMMERCIO  
MILANO

**Paolo Guaitamacchi**

Board of Directors, Milan Chamber of Commerce



**Paolo Guaitamacchi**, Born: Milan, May 22, 1952

Address: c/o Le Fattorie del Vento spa, via Marco De Marchi 7, Milan.

Education: 1977, degree in business economics and specialization in trade company economics, Bocconi University, Milan

**Carrier**

Fattorie del Vento, Sole Director, wind energy production (development of new sites, construction of wind farms, management of its wind farms, investment in its wind farms) - <http://www.lefattoriedelvento.com>

Milan Chamber of Commerce, Board of Directors

Formaper, training Agency of the Milan Chamber of Commerce, Vice-President

A.L.I. Assindustria Alto Milanese, Past-President and member of the Management Board

Assolombarda (Lombard Industrial Association), Executive Committee

APER (Association of Producers of Energy from Renewable Sources), Executive Committee

S.I.A.S. Autodromo Nazionale di Monza (Monza Circuit), President

Fondazione Orchestra Sinfonica e Coro Sinfonico di Milano "Giuseppe Verdi, Board of directors

Fondazione Comunitaria Ticino Olona, Board of directors

**Past experiences**

From 1974, he joined the family company Metaelectric (trade of electrical steel) and in 1978 took over the management upon the death of his father.

In the next years, he diversified his business, acquiring and becoming chairman of Fratelli Mapelli, Geninvest spa (financial consultancy) and Cartiere De Medici (papermill).

During the 80ies, he acquired and become chairman of Polistil (toy cars and electric tracks), Sebino (manufacturers of the famous "Cicciobello" doll), Alberani Vecchiotti (furry toys) and Editrice Piccoli (publishers); he was also chairman of Intertrust Generale Giocattoli, Refina, Genidata and Genifin. In the 90ies, after acquiring Cartiera Binda (papermill), Framag (steel processing) and Cartiera di Ovaro (papermill), became the owner and chairman of Ormea S.p.A (manufacture of special paper).

After merging Metaelectric Mapelli and Framag to form MEMAF S.p.A. - Metaelectric Mapelli Framag in 2002, he founded Le Fattorie del Vento S.p.A.





Lombardy Region Building - Milan

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# IF... Plenary Session

**February 27, 2012 at 10:00**

**Location:**

Lombardy Region Building

Via Melchiorre Gioia, 37 (*Nucleo 4 - Sala Cinquecento*)

## What IF...

**Policy discussions led to better support for the Creative Industries?**

**Moderator: Renato Galliano**

*Director of Innovation, Economy and University at Municipality of Milano*

*Welcome addresses by*

**Guido Podestà**, President of the Province of Milan

**Roberto Formigoni**, President of the Lombardy Region

**What IF...**

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**Renato Galliano**

Director of Innovation, Economy and University,  
City of Milan



**Renato Galliano** is the Director of Innovation, Economy and University, City of Milan and President of Eurada (European Association of Development Agency).

In the past was the Coordinator of the Ministry of Planning and Landscape in Tuscany Region; General Manager of Milano Metropoli Development Agency, President of ComunImprese Development Agency.

He has been involved in local development for 20 years as practitioner and professor (at the University of Torino and then at the Polytechnic of Milan). His experiences have merged theoretical and practical aspects of social and economic empowerment in urban contexts.

His multidisciplinary and multitask competences involve innovation, strategic planning, evaluation of projects, self assessment and operational setting up of programs in the fields of sustainable development and urban regeneration. In his roles he has operated at various local as well as international levels: in Italy, in Europe, in the USA and in Developing Countries like Brazil, Argentina and Croatia.

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RegioneLombardia



**Andrea Gibelli**

Vice President of the Region of Lombardy

**Andrea Gibelli** was born in Codogno (Lodi province) on 7 September 1967 and now lives in Lodi. He holds a degree in architecture. He was a member of parliament during its 12th, 14th, 15th and 16th terms as part of the Lega Nord Padania (Northern League - Po Valley) party. He ended his time in parliament on 18/05/2010.

From 22/5/2008 until he was appointed as the Vice President of the Lombardy Regional Administration on 23/04/2010, he was President of the 10th Committee – Industry, Trade and Tourism. During the current parliamentary term, he was delegated to coordinate the activities of the Committee to Assess Scientific and Technological Decisions. In the Lombardy Regional Administration, he holds the role of Regional Councillor for Industry, Craftsmanship, Building and Cooperation.

During the 15th parliamentary term, he was the Vice President of his parliamentary party and a member of the Rules Committee and the Special Committee for examining draft laws to convert decree laws. During the 14th parliamentary term, starting on 11 May 2006, he was the Head of the Northern League Party – Po Valley Federation in the Chamber of Deputies and, during the same term, he was a member of the Standing Committee – Transport, Post and Telecommunication.

During the 12th parliamentary term, he was a member of the 8th Standing Committee – Environment, Territory and Public works. He was also in charge of the Northern League's Legislative Office at the Lombardy Regional Council and head of Local Entities for the Northern League.

From 1996 to 2000, he was a municipal councillor for Lodi and a provincial councillor for Milan. He was also a member of the Territorial Committee from 1992 to 1994 as well as being a municipal councillor for Sant'Angelo Lodigiano (Lodi province) from 1990 to 1993.



**Antonio Tajani**  
Vice President of the European Commission



**Antonio Tajani:** Born in Rome on 4 August 1953, married with 2 children.  
Lived in Paris, Bologna and Rome.

**Education and languages**

- Classical studies at the 'Torquato Tasso' secondary school, Rome
- Degree in Law from 'La Sapienza' University
- Foreign languages: French, English and Spanish

**Professional Activities**

Officer of the Italian Air Force. He completed officer training at the Florence AirWarfare School (Scuola di Guerra Aerea) and attended a specialisation course for Air Defence Controller at the Training Technical Centre at Borgo Piave. Assigned to the Operational Base of the 33rd Air Force Radar Centre, he worked as Air Defence Controller and was Head of the Operations Room monitoring Italian and European civil and military air traffic.

Professional journalist and parliamentary journalist Editor of the Italian weekly 'Il Settimanale'. Presenter for the RAI 1 radio news programme.

Head of the Rome editorial office of the Italian daily 'Il Giornale' Special correspondent in Lebanon, the Soviet Union and Somalia. Together with Silvio Berlusconi, he was one of the signatories of the founding act of Forza Italia.

**Political Positions**

European Commission Vice-President and Commissioner in charge of Industry and Entrepreneurship from February 2010.

European Commission's Vice-President and Commissioner in charge of Transport from May 2008 to February 2010.

Vice-Chair of the European People's Party, elected at the EPP Congress in Estoril in 2002, re-elected at the EPP Congress in Rome in 2006 and re-elected again at the EPP Congress in Bonn in 2009.

Member of the Bureau of the Group of the European People's Party. He has taken part in all EPP summits in preparation of the European Councils

Member of the Convention on the Future of Europe, which drew up the text of the European Constitution.

Elected as member of the European Parliament in 1994, 1999 and 2004 with over 120 000 preference votes.

During his 15 years of parliamentary activity he took part in many committees (Foreign Affairs, Constitutional Affairs, at the time chaired by the President of the Republic Giorgio Napolitano, Transport and Tourism, Fisheries, Security and Defence).

Head of the Forza Italia delegation in the European Parliament from June 1999 until May 2008.

Spokesman for the President of the Italian Council of Ministers during the first Berlusconi Government.

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designregio  
kortrijk



**Stefaan de Clerck**  
Mayor Kortrijk and President of Designregio  
Kortrijk

**Stefaan de Clerck**, born in Kortrijk - 12/12/1951  
Civil status: Married - father of five children  
Degree: "Licentiaat in de rechten" (equiv. LL.M.) - KULAK/KUL  
Occupation: Minister of Justice (30/12/08 – present)/ Burgomaster  
Former occupation: Lawyer

**Decorations:**

Commandeur in de Leopoldsorde (2001)  
Chevalier de la Légion d'Honneur (2006)

**Executive power at national/federal level:**

- Advisor to the Secretary of State for Finance and SMEs: 1/1/88 - 31/12/89  
- Minister of Justice: 23/6/95 - 24/4/98 and 30/12/08 – 6/12/11

**Legislative bodies, parliamentary mandates:**

Chamber of Representatives  
9/10/90 - 23/6/95: in replacement of A. Steverlynck  
replaced by T. Pieters 28/6/95 - 24/4/98  
due to appointment as Minister of Justice  
24/4/98 - 4/7/01 (replaced by J. Vande Walle)  
1/7/99 - 11/10/99: CVP group chairman  
10/6/07 - ....  
10/1/08 - .... Treasurer of the Chamber

**Senate:**

18/5/03 - 22/7/04 Flemish Representative  
16/10/90 - 21/5/95 Member of the Council of the Flemish Community  
13/6/04 - 28/6/07

**Municipal bodies:**

Burgomaster/Municipal Councillor Kortrijk - 1/1/01 - present  
Member of the OCMW Council in Kortrijk - 1/1/79 - 31/12/82  
Member of the Management Committee of the Leiedal intercommunal  
corporation - 1/10/90 - 31/12/00



Chairman of the StadsOntwikkelingsbedrijf Kortrijk (SOK) 14/2/01 -present  
Director Municipal Holding -29/5/02 - 30/12/08  
Member of the Board of RESOC South-West Flanders -30/12/08 - present  
Chairman Conference of Burgomasters South-West Flanders -19/1/2001 -  
30/12/08 and 6/12/11 - present

**Party bodies:**

-National Chairman CVP - CD&V -9/10/99 - 28/6/03  
-Member of CD&V's district/provincial management  
-Member of the Kortrijk CD&V's management

**Other functions and former functions:**

Director Unizo Kortrijk  
Director Syntra West  
Chairman NV Tsyon  
Director Lille 2004  
Director Designregio Kortrijk vzw

Former Director Kasteel 't Hoge  
Former Director Kortrijk Xpo  
Former member of the General Council NCMV-national  
Honorary Member of the Governing Board of the Kamer voor Handel en  
Nijverheid Kortrijk (Kortrijk's Chamber of Commerce and Industry)  
Former founding Chairman cv VERA  
Former Chairman VZW Regionale Televisie  
Former Chairman cv Kanaal 127  
Former Founding Chairman vzw Kanaal Kunststichting  
Former Chairman CEPRO (Centre for Product Development)  
Former Chairman of the special advisory commission on textile and  
clothing of the central council for enterprise



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**Vladimír Šucha**

Director for Culture, Multilingualism and Communication, Directorate General for Education and Culture of the European Commission

**Vladimír Šucha** is a Director for Culture, Multilingualism and Communication at the Directorate General for Education and Culture of the European Commission in Brussels.

Panel Civil Society in the Creative Age - moderator

He is responsible for 5 units covering different policy development and managerial tasks of the DG. Prior to that he worked as the Director of the Slovak Research and Development Agency (2005-2006), the Slovak national body for funding research, promoting international cooperation, research culture, and scientific advice.

He also worked as the Principal advisor for European Affairs for the Minister of Education of the Slovak Republic (2004-2005). He covered research, education and culture portfolio for the Slovak Representation in the EU in Brussels from 2000 to 2004.

At the same time he has a long-term academic background - a full professorship of the Comenius University in Bratislava and lecturing at different institutions in many countries. He is a member of many advisory and governing bodies at the national, European and international levels. He is the author of about 100 peer reviewed publications.

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**Luca Francesco Garibaldo**  
Founder and CEO of Jeco



**Luca Francesco Garibaldo**, 30 years old, studied architecture at the Politecnico of Milan.

He is the deviser and CEO of Jeco: a “social playground” dedicated to heritage interpretation for mobile phones, even through the augmented reality technology ([www.jeco.biz](http://www.jeco.biz)).

Previously, Luca has found Dynamoscopio: a successful arts association that addresses the conjugation of social/anthropological approaches with the ones of video and new media experimentations. ([www.dynamoscopio.it](http://www.dynamoscopio.it)).

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**João Mena de Matos**  
CEO European Design Centre

**João Mena de Matos** is director of the European Design Centre in The Netherlands. He is also Statutory director of the following high tech companies: EDC Innovation Lab BV (ICT/RFID based solutions airline industry), MedSim BV (High-end simulators and serious games for the medical sector), and iBuild BV (mass customization in construction and city planning).

Within the latest years he was involved in various Board of Directors functions such as the European Multimedia Forum in Brussels, the Centre for International Technology and Education in London, the Board of Directors of the Dutch Design Platform, Board of Directors Centre for Product & Product Innovation (CP&P), Eindhoven, Board of Directors United Brains (Spin-off company from Technical University/Fontys High-Schools and Design Academy Eindhoven), and the Dutch Design Awards.

He is also an official evaluator and advisor of the European Commission programmes. Joao Mena de Matos initiated many European projects, including the ADMIRE project, which set off the DME Award in 2007.

Mena de Matos has managed several innovation implementation for SMEs and Larger industries (e.g. Curver Rubbermaid, DAF Special Products, Ericsson, Leolux, Ubbink, Wavin) and initiated various European and National Consortia such as VISINET, VISTA, CP&P, FLEUR, MAID, NMN, MADE-IT, DEGAP, ADMIRE and more recently BCreative



**What**

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**What IF...**

**European Policy  
for Creative  
Industries:  
Where to  
from  
here?**



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# IF... Roundtable discussion

February 27, 2012 at 13:00

## Participants:

**Francesco Baroni**, General Department of Industry, Handicraft, Building and Cooperation of the Lombardy Region

**Reinhard Büscher**, Head of Unit DG Enterprise and Industry,

**Roberto Calugi**, Chief Department of the Milan Chamber of Commerce,

**Anders Hoffman**, Deputy General Director Danish Business Authority & Representative Danish EU Presidency

**Alvise Biffi**, President Young Entrepreneurs Assolombarda.

## What IF...

**European Policy for Creative Industries:  
Where to from here?**

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RegioneLombardia

**Francesco Baroni**

General Department of Industry, Handicraft,  
Building and Cooperation of the Lombardy Region

**Francesco Baroni**, from July 2010 General Manager Department of Industry,handicraft and cooperation, Lombardy Region.

Industrial policies definition, development and management (mainly in the areas of innovation, internationalization, finance, entrepreneurship, cluster development), stakeholder relationships management (i.e. associations, unions, enterprises, clusters, ecc.) internal operations management, coordinator of in house companies, member of "state-regions" technical commissions, member of regional committee for cluster development.

The Lombard Board voted to establish a regional coordinator of the activities of support to micro-small and medium-sized enterprises - better known as Mr. SMEs - representative for Lombardy Region in May 2011 - in the person of the Director General of Industry, Handicrafts, Building & Co, Francesco Baroni (May 2011)

His job is to act as spokesman for the interests of small and medium enterprises in Lombardy. Should be a part check the correct application of EU legislation on SMEs and the other to ensure that actions at regional and local level conducive to entrepreneurship: in order to help businesses focus on their core business to thrive and create jobs of work.

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**Reinhard Büscher**  
Head of Unit DG Enterprise and Industry



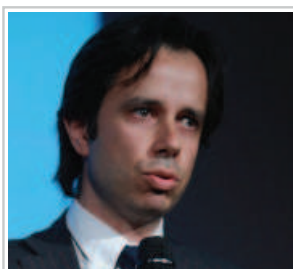
**Reinhard Büscher** was born in 1952 in Lower Saxony in Germany; he holds bachelor degree and Ph.D. in Economics.

Before joining the EC in 1989, he worked at the Ministry of Economic Affairs in Germany for nine years. In the European Commission, he has been working in different areas, such as a Member of the Cabinet of Bangemann, a special Adviser for Industrial Aspects of the Information Society, Head of Unit for Standardization, for Industrial Aspects of Electronic Commerce, for E-Business, ICT industries and services, for Innovation Policy Development and since January 2008, Head of Unit for Support for Industrial Innovation.

Dr Büscher is married since 1972 and has one daughter. He is a passionate mountaineer and grandfather.



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**Roberto Calugi**

Chief Department of the Milan Chamber of Commerce

**Roberto Calugi**, Government Agency; 501-1000 employees; Government Administration industry

October 2008 – Present (3 years 5 months)

In 2008 appointed as Chief Department of the Milan Chamber of Commerce for the whole promotional activities of the Institution and other services as the Patent Office. In this role he is responsible to design and implement policies finalized to ease the access to credit of our domestic SMEs and to support their innovation and internationalization process.

Within this role he was fully involved in the establishment of the first Italian managing company belonging to Chambers of Commerce, to support SMEs to access to private equity financial resources.

In addition he is deeply involved in the restructuring process of the Italian credit guarantee schemes, with a series of initiatives finalized to ease SMEs to access to banking credit.

Since January 2009 he has been also appointed as responsible for the “Credit and Financial Consortium of the Italian Chambers system”, whose is finalized to provide technical assistance to the Italian Chambers of Commerce in the field of access to credit and SMEs development.

In addition, since 9 years he is in charge for the Congress venues of the Milan Chamber of Commerce ([www.palazzoaffari.it](http://www.palazzoaffari.it) ; [www.palazzoturati.it](http://www.palazzoturati.it)). During this experience he has organized congress and seminars in many different sectors attended, among others, by national and international top government officials and private sector CEOs. In this field Promos tripled the events hosted and the turn over generated by the venues.

He is responsible for a team of nearly 60 persons and he is board member the Industrial credit guarantee consortium “Confidi Provincie Lombarde” (more than 300 mil € guarantee released yearly) and of “Agenzia Credito e Finanza”.

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**Alvise Biffi**  
President Young Entrepreneurs Assolombarda



**Alvise Biffi** holds the position of Chief Executive Officer of Secure Network and 18months. Secure Network is an Italian company focused in consulting, services and training for information security, 18months is a start up founded to create innovative Cloud ticketing systems. Both companies were founded by Biffi and Stefano Zanero, Secure Network in 2004 and 18months in 2011. In his role, Biffi has been developing the business, both strategically and commercially.

Graduated in Business Administration from Bocconi University, Biffi operates in strategic consulting since 1999, mainly in the ICT business. Before founding Secure Network, Biffi has worked for Softpeople holding the position of Marketing Manager.

Since 2005 Alvise Biffi held positions of high prestige in Assolombarda, the association of industrial and service companies in the Milan area. Biffi is now President of the Young Entrepreneurs of Assolombarda and Vice President of Assolombarda.



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# **IF... Plenary Session**

February 27, 2012 at 14:00

## **What IF...**

**What IF there was a European Creative Industries Alliance?**

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**Carlo Pettinelli**  
Director of the DG Enterprise and Industry

**Carlo Pettinelli** is Director responsible for industrial innovation and mobility industries in the Directorate General for enterprises and industry at the European Commission.

He has a University degree (Laurea) in Economy and business administration and is Chartered Accountant (Dottore Commercialista), Certified Professional Auditor (Revisore contabile) and Certified Forensic Auditor.

After some professional experience in the private sector, in Italy and abroad, he joined the European Court of auditors in 1994.

In 1998 he moved to the European Commission where he worked, with several tasks, in Directorates General for Competition, Audit, Education & culture, Employment and Social affairs and, from February 2011, Enterprise and industry.

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AIM Amsterdam Innovation Motor

**Johanna van Antwerpen**  
Amsterdam Innovation Motor



**Johanna van Antwerpen** is, since 2006, Director of the Amsterdam Innovation Motor (AIM).

AIM has been set up to help preserve and strengthen the Amsterdam Metropolitan area's authoritative position in the knowledge based economy. Joanna van Antwerpen has a background as a social psychologist.

AIM promotes innovation, cooperation and new activity in a number of sectors which are very promising for the Amsterdam Metropolitan area; Creative Industries and New Media, ICT, Life Sciences, Sustainability and Finance & Business Services.

AIM acts as a catalyst, generating new initiatives in these sectors in Amsterdam's knowledge-based economy, with partners from those sectors. These partners include universities, businesses and government.





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# IF... Fashion Event

February 27, 2012 at 15:30

**Innovation Festival Finale Conference**, in collaboration with **DilalogoTV**, reserve a space for emerging fashion.

Four designers will offer, in line with the concept of innovation, clothing shoes and accessories will be combined with other talented fashion designers. These are the numbers: a half hour show, 8-minute designer, 8 Models with 4 costume changes.

## Designers:

**Glix**, for his sharp suits to save space in your suitcase and without taxes; **Gianluca Saitto**, to use contemporary and modern makes of embroidery; **Nicoletta Fasani** for its original bi-niki, a new way of dressing; **Laura de la Vega**, beach wear.

## Accessories:

**Rizieri**, the exclusive meeting of craftsmanship, function and style, the symbol of philosophy couture footwear flavor between modern vocation and retro charm; **Laura de la Vega** bags that look like precious stones and inspired by a female rider; **GarbageLab** eco-friendly bags made from recycled materials.

## Partners:

**Hair stylist, Avantgarde Saloon**  
**BCM - Raffaella Fiore make up artist.**



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SEAMS AND DESIGN FORMS:  
MODELLED FABRICS AND  
METALS GIVE LIFE TO AN IDEA.

**Our clothing is a container that we choose not only for our bodies but also for our minds. The Glax collections of clothes and jewellery are wearable design. Everyday ornaments that originate from simple forms become carefully treated and elegant expressions.**

The essential, innovative and feminine collections of Glax always have a formal and material research.. The informal and refined garments and jewellery, designed with special attention to all details, are a result of quality of production, innovative design and a meticulous choice of materials.

The idea of creating garments comes from the need of Paola Monorchio, designer and originator of the Glax collections, to give a new and original characteristic to women's clothing. Originally designed for herself and manufactured by craftsman from the clothing sector, her clothes are targeted at dynamic working women who need and love comfort, without giving up style and quality of workmanship and fabrics. Glax proposes a linear fashion, outside of common trends, created from a timeless design and aimed at women carefull to changes in tastes and tradition, coupled with strong identities.

The design choices for the Glax collections are always founded on a geometric basis, elaboration of simple forms that arrange and disarrange amongst themselves, giving life to formal solutions often aesthetically complex but of simple construction. Within the garment, rectangles, squares, triangles and circles fold themselves and enfold the body like a fabric origami, which each woman can reinterpret in her own way for her personal physique. The fabric is a sheet which enwraps the body without suffocating it, like the dressing of a geisha. Often tailor traditions are radically changed and revolutionized in favour of new aesthetics that are never common. Inspired by the sobriety, severity and elegance of the Japanese culture, but also by ethnic craftsmanship in general, clothing by Glax expresses a femininity without equal, linked to everyday gestures, a way of feeling and attention to details, more than exhibiting oneself.

The choice of fabrics depends on their behaviour, their composition and the rigid or soft effect desired. The preference is given to natural materials like linen, wool, silk and cotton. Some synthetic fibres, mainly elastic/stretch, are better suited for particular designs.

The modelling is carried out by degrees and can be intuitive and immediate. Often the work is modified in progress, during the construction phase, until all the original design and functional objectives are met.



There are times when it is necessary to proceed empirically, with various attempts by trial and error using a mannequin, as the idea is not always readily reproduced. Other times the models are developed on a flat surface, where the fabric, a soft sheet, assumes three dimensional forms until the desired fold evolves, the curve that was initially only an intuition. The creativity of Glix expands also to jewellery, accessories for excellence. Basic goldsmith techniques were learned and the first items were produced during an apprentice stage with the sculptor Davide de Paoli. Each object, very similar to a sculpture also in the fabrication procedure, leaves room for fantasy, inspiration and imagination.

Starting from simple geometric forms, the jewellery pieces are characterized by the textured or bored surfaces, which reproduce, often complicated, ornamental motifs suggested by tapestries, brocades, carpets, and ornamental architecture. The metal is treated as a surface to carve, to engrave and to leave an infixed design.

Glix measures itself contemporarily with very different types of material: soft and easily workable fabrics on one hand and hard and difficult to work metals on the other.

The jewellery is technically more demanding, requiring more time for its realization. The pieces offer also symbolic and abstract value.

An ornament for excellence, a jewellery piece focuses attention to a specific point.



IF...

# G I A N L U C A S A I T T O

**Gianluca Saitto's atelier** is one of Milan's luxurious hidden treasures. Located in Via Ponte Vetro 22 in the Brera district of the city, it is the chic cradle and little jewel of the talented young designer who studied Costume studies in Florence and trained his eye and hand chez a prominent tailor's boutique. Guests and clients are greeted in a formal atmosphere that is at the same time refined and decadent but where one feels instantly at home.

A "lounge" where one is able to sit down, relax, talk about fashion, take some time off from the hustle and bustle of hectic everyday life. Clients are able to confide their desires and wishes to the designer who will then realize made to measure creations also inspired by his own collections available in loco.

Everything is sartorially made and Saitto personally researches, designs and picks every crystal of its decors. Discovering the Atelier Saitto is a journey that may be defined a true emotional experience where all wishes come true: from the prêt-à-porter to the bridal to the made to measure collections, everything is possible, for each and every taste.

Glix - Via Carlo Farini 38 - Milan, Italy - Tel. +39 02 36521625 - Mobile +39 338 3770063  
glix-atelier@hotmail.com -glix@katamail.com







GIANLUCA  
SAITTO

IF...

## NICOLETTA FASANI®

**Nicoletta Fasani** is a trademark. A brand of possibilities. Draw models, simple clothing that arise from modular forms, accessories, necklaces, bags. In his life as a woman with 'hands-on' has accumulated a lot of ideas and tissues and does not want to waste them. Nicoletta Fasani reuses the tissues that are in the forms of clothing, and other other forms, has always believed that form and content are enmeshed as warp and weft. A cornerstone: the simplicity of the forms and transformations that shapes

### CONCEPT

Clothing accessories, necklaces, bags that come from the study of forms modular. The decomposition of simple shapes, the deconstruction of figures towards a new point of view that reconstructs the shapes on the body, creating innovative clothing and accessories.

The woman I speak is glamorous and underground at the same time. Elegant, essential, has no age: my clothes fits all women in all their free nuances. The differentiation is given by versatility of the fabric which makes dresses flexible. The combination of fabrics and forms suited to the occasions, the seasons and personality: silk to put a more elegant and poised, jersey and cotton for casual appareil.

### BI-NIKI

A modular dress, the only exception to the commutative property: changing the order of parts of the result changes clothes! It consists of two symmetrical parts, with no rule in deciding which side to wear. So playing on materials and colors gives elegance (silk organza), daily (viscose printed and plain) or essential (cotton).

Bi-niki is on [www.depop.it](http://www.depop.it) and [www.nicolettafasani.blogspot.com](http://www.nicolettafasani.blogspot.com)

Bi-niki is on [www.depop.it](http://www.depop.it) and [www.nicolettafasani.blogspot.com](http://www.nicolettafasani.blogspot.com)

## NICOLETTA FASANI®

It 'available in different fabrics colors and patterns, combined with each other.

A cornerstone: the simplicity of the forms and transformations from shapes come to life. And 'the second creation.

A chief spring-summer, coming with three functions. A dress worn in three different ways, becomes three separate outfits.

A sleeveless tops, a top with sleeves and a dressed with side splits.

A fixed point: a dress symmetric and invertible, which becomes a top dress and shirt. One form, multiple functions.

The new collection is a powerful statement, relies on classic shades: the black and white and shades of gray.

The contrast is wanted: clean lines, modern, urban and metropolitan. A paradox for the brand: classic colors for a woman contemporary art.



in collaborazione con

Rosa Spinto





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**NICOLETTA FASANI®**

**TUBE-NIKI**

Dress with classic and simple lines.

A linear shift dress to wear full-length, or simply lead to half-length modeling it on the body. The tube-niki is just a prototype. The accessories that accompany stress elegance and sinuous.

**FRAK-NIKI**

A variation of forms, a new possibility. Layers to make woman both casual and underground.



# RIZIERI

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**Rizieri:** Between vocation modern and retro influences. A double balanced as far as inspiration pervades Rizieri winter collection, giving each new model an absolute value, that unique encounter between craftsmanship, function and style recognizes the symbol of a philosophy couture footwear taste.



Among the geometric graphic elements with high visual impact and the refinements suggested by the myth pile of Coco Chanel and her unforgettable complete the season focuses on versatile silhouettes, unexpected yet timeless, highlighting through ultra-soft materials and luxuriously comfortable.







## *Laura De La Vega*

The new brand **Laura De La Vega** launched his first collection in January 2010. Its sophisticated and singular design combined with the bold use of materials makes the brand stand out.

Handmade embroideries and high quality silver accessories, all created workmanlike. The inspiration draws back to retro style and tastes of luxury light, developing continuously new material, fostering the progress of the new brand, from innovative lines to precious and unusual objects.

Laura De La Vega guarantees exclusive prices, studied for each single product. Only the best leather is chosen and each detail is carefully looked into: details are hand-made, home-produces from the elegant external package to the bright lining.

A mix of creativity, passion and fashion, this is Laura De La Vega.





*Laura De La Vega*

H A N D M A D E





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**GarbageLab** is a green, young brand of handmade bags, an all-new mix of street fashion and creativity, originality and environmental protection.

Established in 2009, GarbageLab wants to “communicate something good to the world” by creating new bags starting from Re-cycled PVC banners, used seat belts and many other waste materials.

Every GarbageLab bag is different, it's made with attention to the smallest details, it's built to resist. And it loves the environment!

Shoulder bags, messenger bags, laptop shoulder bags, shopping bags... more than 15 models divided into three collections:

**Total PVC:** Colored, hard-wearing bags for every day.

**Re-PET,** is an eco textile made by recycling plastic bottles. Waterproof, hard-wearing and light (as PVC), it's more sober than PVC because it's monochromatic. Every bag has a PVC insert.

**Seat Belt:** Bags made with used seat belts sewed on together with an insert of trapaulin (a coloured, glossy plastic material).

[www.garbagelab.it](http://www.garbagelab.it)







IF...

# Hair stylist

## Avantgarde Saloon

Create a personal style and unique to each customer is the philosophy of Redi, curator of the image of so many familiar faces HAIR STY. In his salon on Pliny, 63 in Milan, research, expertise and passion for beauty, along with exclusive products and treatments, are the ingredients to create a captivating image.

For his treatment Avantgarde uses only products from leading companies such as Institut Esthederm, Kerastase and Label M.  
[www.avantgarde-saloon.com](http://www.avantgarde-saloon.com)





**ÆGYPTIA**<sup>®</sup>  
MILANO MAKEUP

IF...

# Make Up

BCM

## MILAN Aegyptia MAKEUP MAKEUP LINE BCM PROFESSIONAL COSMETICS

Product innovation and new trends of the historic encounter goodness functional and high quality of professional makeup line Aegyptia Milan BCM Makeup Cosmetics.

For decades Aegyptia Milan Makeup is the reference tool for professional deltruccatore his ready made reliable and versatile. The qualità della line is ensured in the formulation, texture and color range. La professionalità product stands out in the packaging: packaging soft touch of refined simplicity and extremely functional, in a pack of black impact embellished with glossy finish.

The wide range of colors, tones, textures, versatility of products and constant attention to market trends, make Milan Makeup Aegyptia the best partner for all those who want a professional makeup high level.

Optimal performance in line with the needs of even the most sophisticated, professional make-up artists, are offered by cosmetic research and production technologies in which BCM Cosmetics invests to continue to protect the high quality standards Aegyptia Milan Makeup in compliance with the strictest Italian and international.

All this is Aegyptia Milano Makeup, exported to Europe, Asia and the Middle East and has always taken the best makeup artist in film and television productions, fashion shows and photo shoots in Italy and the world.





# Make Up Artist

**BCM - Raffaella Fiore make up artist.**

**Raffaella Fiore** ... “I graduated at Istituto Statale d’Arte in Bari (Italy) where I started my first collaborations with laboratories of decoration and window dressing. My curiosity and my desire to learn led me to travel and after 18 years of experience working in a company of tourism sector, I gained experience particularly in the artistic area of theater (stage, costume designer, makeup & hair styling). In 2004 I undertook way of Make-up & Hair-styling to make the creativity and the artistic experimentation my work.

My strong creative attitude has always influenced my choices, and professionally this led me in 2001 to major in Make-up & Hair (BCM) in Milan and as well as to Body-Painting, the latter related to Sculpture complements Costumes made with materials of recycle, because I strongly believe in the friendliness of all arts that can fully reflect my personality.

I currently working with agencies of Fashion and Events, Television Production, and as a teacher for Academies and Make-up Courses for Individuals and Professionals...”

**Erika Roveda:** “Erika is a young student of BCM school. Fascinated since childhood by the art of make up want to specialize in this industry because Creativity, Color, Passion makes this work unique and original“

DIALOGOTV

STAFF



Mirella



Alberto



Andrea

Debora



Francesca

Giovanna



Laura



Luca

# IF...

in collaboration with



**DialogoTV** is the Web TV born in September 2010 that offers daily news services, news, contacts and insights. After exactly a year after his birth, DialogoTV as changes and becomes a real multimedia platform dedicated primarily in Milan and the Milanese.

The editors, all under 40, proposed topics of great interest in current events, institutions, glamor, fashion, events, entertainment, art, culture, leisure, sports, economy, jobs, associations, health, wellness, news, trivia, and VIP more.

Everything is made even more intriguing thanks to the new website created to ok for our Web TV, changing graphics.

The editorial products, all under 40, proposed topics of great interest in current events, institutions, glamor, fashion, events, entertainment, art, culture, leisure, sports, economy, jobs, associations, health, wellness, news, trivia, vip and more.

Web: <http://www.dialogotv.it>



IF...

# Parallel Session

February 27, 2012 at 16:00- 1800

## **What IF... the European Creative Industries Alliance had concrete actions?**

Parallel session 1: Business Support (Voucher) Actions moderated by Reinhard Büscher, DG Enterprise and Industry

Parallel Session 2: Access to Finance Actions moderated by Michela Michilli, Filas, Lazio Region

Parallel Session 3: Cluster Excellence & Cooperation Actions moderated by Carsten Schierenbeck, DG Enterprise and Industry

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**Michela Michilli**

Head of EU Programmes & International Initiatives Unit FILAS S.p.A  
Rome (IT)



**Michela Michilli**, is the Head of “EU Programmes & International Initiatives” Unit in Filas, the Financial Development Agency for the economic development and technological innovation of Lazio Region.

Expert in economics, finance and international markets, she has acquired a long experience in market analysis for the ICT and media, the creative industries and the cultural heritage sectors, collaborating to or leading international projects since 1996.

At the moment she is the coordinator of the European project FAME (Facilitating Access and Mobilisation of European finance for growth of creative industries), a EU CIP co-funded project under the brand-new initiative named European Creative Industry Alliance in support of the creative industries.

Within FAME, Mrs Michilli is designing and implementing innovative consultancy, coaching and business services to support European companies in their investment readiness and access to finance. Cross-border investments ,equity finance and financial leverage are also main topics and issues to be addressed within FAME.

Ms. Michilli is chairperson of the Enterprise Europe Network Creative industry Sector Group and member of the Think Tank for Creative industry and EBAN.

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**Carsten Schierenbeck**  
Policy Officer Enterprise and Industry  
Directorate-General, European Commission



**Carsten Schierenbeck** is a Policy Officer in the area of cluster policy in the Enterprise and Industry Directorate-General of the European Commission. He works in the cluster cooperation team of the 'Support for Innovation' Unit, where he manages a number of project contracts under the Europe INNOVA initiative.

Their aim is to foster transnational cluster cooperation between cluster organisation in view of developing new or better cluster support services and tools, e.g. for the internationalisation of innovative SMEs in particular sectors.

Previously, Carsten has undertaken research for the University in Birmingham in the UK, worked for the West Midlands in Europe regional office in Brussels as well as for an SME in property management in Germany. He holds an MBA in International Business Administration, a Bachelor of Commerce and a Professional Qualification in Property Management.





The Lombardy Region Building

IF...

# IF... Plenary Session

**February 28, 2012 at 9:30**

**Location:** Lombardy Region Building

Via Melchiorre Gioia, 37 (*Nucleo 4 - Sala Cinquecento*)

## What IF...

**Plenary Session**

**What IF... We learned more about other European  
Creative initiatives?**

**Moderator: Renato Galliano**

*Director of Innovation, Economy and University, City of Milan*

*Welcome addresses by*

**Paolo Giovanni Del Nero**

Councillor Responsible for Industry, Small Business, Craft Work, Commerce,  
Professional Training and Work of the Province of Milan.

IF...



**Lucia Seel**

On Behalf of the Regional Government  
Authority Upper Austria

Pecha Kucha: Project CREA RE (INTERREG IVC)

**Lucia Seel**, is General Manager of Lucia Seel International Consulting Services. She is currently managing the INTERREG IVC project CREA.RE creative regions led by the Regional Government Authority Upper Austria and also supporting the activities of the VINCI (Voucher IN Creative Industries) led by austria wirtschaftsservice gmbh.

In her former position of coordinator of European projects at Clusterland Upper Austria Ltd, she has been actively involved in cluster related activities, including the INNOFIRE INTERREG IVC project coordination, the European Cluster Observatory, the European Cluster Excellence Initiative, TACTICS, the PRO INNO action CEE ClusterNetwork, and others.

She is an experienced speaker and moderator at international conferences. She has more than 20 years of experience in international affairs, projects and communication, having worked for Clusterland Upper Austria (6 years), Econ export and consulting group GmbH and the multinational company Silhouette International Schmied AG (coordinating the South European and South-East Asian operations for 5 years), as well as for Saatchi & Saatchi BSB Centrade in Romania.

She is member of the expert group “European Forum for Clusters in Emerging Industries set up by the European Commission, DG Enterprise & Industry.

IF...



**Anna Whicher**  
Project Manager Design Wales-PDR,  
Cardiff Metropolitan University



Petcha Kutcha: Project SEE (INTERREG IVC)

**Anna Whicher** is the lead researcher on policies for design and innovation at Cardiff Metropolitan University. For over two years, Anna has been coordinating an INTERREG IVC project called SEE with 11 partners. SEE is a network of partners and policy-makers sharing international best practice on the role of design in regional and national innovation policies.

In parallel to her work at the university, Anna is undertaking a PhD developing a benchmarking framework to analyse design and innovation policy intervention. She holds an MSc in European public policy from University College London and a first class BA specialised in European integration and French from the University of Reading.

Anna has worked as a parliamentary assistant in Westminster, as press office assistant in the French Ministry of European Affairs and as assistant marketing director for Siemens in Paris. President of Assolombarda.

IF...



**Isabel Roig**

Director Barcelona Design Centre and member of European Design Leadership Board

**Isabel Roig** is Director General of BCD Barcelona Design Centre since June 2000.

She holds a Degree in Tourism Business Administration from the University of Girona (Spain), another in Marketing Management from the Instituto Superior de Marketing, and also in Marketing Research from AEDEMO-Barcelona.

Her previous professional experience in the world of business, in mass-consumer, industrial and service sectors, has provided her with the insight for an effective leadership, whilst the positions held as director of product & brand manager; communication and marketing, with primary responsibility for strategy, visual identity, graphic & corporate communication, new products development and advertising, have all added up towards the setting of successful and innovative strategies at the Centre.

In March 2011 she has been elected Vice-President of BEDA (Bureau of European Design Associations) after having been Board Member and Treasurer from 2005 to 2009.

She is also member of the Leadership Board of the European Design Innovation Initiative (2011-2012) from the European Commission.

IF...



**Lucie Sanchez**  
Project Manager Business Creation Area,  
Aster S. Cons. P.A., Bologna



Pecha Kucha: Project Creative Growth (INTERREG IVC)

**Lucie Sanchez**, support to new entrepreneurs, project planning and management at regional, national and European level, international networks, relationship between research and industry, exploitation of research results, instruments for fostering innovation in industry (SMEs), technology promotion, working groups.

Coordination of the EU project “Creative Growth”

Creative Growth is a three year INTERREG IVC project that running from October 2008 to September 2011 with the aim to increase European competitiveness and accelerate regional economic growth through the development of the creative sector as a new business sector and a key driver of the emerging knowledge economy.

The aim is also to influence policy development on regional and local level by mainstreaming new knowledge and best practice into the policy making process. Within Creative Growth, CREATER, a support path for creative businesses has been implemented and tested on 10 start-ups based in Emilia-Romagna.

IF...



**Agnieszka Wojdyr**  
DG Enterprise and Industry

**Agnieszka Wojdyr:** Policy Officer in DG Enterprise and Industry of the European Commission.

In the Unit "Textiles, Fashion and Forest-based industries" she is responsible for the competitiveness of the fashion industries, monitoring developments in the footwear industry, IPR issues, regulatory dialogue on textiles and clothing with China, technical barriers to trade and other issues related to the internal market and industrial policy.

IF...



**Esther Ruiten**  
Project Coordinator City of Arnhem



Pecha Kucha: Project Organza (INTERREG IVC)

**Esther Ruiten** is senior advisor creative industries at the department of Economic Development, City of Arnhem in the Netherlands. In this function she is responsible for supporting the Arnhem cluster of Fashion & Design, together with partners in city, region and at the national level. Furthermore she is projectcoordinator of the Organza-project: a network of 13 partners in 9 medium sized creative cities in Europe which collaborate to share knowledge about policies that stimulate the creative economy.



IF...

Office for Cultural Policy and Economy  
Büro für Kulturpolitik und Kulturwirtschaft  
Information Communication Consulting



**Bernd Fesel**  
European Centre for Creative Economy

**Bernd Fesel** is an independent promoter, researcher and advisor in the Cultural Creative Industries in Europe.

He studied Economics and Philosophy in Heidelberg and Bonn from 1983 to 1990 and graduated with an economist degree. Currently he is working on a PhD in Economics at the University of Düsseldorf.

In 1990 he started his career in art market as co-owner of the Gallery Karin Fesel, becoming 1997 Managing Director of the German and then the European Gallery Association in Brussels.

In 2003 he founded the Bureau for Cultural Policy and Economy and served as advisor of the German UNESCO Commission and the German Federal Foreign Office. Since 2010 he is deputy director of the european centre for creative economy (ecce), an institute of the European Capital of Culture RUHR.2010, [www.e-c-c-e.com](http://www.e-c-c-e.com), and chairman of the European Creative Business Network ( ECBN ), [www.ecbnetwork.eu](http://www.ecbnetwork.eu)

IF...



**Andrew Mackenzie**

Project Coordinator Dundee College, Scotland  
Project Manager for Creative & Digital  
industries -Dundee College



Pecha Kucha: Project InCompass (**INTERREG IVC**)

**Andrew Mackenzie** is Project Manager for the Centre for Creative and Digital Industries at Dundee College. Andrew has been working in education since moving to Scotland from London in 2000. He began lecturing in Graphic Design and Marketing before moving on to work nationally across Scotland as Subject Mentor for Creative and Performing Arts with Scotland's Colleges.

In 2005 he became Curriculum Manager for Business, Technology and Creative industries at Elmwood College before taking up his current post in 2008.

After graduating in Graphic Design and Illustration from London's Hornsey College of Art and spending a year at The University of Iowa, Andrew practiced as a graphic and multi-media designer for a number of leading London agencies before forming and managing his own production company in 1982.

1990 he was appointed Creative Director of TAG McLaren Marketing where he was responsible for the development of the McLaren Formula 1 team brand and identity. In his current role he manages some €4m of EU funding across a range of transnational projects that reflect his keen interest in developing enterprise, entrepreneurship and cultural exchange within the creative industries.

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**Donato Giugliani**  
Project Coordinator Regional Council  
Nord Pas de Calais

Pecha Kucha: INTERREG IVC Project TOOL QUIZ

**Donato Giugliani**, has been a member of the Department for Culture of the Regional Council since 2002.

His work as Head Officer includes the leadership of the interregional co-operation program LEAD; and TOOL QUIZ, a project for concerted cultural policy among regions of Europe. Donato is also a lecturer in Cultural Policies and Regional Development.

He has a broad experience from international networks such as IETM, EFAH and ENCATC and holds a post-graduate degree in Culture from the ARSEC and the European Diploma of Cultural Project Administration.

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**Alberto Meomartini**  
President Assolombarda  
Lombardy Industrial Association



**Alberto Meomartini** is President of Assolombarda since June 2009 and President LNG Italy SpA (Snam Rete Gas) since May 2010.

Graduated in Economics at the Bocconi University of Milan, from 1970 he has held important positions in Eni and Snam, societies in where he began his career.

He has been a close collaborator of Prof. Reviglio in the Ministry of Finance, from 1979 to 1981.

From 1990 to 1999 CEO of Snam SpA and from 2000 to 2006 President of Italgas spa.

From 2005 to 2010 President of Snam Rete Gas.

He is member of the Executive Board of Confindustria and for many years he has been member of Confindutria Council of which he is President of the University Commission.

He is Chairman of the Evaluation Committee of the LUISS Guido Carli University of Rome and President of the Institute for Energy and Environmental Economics and Policy (IEFE), Bocconi University.

In addition, he is part of the Board of Directors of Il Sole 24 Ore Group, Bocconi University and the Museum Poldi Pezzoli.



## DESIGN CODEX 001

Codex ADI Lombardia illustrates the products through the production process, indicating that firms with more productive culture have contributed in Lombardy to the excellence of Italian design.

From products to companies, productive companies that work within the various districts have produced significant process and products innovations thanks to constant investment and managerial skills, marketing strategies, from which is derived product qualification and internationalization .

This is an overview of best reality of research, production and distribution that are based in Lombardy: a novel framework for innovation in the region where the Italian design was born and continues to engage in research and experimentation in fields sometimes unknown to the public.



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## **IF...** Acknowledgements

*Thanks to all companies and people who worked and contributed to the success of this event. Particularly to:*

*2010lab. TV, Media partner of the event;*

*ADI Lombardia, for the exhibition "Design Codex 001";*

*AperitivoCorto, for the entertainment by means of short films;*

*Azienda Trasporti Milanesi, for the possibility to use the historical tram 1503;*

*Cocktail Service, for catering;*

*Dialogo TV, for the "fashion show" dedicated to creative young people and the realization (in collaboration with Food is Fashion) of the documentary about the Milan Fashion Week outdoors;*

*Esterni, for Palazzo Isimbardi lighting, video installations and music interlude;*

*Fashion Show*

*Stylists: Glix, Gianluca Saitto, Nicoletta Fasani. Accessories: Rizieri (shoes), Laura de la Vega and GarbageLab eco-friendly (bags),*

*Avantgarde Saloon (hairstyles),*

*BCM with Raffaella Fiore (make up).*

*La Fucina Scarl Business Innovation Centre, for the active work in the organization of exhibitions, translations and staging space;*

*Material ConneXion, for the exhibition "Un designer per le imprese";*

*Monkey Factory, for video about the two editions of Innovation Festival Milano;*

*Terrazza Martini (Martini & Rossi) and MIB for the hospitality in their space;*

*Triennale di Milano for kindly hosted the international delegation at Design Museum.*

IF...

# What IF...

We discussed the future of Creative Industries?

Innovation Festival Finale

Milan 26th – 28th February 2012

Organized by



*Innovation Festival INNO-Action under the PRO INNO Europe@ initiative of the European Commission's Directorate General for Enterprise and Industry.*

Local organization



**Provincia  
di Milano**

Economic Development Sector

In collaboration with



Regione Lombardia



CAMERA DI  
COMMERCIO  
MILANO

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Managing & coordination: **Cristina Terrusi**

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Staff: Diego Ravelli, Oreste Castellucci, Emanuela Paganin, Simona Perazzi,  
Irene Pasquinucci.

Staff of Executive Councillor: **Cristina Zitelli - Marianna Faraci**

*"This event is financed under the Competitiveness and Innovation Framework Programme (CIP) which aims to encourage the competitiveness of European enterprises."*



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**IF...** A special thanks to:

**Francesco Baroni**, Director of Industry, Handicraft, Building and Cooperation Department, of the Lombardy Region

**Giuditta Muzzi**, Communication & events department of the Lombardy Region

**Roberto Calugi**, Director of SMEs Development Department, Milan Chamber of Commerce

**Sonia Basso**, Head of Unit, Innovation Office, Milan Chamber of Commerce

**Renato Galliano**, City of Milan, for the valuable contribution as expert and in particular in his role of moderator of the entire initiative.

**Andrea Cancellato**, Director, Triennale Milano for the welcoming and the guided visite offered to the “Dream Factories” exhibition.

**Barbara Cruz**, EDC Netherlands, for her generous assistance and support, suggestions and guidance in all phases of the event ideation and planning.

The other **IF partners** (Lisbon, Barcelona, Tallinn, Vilnius and Kortrijk) for their contributions and collaboration.

