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A generous calendar of initiatives addressed also to families and an extended target audience with room for culture and entertainment

## **Creativity, Innovation, New visions: at the Heart of the FuoriFestival Youngsters for #CreareIlFuturo**

**One of the most innovative features of the seventeenth edition of the Festival dell'Economia di Trento is the Fuori Festival 2022, a true event with an innovative and dynamic parallel schedule. The focus is on youngsters, and the goal is to inspire their path towards the future through new languages and new forms of communication. The whole event gravitates around educational and cultural activities, idea competitions and moments where storytellers, creators and “visionary” opinion leaders share their views. Many moments for entertainment, designed to broaden the engagement of the audience of the Festival and embrace all targets to include families.**

The *Fuori Festival* hinges on the natural progression of the theme enshrined in the manifesto of the *Festival dell'Economia di Trento*: alongside the reflections at the heart of the focus on “**The Pandemic aftermath, AMIDST ORDER AND DISRUPTION**” - which dwell on the excruciating social, economic and political effects of the pandemic, but also on the opportunities and turning points that open up henceforth - the **Fuori Festival focuses on "CREATING THE FUTURE"**, addressing the younger generations and their ability to conceive their own identity, their daily life, how they interact, study, work and communicate in a new way, **engendering new visions and new approaches to tackle the complexities of our time.**

**Many distinguished national and international guests will take part in over 50 daytime and evening events during the *Fuori Festival*: at the four-day event, the audience will be able to meet performers, whose creativity has injected fresh energy into the musical and artistic world, such as the female singer HU, one of the very few artists in Italy to be songwriter, producer and multi-instrumentalist, the Italian indie pop/rap musical duo Coma\_Cose, and the special presence of writer-performer Mahmoud, two-time winner of the Sanremo Festival and eagerly awaited at the next Eurovision Song Contest; creators of the digital world such as Lev Manovich, Presidential Professor at The Graduate Center, City University of New York, and founder and director of the Cultural Analytics Lab, who will share takes with Don Joe, musician, producer and among the founders of Club Dogo, photographer Gabriele Stabile, artist and performer Andrea Bianconi, and SODA Gallery Curator Valentino Catricalà; as well as Luca Casadei Co-founder of Defhouse, who will cast a light on the first concept house dedicated to the growth of digital talent, with its creators who have blossomed from within, Simone Berlini, Tommaso Donadoni, Marco Bonetti, Florin Vitin, Davide Moccia, Yusuf Panseri, Alessia Lanza, and Emily Pallini, who will give a live account of their experience.**

**Creation and new opportunities will also be at the heart of the addresses delivered by young entrepreneurs such as Florencia di Stefano Abichain, writer, translator, content creator, podcaster and radio speaker, and Melissa Forti, baker and writer, who make creativity the engine of their business; digital**

**innovators** such as **Daniela Robba**, Business and Strategy Advisor, Co-founder and CEO of Twin One, a company that has applied digital technology to the fashion world, **Leopoldo Vendramin** Founder of Cryptoartitalia, NFT and Metaverse expert, **Alberto Finardi**, co-founder of the digital consulting firm Wayne Studio, Blockchain expert, **Giuseppe Lo Schiavo** (Glos), a visual artist who uses machine learning and virtual reality to create a bridge between art and science, winner of the European project Bio Art Challenge organized by MUSE of Trento, and **Alessandro Innocenti**, who boasts intimate knowledge of trends and is founder of MadHouseGroup, who will help explain how many of what we consider visions have already come true.

The topic of transparency as a condition to define the boundaries between order and disorder in various spheres - from information to art, from social to politics - will be addressed, among others, with the manager and popularizer **Elisa Serafini**, co-founder of Politic-ally, the startup for political, digital and transparent crowdfunding.

To conclude, the *Fuori Festival* will also be graced by the presence of scholars and academicians such as **Giovanni Lo Storto**, Director General of LUISS Guido CARLI, **Luca Beverina**, Full Professor at the Milan-Bicocca University, and **Carlo Barbante**, Director of the Polar Science Institute, who will share, through their work, reflections on our future from an employment, productive resources and climate change perspective.

**The *Fuori Festival* 2022 program revolves around three theme areas:**

1. **"Cultura del creare": meetings and workshops** addressed to **students of all ages and young talents of the future**, to help them grasp the surrounding complexity, navigating across topics such as economy, finance, art and sustainability. The moments include workshops with the creators of **Young Finance**, the digital first video project of Il Sole 24 Ore involving talents with a strong following and engagement on YouTube and **workshops by MUSE** for students from secondary schools. Green economy and sustainability will instead be at the core of the activities curated by **24 Ore Cultura Education**, also hosted in the educational spaces of MUSE, for children and teens from primary and lower secondary schools. Plus, art meetings tailored to children and youngsters, held by **Leonardo Catalano** with the garden of the Science Museum, which will be enhanced by a full day of activities for the younger ones, to discover crafts and science, curated by the talents and characters from the channels **"Coccole Sonore"** and **"Mela Music"** of the **DNA Network**.

Furthermore, during the 4 days of the Festival, the MUSE Video room will host a preview video screening of the **animated mini-series "Clay Economy"** created in stop-motion by using the plasticine animation technique, with Alberto Forchielli and Fabio Scacciavillani: twelve episodes for the very young and their families focused on the economy and finance.

1. **"I VISIONARI", talks and performances with personalities from the world of entertainment, influencers, young and innovative entrepreneurs to inspire creative and business models.** The themes discussed will include developments in artificial intelligence and the opportunities related to NFT, blockchain, metaverse and cryptoart;
2. **"PAROLE D'ORDINE", meetings and discussions on the vocabulary of the future**, through new skills to achieve professional goals and innovative actions to open up new horizons for the local area and our planet. The moments include the talks hosted by the Editor-in-Chief of Affaritaliani.it **Angelo Maria Perrino**; through interviews with successful managers, he will create a manual packed with ideas for building a career.

**All of the 24 ORE Group media will be involved** in the activities of the *Fuori Festival*: **the key players of the live moments on Radio 24** will be the hosts of long-standing shows such as **Giuseppe Cruciani** and

**David Parenzo** with "Zanzara meet fans", **Giampaolo Musumeci** with "Nessun luogo è lontano", who will take an in-depth look at what's happening every day outside the borders of our Country, **Alessandro Milan and Leonardo Manera** with their morning show on current events and topics "Uno nessuno e cento Milan", **Matteo Caccia** and his "Storie di rinascita", telling the story of new lives and new re-starts, and "Il Serpente corallo" by **Ciappter Ileven - Mauro Meazza, Marco Lo Conte and Stefano Elli** - who will offer in Trento a compendium of stories of scams, the scammed and scammers during the programme.

The talk of **How to Spend It**, headed by **Nicoletta Polla Mattiot**, Editor-in-Chief of the monthly magazine of **Il Sole 24 Ore**, a beacon on creativity and high-end lifestyle, will focus on **the economy of beauty**, while the meetings of **Il Sole 24 Ore Domenica**, the cultural insert of the newspaper, will offer - through the format "**Il Menù della Domenica**" - a golden opportunity to discover, thanks to the Chief Editor of the insert **Marco Carminati**, how an issue of *Domenica* is created and to dwell on a number of insights into the future and youngsters.

Two local realities will help enliven the *Fuori Festival*: the **Studio d'Arte Andromeda** will host, in its Space in Piazza Fiera, the satirical wit of **Lorenzo Ingrami** on the theme of the day, the portraits of **Rudi Pataunere and Umberto Rigotti** "Fratelli scarabocchio", the drawing workshops for youngsters and children, and the **presence of the comics group of Studio d'Arte Andromeda with strips on the theme of the festival**. Additionally, at the Fondazione Caritro space, it will organize the exhibition of the works of the international satirical review "**Sorrisi dal Mondo**", spread through the channels of the European Federation of Satirists, the National Museum of Comics and Humour in Milan, the satirical magazine "Buduar", which will focus this year on the theme "Order and Disorder".

**Fondazione Demarchi** will offer a valuable moment where different generations share their thoughts, through the stories of the elderly who seek, even in such a troubling period, innovative strategies to bring some order to the pandemic disorder. An opportunity to hear stories full of daily innovation.

Each of the days of the *Fuori Festival* will close with special events: on **Thursday, June 2**, the magical sound of a Stradivari violin will enchant the audience for the inauguration of the *Festival dell'Economia di Trento*, played by violinist **Clarissa Bevilacqua** accompanied by pianist **Yu Nitahara**, thanks to the collaboration of **Fondazione Museo del Violino Antonio Stradivari**, which

protects and promotes the value of Cremonese violin making, both traditional and contemporary, through competitions, exhibitions, conferences, publications, congresses and concerts.

**Friday June 3** will be the turn of the **concert conducted by M. Salvatore Accardo with "Il Canto della Fabbrica"**, a musical piece inspired by the rhythms of the Pirelli digital factory in Settimo Torinese. Commissioned by Fondazione Pirelli in 2017 from composer Francesco Fiore, it is the musical rendition of the contemporary factory - "bella", meaning well-designed, bright, safe, sustainable - and its most recent evolutions. The evening program of *Festival dell'Economia di Trento* will also include **J.S. Bach's Piano Concerto No. 1 and Giuseppe Verdi's Quartet in E minor**, performed by the **Italian Chamber Orchestra, conductor and violin soloist Salvatore Accardo, and piano soloist Gile Bae**.

**Saturday, June 4** will be the turn of an evening event branded "Zelig", with some of the most famous comedians who have trod the boards on stage and on television. "L'Economia da ridere" will be a unique opportunity to attend live the most famous and long-lived comedy show on the Italian scene.

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