Focus on the logo
to access the content
Augmented reality

INTERNET FESTIVAL 2014

SHAPING THE FUTURE

RAW MATTER FOR THE DIGITAL REVOLUTION

WWW.INTERNETFESTIVAL.IT

9-12 OCTOBER

PISA

IF

IN OCCASIONE
DELL'INTERNET FESTIVAL 2014

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SPONSORS 92

CREDITS

Director of the Internet Festival
Claudio Giua

Coordinator of the Scientific Committee
Gianluigi Ferrari

Coordinator of the Executive Committee
Anna Vaccarelli

IF Project Leader
Adriana De Cesare

The 2014 Internet Festival would not have been possible without:

Donata Columbro
Cooperation wanted

Giancarlo Sciascia
Culture is smarter
and **Michele Mezza**
for the day focusing on
"Philosophy and technology"

Mattia Sullini
Make it good(s)

Alex Giordano
Go green

Vincenzo Susca and Claudia Attimonelli
"Electronic pornoculture. Flesh online".
Break the rules

Simone Cicero
Take the money for the parts
"Resilient brands and transformation: business in the age of technological peculiarity" and "A new way to do business, a new concept of innovation"

Lorenzo Garzella
Culture is smarter
"The boundaries of memory", the exhibition "Bread and Bombs - Pisa 1940/44" and the travelling multimedia course "Memory Sharing"

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Alessandro Giannini

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Maurizio Mazza, Andrea Corrado

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Paolo Olivieri, Elisa Valguarnera

Human Resources
Maurizio Mazza, Donatella Aguglia

Legal Affairs
Angela Cutuli

Installation "URBI@ORBI"
– Designed and realized by Fondazione Sistema Toscana from Luigi Formicola's and Tobia Pescia's idea
- Video composition 2D and 3D by Delta Process

IF production STAFF:

Secretary of Production
Marzia Cerrai with Irene Masoni, Sara Kismet Del Bubba and Annachiara Scalera

Executive Production, Technical Secretary and technical support for networks and connections
Giuseppe Paradiso

Executive production of installation
Giulia Poli, Chiara Tataranni, Francesca Ranucci

Executive support for Agenda digitale and OpenToscana
Luca Cantone

T-TOUR
Xenia Fosella, Eloise Buompane and Mariangela Barbarito

Play the Game
Michele Lanzo

Go Green and Coworking area
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Gianni Beconcini

Content Management and Social Media
Serena Giugliano and Gianni Beconcini

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Paolo Fantin, Giuseppe Paradiso

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Giuditta Gentile

Press Office
Anna D'Amico, Antonio Pirozzi, Claudia Ronchi, Antonio Viscido (photography)

Live Events
by Associazione Toscana Musiche and Ex Wide

Gianni Pini – President of the Associazione Toscana Musiche

Francesco Mariotti
Director of Production

"Marx reloaded" play by
I sacchi di sabbia in collaboration with Matteo Pelliti, Claudia Vago, collettivo diecimila.me with special participation from Moni Ovadia

Booklet design and page layout
Laura Pallanti

Graphic Design, WordPress Consultancy & Web Development
Fuoricentro

English version
Help Traduzioni

Realisation of IF2014 motion graphic
Elena D'Ettole

Welcome team provided
by Segni di viaggio

Travel provided
by Samovar Incentive

TIMES

Thursday 9th
Friday 10th
Saturday 11th
Sunday 12th
10am /midnight

T-TOUR

Thursday 9th
Friday 10th
Saturday 11th
9am/1pm - 3pm/7pm

Sunday 12th
10am/12am - 3pm/7pm

All venues are accessible or staff will be available to assist. All events are free and work on a first-come first-served basis. It is possible to reserve tickets for some events by going to www.internetfestival.it and following the Eventbrite link for each event.

USEFUL INFORMATION

The programme may be changed due to events outside of the organisation's control. Visitors are invited to check final updates and/or variations to the programme on the official website and app.

www.internetfestival.it
@internetfest
internetfestival

Wi Fi
Free with available

MAP LEGEND

- Subject Areas
- Typology
- Venue
- Time
- Date
- Speakers
- Target
- Simultaneous translation

China express
An in-depth analysis of the characteristics of the Chinese digital revolution

A Galilean journey
A homage to Galileo Galilei for the 450th anniversary of his birth with labs, exhibitions and philosophical discussions

IF Shuttle service
A free shuttle service from Pisa Central station taking visitors to Festival venues from 9am to 7pm. Free wifi on-board

BY CAR

From Florence: Take the A11 Firenze-Mare motorway, exit at Pisa Nord and then take the SS Aurelia southbound until Pisa (about 6km). Alternatively, take the SGC FI-PI-LI and exit at Pisa Centro.

From Rome and Bologna: Take the A1 motorway to Pisa and then the A11 motorway and exit at Pisa Nord. From Rome you can also take the A12 to Civitavecchia. Continue along the SS1 Aurelia and then join the A12 at Rosignano. Exit at Pisa Centro.

From Genoa: Take the A12 Genova-Rosignano motorway and exit at Pisa Nord or Pisa Centro.

Car sharing: www.autoincomune.it

BY TRAIN

Pisa Centrale station is a short distance from the city centre. There are direct connections with Turin, Milan, Florence, Lucca and Rome. If you are coming from Venice, Siena or Bologna you need to take the Florence line.

Stazione di Pisa Centrale, Piazza della Croce Rossa, 1
Tel. 050 917316 - Call Center 89.20.21
www.trenitalia.com

BY PLANE

Pisa International Airport "Galileo Galilei" is served by 19 airlines (some of which are budget airlines) to 78 different European and international destinations. The airport is about a twenty minute walk from the centre of Pisa and one hour from Florence. Pisa is well connected to Florence by bus and train.

Aeroporto Galileo Galilei
Tel. 050-849111 - Fax 050-849216
sat@pisa-airport.com - www.pisa-airport.com

BY BUS

The Compagnia Pisana Trasporti Nord (CTT) provides bus services within Pisa city and to and from the surrounding areas.

http://www.cttcompany.it

Terravision connects Pisa city centre with Pisa airport, Santa Maria Novella station in Florence and the Amerigo Vespucci airport in Florence.

GETTING TO PISA

CLAUDIO GIUA
Director of the Internet Festival

INTERNET FESTIVAL 2014
SHAPING THE FUTURE

I had just been elected the Director of the Internet Festival, it was 2012 and I thought that those who had envisaged the idea were mad. How could they have imagined it was possible to "capture" the Internet that is global and elusive, whose nerve centres process economic and financial exchanges, scientific know-how and political decisions, whose growth had created new empires whilst crushing established ones, and that regulates the rhythm and the relations of thousands of people so much so that it had become an essential component of their lives? As I am now very familiar with those nine "mad" promoters of the Festival, I know where their idea came from: if tireless innovation and the demand for training and information require sites and moments of synthesis, a festival can illustrate exemplary facts and trends. We hope that we are again successful this year.

VENUES

1 **Bastione Sangallo**
Giardino Scotto

2 **Cineclub Arsenale**
Vicolo Scaramucci, 4

3 **CNR**
Via G. Moruzzi, 1

4 **Geoid**
Piazza dei Cavalieri

5 **Feltrinelli Bookshop**
Corso Italia, 50

6 **Ubik Bookshop**
Via Garofani, 6

7 **Logge di Banchi**
Via di Banchi

8 **MIXART**
Via G. Bovio, 11

9 **Polo Fibonacci - UniPi**
Edificio E
Largo B. Pontecorvo, 3

10 **Ponte di Mezzo**

11 **Scuola Normale Superiore**
Palazzo della Carovana
Piazza dei Cavalieri, 7

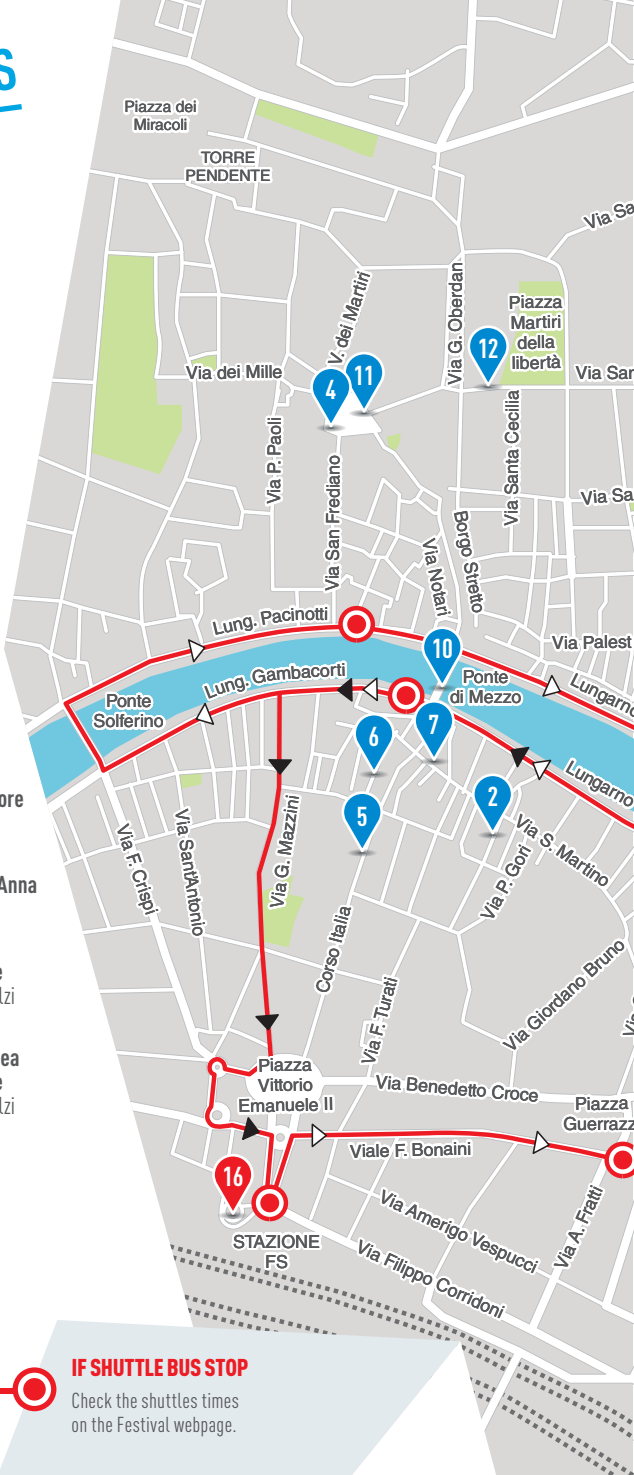
12 **Scuola Superiore Sant'Anna**
Piazza Santa Caterina, 33

13 **SMS Biblio**
Parco Urbano Le Piagge
Via San Michele degli Scalzi

14 **SMS Centro Espositivo**
per l'Arte Contemporanea
Parco Urbano Le Piagge
Via San Michele degli Scalzi

15 **Stazione Leopolda**
Piazza Guerrazzi

16 **Shuttle IF**
Stazione FS



IF SHUTTLE BUS STOP

Check the shuttles times
on the Festival webpage.

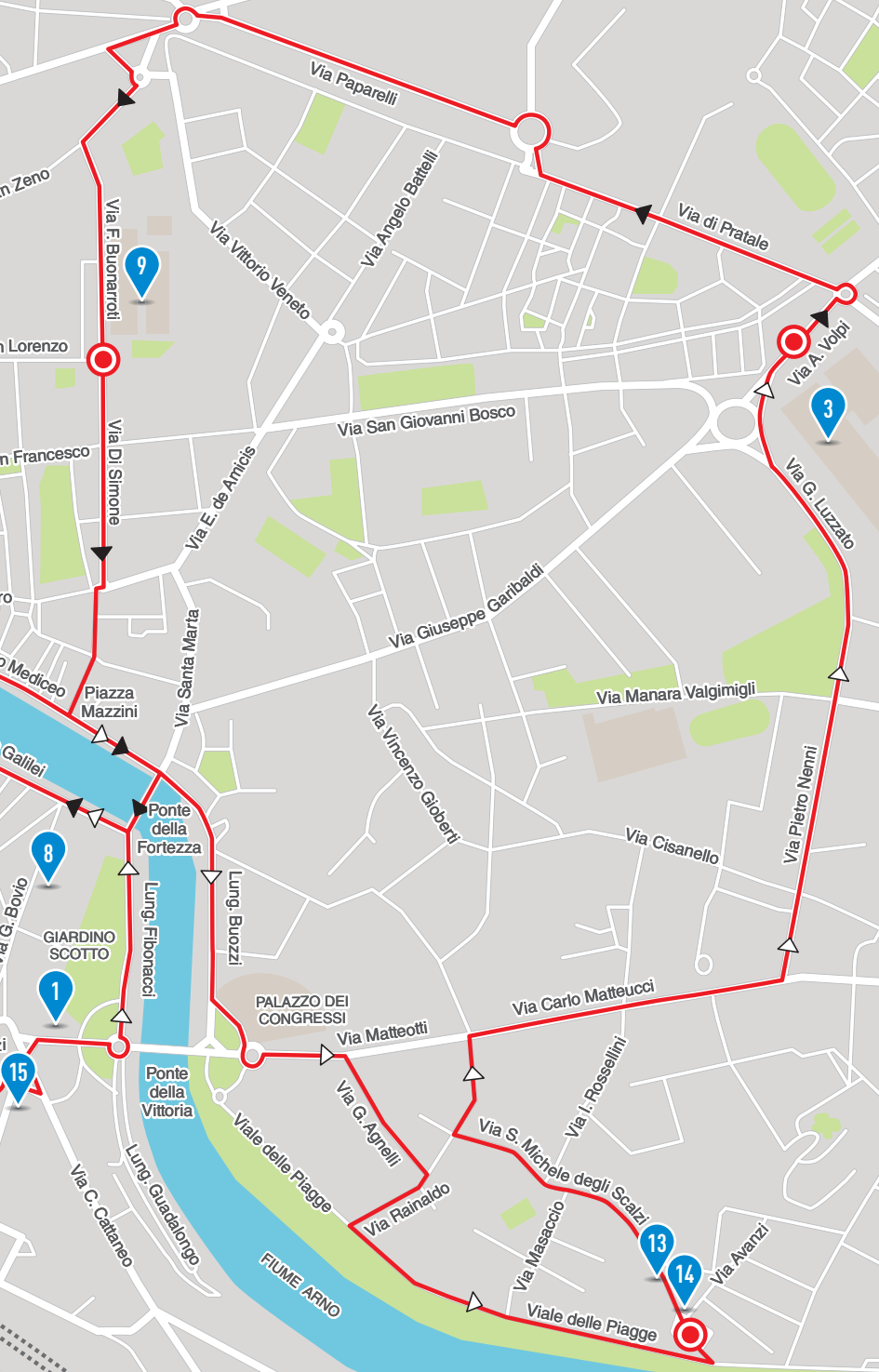

Via Paparelli
Via di Pratale
Via A. Volpi
Via Angelo Battelli
Via Vittorio Veneto
Via F. Buonarroti
Via Di Simone
Via San Giovanni Bosco
Via E. de Amicis
Via G. Luzzato
Via Giuseppe Garibaldi
Via Santa Marta
Via Manara Valgimigli
Via Vincenzo Gioberti
Via Pietro Nenni
Via Cisanello
Piazza Mazzini
Ponte della Fortezza
Lung. Buozzi
Lung. Fibonacci
GIARDINO SCOTTO
PALAZZO DEI CONGRESSI
Via Carlo Matteucci
Via Matteotti
Via I. Rossellini
Via G. Agnelli
Via S. Michele degli Scalzi
Ponte della Vittoria
Viale delle Piagge
Via Rainaldo
Via Masaccio
Via Avanzi
Via C. Cattaneo
Lung. Guadalongo
FIUME ARNO
Viale delle Piagge
9
3
8
1
15
13
14

Photo CC-BY-SA di Manuelarosi

FROM RAW MATTER TO GEOID

Matter, the key word of the 2014 edition of Internet Festival, shapes the Festival's "containers" in which the citizens, the opinion makers, the researchers, the public administrators, the makers, the start ups and the visionaries interact in a unique setting in which doing, listening and learning become shared and interconnected activities.
There are eight themed areas, the Festival's "containers" in which to look for what piques your interest and curiosity: Break the rules, Cooperation wanted, Culture is smarter, Design to innovate, Go green, Make it good(s), Play the game, Take the money.

CINEMA_EXHIBITIONS_
COOPERATION WANTED_
CULTURE IS SMARTER_
PLAY THE GAME_
DESIGN TO INNOVATE_
TAKE THE MONEY_
GO GREEN_
MAKE IT GOOD(S)_
BREAK THE RULES_
X-TRA_
TUTORIAL TOUR_

The Geoid is the physical representation of the concept of IF2014: from the bit to the atom; from the atom to the molecular chain; from the molecular chain to the pentagonal form; from the pentagon to the network and, finally, from the network to the Geoid. Thus was born the temporary marquee of IF2014, that hosts panels, interviews, concerts, theatrical shows and much more besides, to enliven Piazza dei Cavalieri, a piazza that symbolises history, culture and research, and not just of Pisa.

450th ANNIVERSARY OF THE BIRTH OF GALILEO GALILEI

IF2014 pays homage to the father of modern science, leading a great philosopher such as Remo Bodei to reflect on the role of Galileo as founder in today's world of machines and, at the same time, as a great witness to human endeavour in a day that bridges philosophy and technology. The T-Tours, draw the teachings of Galileo together in workshops, exhibitions and shows, from studies on falling bodies to the history of microscopy and the lure of the mysterious universe.

CHINA EXPRESS

A trip East visiting the dynamics and features of the Chinese digital revolution.

632 million Chinese people use the Internet; **74.5%** of netizens access the Internet via a mobile device; an (estimated) **12.000** hi-tech businesses are located at Zhongguancun, the Chinese "Silicon Valley"; **6 trillion** e-commerce transactions are made in China every year; **9.214** URLs are censored in China out of the 66,024 that are monitored by the Great Firewall project, including Facebook, YouTube, Blogspot, Twitter and WordPress.

Chinese businesses invest just 2% of their profits in information technology, half the world average. From Taobao, Chinese Ebay, Baidu, their search engine, to Youku, the equivalent of Youtube and Weibo, a hybrid between Twitter and Facebook, China has developed its very own system of platforms and sites, which offer similar and equivalent services to those in the West. With valuable collaboration from the Confucius Institute of Pisa (which came into being through an agreement between the Scuola Superiore Sant'Anna and the University of Chongqing), the Internet Festival has carried out research into the dynamics and characteristics of the digital world in China, which is having significant impacts on both contemporary literature and art.

Photo Barbara Bertani

Focus on the page
to access the content
Augmented reality

CINEMA EXHIBITIONS

VENUES:

_Bastione Sangallo
_Cineclub Arsenale
_CNR
_Geoid
_Ponte di Mezzo
_SMS Centro Espositivo

The work of art in the age of mechanical reproduction, wrote Walter Benjamin, would not be the same. What would happen if, in addition to being reproducible, art was to become multipliable, expandable, de-localised and borderless? IF2014 is devoting a whole area to visual and performance art as well as music, cinema and theatre that takes the old raw materials and, with digital innovation, utilises them in new expressive forms and ways.

Italy in a Day

A day with Italians

Italy in a Day is the Italian edition, organised by Gabriele Salvatores, of a project by Ridley Scott: Italians were asked to submit videos taken by whatever means (video cameras, smartphones, photo cameras) during the 24 hours of 26 October 2013. The result was the first Italian experiment into collective filming, in which the narrative material (the images and thoughts) was supplied by anyone who wanted to do so with the arranging of the story being entrusted to someone who does it for a living. Rather than a social network this was a social movie made with passion, respect and a sense of responsibility, without sacrificing a "necessary glance" or the personal perspective on reality.

9th October
8.30pm/10pm
Cineclub Arsenale
Screening
***Italy in a Day*, produced by RaiCinema, Indiana and Scott Free is the Italian version of Life in a Day, a film taken on 24 July 2010**

Evening concerts. 1. Mari Kvien Brunvoll 2. Franco D'Andrea trio ft. dj Rocca & Andrea Ayassot

9th October
9.30pm
Geoid
Concert
In collaboration with Toscana Musiche, Ex Wide, Musical Box Rai Radio2

A double concert opens IF2014's musical programme, expressing the auditory #materia-prima (or raw matter) through the voice and sampling of Mari Kvien Brunvoll, the piano of Franco D'Andrea, the drum machines and live programming of DJ Rocca and the sax of Andrea Assayot. The first project is a mix of jazz, electro pop and blues coloured by Nordic atmospheres; the second combines three absolute icons of the Italian music scene, exploiting the unpredictable energy of jazz and the emotional impact of the best electronics.

A look at China

A series of documentaries on the world of China and the screening of “The Confucius Institute of Pisa”.

- 10th October
- 6.30pm/8pm
- Cineclub Arsenale
- Screening
- In collaboration with the Confucius Institute of Pisa

The Yes Men Fix the World

Winner of the public’s prize in the Panorama section of the Festival of Berlin, the Yes Men Fix the World is a documentary that follows the activities of contemporary art duo, The Yes Men. Marrying political activism and performance art, Andy Bichlbaum e Mike Bonanno, pretending to be employed by a major multinational and using new technology and Internet contacts as their offensive weapons, infiltrate the seats of power and the vital centres of capitalism in order to expose the system of lobbying and the corruption so prevalent in today’s world.

- 10th October
- 8.30pm/10.30pm
- Cineclub Arsenale
- Screening
- by Andy Bichlbaum, Mike Bonanno and Kurt Engfehr (France, 2009, 87’) orig. ver. sub. Ita. The film will be introduced by the Lo Schermo d’Arte Cultural Association

IF-Rewind

Travelling film show touring the city, in collaboration with City Sightseeing Pisa and MemorySharing. Departure from the SMS Exhibition Centre.

- 10th October
- 9pm
- SMS, Centro Espositivo
- Travelling film show
- In collaboration with City Sightseeing Pisa

Evening concerts.
1. Khalab & Baba Sissoko
2. MOP MOP Sound System

Two more concerts expressing the auditory #materia-prima for IF2014's second musical event. The first is a shamanic encounter between two opposites that attract. On the one hand a veritable pillar of contemporary Malian music, the multiple award winning Baba Sissoki, master of the oral heritage of secular Mandingo tradition. On the other, DJ Khalab, whose beat follows an imaginary path that leads to the Africa of the future. The second concert explores the marriage of Africa and electronics through the medium of nu-jazz, bringing to the stage the Sound System version of the funk/afro/jazz MOP MOP project (Andrea Benini - drums, Luca Spinogatti - turntable & live electronics, Pasquale Mirra - vibraphone, Danilo Mineo - percussion).

10th October
9.30pm
Geoid
Concert
In collaboration with Toscana Musiche, Ex Wide, Musical Box Rai Radio2

Is the man who is tall happy?

An Animated Conversation With Noam Chomsky

Using illustrations, imaginative animation techniques and 16mm footage, Michel Gondry enlivens a conversation with Noam Chomsky, MIT professor, free thinker and father of modern linguistics. Gondry "gets into" Chomsky's head to produce an intimate and philosophical portrait, a dialogue between words and images that questions the meaning of life and that totally human need to satisfy the eternal and puerile craving for happiness.

11th October
8.30pm/10pm
Cineclub Arsenale
Screening
by Michel Gondry.
With Michel Gondry, Noam Chomsky
(France, 2013, 90')

The Night of the Old Videogames

A challenge on vintage video games at the Museum dedicated to the history of computing

Computers have always been used for playing games:
in 1951 there was tic-tac-toe on the Ferranti, in 1962 SpaceWar on the PDP-1 was already a fully fledged interactive video game.
Whether it was a PC or a computer initially disguised within an arcade games machine then later in a home games console, video games form one of the main chapters in the history of computing: an ongoing technological race, an ever expanding market of all ages and an astronomical turnover.
They are also the latest step in that process that, starting with the oral narrative and developing through the theatre, the cinema and cartoons, from time to time adds a new dimension to the way that stories are told and enjoyed: with video games there is also a direct participation in the lives of the characters. The least you can do is to explore it by visiting the Museum and playing the games. Additional information http://hmr.di.unipi.it/NVV2014/

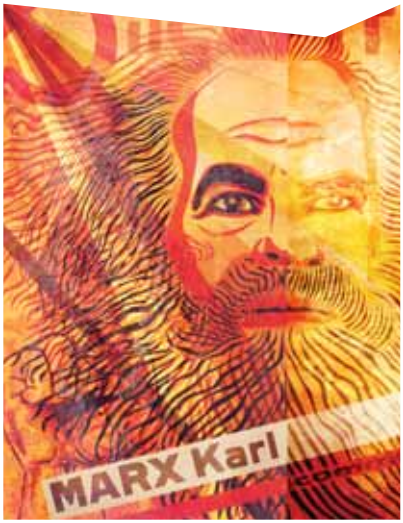
11th October
9pm/midnight
Museum of Calculating Machines
Via Bonanno Pisano, 2/A
Special Night at the Calculation Museum
Organised by HMR & Giovanni A. Cignoni, Museum of Calculating Machines, UniPi

Marx reloaded

"Everything you always wanted to know about Marx... in a tweet"

To explore the contradictions of this work, from social networks to new forms of slavery, the Sacchi di Sabbia (or Sandbags) have brought together some blogger authors (Matteo Pelliti and Claudia Vago), supported by the original inventions of the Diecimila.me collective, in an attempt via Twitter to evoke the spirit of a great historical personage, in order to interview him: Karl Marx. Moni Ovadia will be there to the give the philosopher a voice and body, in a performance that combines the web, music, live-tweeting and poetry, assisted by the Sacchi di Sabbia and Marco Azzurrini.

11th October
9.30pm/10.30pm
Geoid
Theatrical show
Marco Azzurrini, Diecimila.me, Paolo Peewee Durante, Moni Ovadia, Matteo Pelliti, Sacchi di Sabbia, Claudia Vago
With the extraordinary participation of Derrick de Kerckhove



Black Mirror

The British mini-series produced by Endemol and aired in Italy by Sky, that reflects on the obsessive use of technology in modern life. The cast, the plot and the setting are different in each episode, but the underlying theme is the same: the onward march of technology and the terrible consequences wreaked on our life.

12th October
8.30pm/11pm
Cineclub Arsenale
Screening

Season 1, episode 3:
¨The Entire History of You¨ by Brian Welsh
(Gb, 2011, 45 min)

Season 2, episode 1:
¨Be right back¨ by Owen Harris
(Gb, 2013, 45 min)

Season 2, episode 3:
The Waldo Moment¨ by Charlie Brooker
(Gb, 2013, 45 min)

Webnotte

The Web transmission of Repubblica.it arrives in Pisa for a special evening filled with music and surprises, a great preview of the new season. As usual, the music will set the tone for the evening, with the “house band” of Webnotte, directed by Mark Hanna, and a special guest, the king of Italian rock, Piero Pelù. He will be joined by two young stars that Pelù unearthed on The Voice, Giacomo Voli and Francesco Guasti, along with an excellent band from Pisa, the Gatti Mezzi, with their blend of jazz, swing and pop and some of their own songs. Videos, comedy and more will help make the Webnotte evening a unique experience, live from Pisa.

12th October
9.30pm/11.30pm
Geoid
Musical event
Organised by Ernesto Assante and Gino Castaldo (Repubblica)

dÉbruit

The last musical event of IF2014, the final degree of abstraction of the auditory #materia-prima with the surrealist afrobeat of dÉbruit. The Parisian DJ and producer has made this union of urban rhythms and African and Middle Eastern music his trademark sound. In fact, since 2008, thanks to his enthusiastic involvement with African culture, the music of dÉbruit has become a highly personal vision of unstructured contemporary funk, ‘contaminated’ by the sounds of Africa.

12th October
11.30pm
Geoid
Dj Set
In collaboration with Toscana Musiche, Ex Wide and iOFF Festival

Mothergreen

The hardware gardens

The dismantling of the motherboard of a personal computer gave rise to Mothergreen, a collection of green installations on the Ponte di Mezzo: temporary gardens, oases where visitors to the Internet Festival can relax.
Seven principal components of the motherboard, the CPU, the ROM, the Northbridge, the Southbridge, the Slots, the Expansion Bus and the battery are thus transformed into captivating green areas within which the different elements organised by the Vivai Palandri nurseries reconstitute the geometric volumes of the electronic components.
Finally dedicated QR codes accessible in the various gardens take visitors to specific screens detailing the individual elements being displayed.

9th, 10th, 11th and 12th October

Thu. 3pm/midnight
Fri. Sat. Sun. 10am/midnight

Ponte di Mezzo

Installation

Organised by Luigi Formicola.
Working plans for the preparation: Francesca Ranucci.
Produced by Vivai Palandri

VIVAI PALANDRI

URBI@ORBI

Tracks, scents, signs like those of ancestral animals as, moving among the bits, we leave behind our fingerprints made of imperceptible silicon. Objects and sensations, maps and words.
Infinite are we who fall into the well/sea of yottabytes.
Who stores the fingerprints? What predator follows our tracks and gathers them in order to reconstruct from these insignificant items a complete picture of our lives and of we ourselves. For how long? Until the end of time.
Monolithic microprocessors that drone on until the end of time, until the end of time.
Alexandria and its library, our thirst for knowledge and control, the universal library, from our genes to our feelings. It is impossible to delete the fingerprints. It is impossible not to be a cluster on the edge of the Big Data galaxy. The digital natives have learned to leave the fewest fingerprints possible. The alternative is not to exist.

9th, 10th, 11th and 12th October

6pm/midnight

Ponte di Mezzo

Video installation

Produced by Fondazione Sistema Toscana, from a creative idea by Luigi Formicola and Tobia Pescia
2D and 3D Video composition organised by Delta Process

Writers Act

Diffused performance of Street Art

A work of art whose raw materials are wood, spray cans, colours, the artist, the public and the locations. These are the elements that together become the participants in a collective choral opera that digital innovation recomposes, reprocesses, reproduces and returns to a public that has no locations or borders.

9th, 10th, 11th and 12th October

Thu. 4pm /6pm
Fri. Sat. Sun. 10am/6pm

Live performances at various locations. Return to Bastione Sangallo

Performance of Street Artists

Organised by Alessandro Battisti
Artisti: Etnik, Corn79, Mrfijodor, Macs, Francesco Barbieri.
Video Organised by Valerio Torresi

Pisa Art Design

A cultural association with the goal of promoting art and design, starting with the talent of the local area and extending beyond its own borders. The synergies of artists who, on the occasion of events and exhibitions create choral works and installations with the intention of encouraging the public to take a greater interest in the world of art.

9th, 10th, 11th and 12th October

10am/9pm

SMS Centro Espositivo
ground floor rooms
Bastione Sangallo

Exhibition

Organised by PAD

DriveWave

DriveWave is an intreractive installation developed as part of the CityDrive project, designed to be intuitive and accessible to all. To “feel” the advantages brought by the automated management of a crossroads compared with a traditional system of traffic lights and to demonstrate the respective performances “side by side” in a three dimensional model brought to life by the inclusion of vehicles projected by video. By means of a tactile interface, the user can vary the volume of traffic in the different directions and introduce “interfering” elements, such as pedestrians, and check in real time the impact on the system through multi-sensorial feedback.

9th, 10th and 11th October

10am/7pm

CNR, Foyer Auditorium

Installation

Organised by MIT Senseable City Lab

Bread and Bombs - 1940/1944

Archive film, video testimony, visual experimentation, historical documents, sound reconstructions, web platforms, citizen trails with a tablet, interactive maps, photographs of the time, private diaries and multi-media installations recount the story of that period of the 2nd World War in Pisa. An exhibition-workshop that involves the public with narratives, activities and laboratories. In one specific section photographs, documents and eye-witness accounts continue to be gathered by the citizens participating in the MemorySharing web project and in the exhibition. Memory understood as a fluid wave, as a network of relationships is an integral part of the daily life of each generation.
On 9 October MemorySharing inaugurates show 2.0 from the stage of the Geoid starting at 16:00 and at 18:30 continues to the SMS Exhibition Centre.

from 4 October to 16 November

10am/9pm

SMS, Centro Espositivo

Exhibition

Organised by Acquario della Memoria, with the Region of Tuscany, Municipality of Pisa and the University of Pisa.
Concept and preparation:
Lorenzo Garzella, Nicola Trabucco, Domenico Zazzara, Simone Sacco, Barbara Buldrassi

ACQUARIO della MEMORIA
MEMORYSHARING

CNANEXT
IL FUTURO NON È PIÙ QUELLO DI UNA VOLTA

CNA DIGITALE

> *La terza rivoluzione industriale ha bisogno di imprenditori rivoluzionari*

HACKATHON R.I.O.T. — **10, 11 e 12 ottobre**
REVOLUTIONIZING INTERNET OF THINGS — SMS, Centro Espositivo, Piano terra

STARTUP OF THINGS — **12 ottobre 16:15/17:45**
NUOVE FORME DI IMPRESA PER GLI ARTIGIANI 2.0 — SMS, Centro Espositivo, Primo piano

OPENCOWO — **9, 10 e 11 ottobre 10:00/19:00**
SPAZIO CONDIVISO PER LE STRATEGIE COLLABORATIVE — SMS Biblio, spazio Coworking

MAKE IT GOOD(S) — **9, 10, 11 e 12 ottobre**
ESPERIMENTI DI FUTURO — SMS, Centro Espositivo

in collaborazione con

FABLAB PISA THE IDEAS FACTORY

Focus on the page
to access the content
Augmented reality

COOPERATION WANTED

VENUE:
–Scuola Superiore Sant'Anna

Innovation that can affect social needs and vulnerabilities by using the creativity of voluntary associations, social enterprises and organisations, finding new answers and activating changes in lifestyles to make it easier to face the challenges of contemporary society. Citizens become co-creators of relationships with a social impact. They are the centre of models of collaboration and active participation that are capable of improving individuals' sense of awareness of being part of a community. Values like solidarity, cooperation and responsibility become the drivers of new ideas which can meet social needs to make the actions of society itself more effective and more timely.

Hack your Aid

Take part in the Dataninja Hackathon on International Cooperation's data

Designers, journalists, developers and Open Data makers will have the chance to create mini open data and data journalism projects using datasets on the theme of development and the objectives for the new millennium. Among the Dataninja. it Hackathon's objectives: to involve non-profit organisation operators in the production, issue and reuse of Open Data and explore the data to tell stories on the topics of international funds for cooperation and the phenomenon of migration.

Andrea Nelson Mauro, Carlo Romagnoli, Andrea Borruso, Alessio Cimarelli, Donata Columbro

10th October
10am/8pm
Scuola Superiore Sant'Anna The historic Great Hall
Hackathon. Register to take part

The 35th May and other imaginary inventions

Information and online participation in China through activism and control

Since the start, the government in China has promoted the Internet as an instrument of economic development, but also carefully controlled it as a dangerous means of criticising those in power. A tale of the paradox of the Chinese net through lexical inventions, tweets from activists and comment that is paid for.

Emma Lupano

11th October
10am/10.20am
Scuola Superiore Sant'Anna Magna Room
KNS

The power of data at the service of humanity

How analysing and displaying data can improve the work of governments, activists and non-profit organisations

The use of databases, digital maps and software to analyse data offers new opportunities for carrying out more effective development projects, whilst also supporting advocacy campaigns and spreading awareness of the global challenges of the new millennium.

Emanuele Bompan, Sebastian Kraus, Mario Tedeschini Lalli, Linet Kwamboka Nyangau, Emma Lupano. Hosted by Antonella Napolitano

11th October
10.20am/11.50am
Scuola Superiore Sant'Anna Magna Room
Panel

Hack your Aid: results!

The results of the Dataninja Hackathon on International Cooperation's data

The results of the Dataninja.it Hackathon that took place on 10th October. How is Open Data achieved in non-governmental organisations? How are the international funds for cooperation distributed? What are the flows for the return of migrants?

Organised by Dataninja and Donata Columbro

11th October
12am/1pm
Scuola Superiore Sant'Anna Magna Room
Panel

The road to coltan: the other side of technology

Whether the smartphone in our pocket finances wars in Africa

All our mobile phones and lots of other electronic devices contain a small piece of the Democratic Republic of Congo: coltan, which comes from mines in the North-East of the country and trade in which also finances a war that has caused more than 5 million deaths since 1998. Is there any way we can change course? Yes, and it starts with consumer choice.

John Mpaliza

11th October
2.30pm/3pm
Scuola Superiore Sant'Anna Magna Room
KNS

Communication as community empowerment

When technology promotes participation in democratic processes

What happens when NGOs discover that ICT is a way to speed up active participation, engagement and the spread of civic awareness? Through the use of SMS, radio, maps, and social networks, "recipient" communities become protagonists in change on a local and international level.

Anahi Ayala Iacucci, Amel Fahmy, Miguel Peixe. Hosted by Claudia Vago

11th October
3pm/4pm
Scuola Superiore Sant'Anna Magna Room
Panel

Non-profit organisations in a connected world

How open data and social networks challenge NGOs to relinquish control of their own work

Collaborative, transparent associations that make their decisions from below, with a horizontal, open structure, like the web. These are the non-profit organisations of the future. But how can this change be embraced? By tearing down the "fortress" that separates decision-makers from the network of their own supporters.

Beth Kanter

11th October
4.15pm/5pm
Scuola Superiore Sant'Anna Magna Room
KNS

Is cooperation 2.0 possible?

Innovation in development projects starts with the Internet

Those who work in international cooperation debate with ICT experts to show how the work of NGOs, governments and development agencies is put to the test by the increasingly rapid spread of computers, mobile phones and low-cost connection in both the North and South of the world.

Gianfranco Cattai, Giulio Quaggiotto, Silvia Pochettino, Simone Sala. Hosted by Damiano Sabuzi Giuliani

11th October
5pm/6.30pm
Scuola Superiore Sant'Anna Magna Room
Panel

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CULTURE IS SMARTER

VENUES:

_Scuola Normale Superiore
_Geoid
_Feltrinelli Bookshop
_Ubik Bookshop

Innovation allows traditional goods to be used in different ways and redraws the boundaries by giving more value to the collective interest and the interaction between all the players on the cultural scene: operators, creators and creatives, the public, and administrators. Normal tools, and reinvented ones (technologies, expressive styles, planning and construction methods, promotion and communication) capable of triggering a new "Renaissance" so as to go forward into the future in a shared, collective dimension.

Limitless memory

The past and the future meet online

A journey through literature, cinema, journalism and visual art to better understand how populations' historical and cultural heritage interacts with new media.

Sara Nocentini, Donatella Della Ratta, Marco Vichi, Breandán Knowlton, Paolo Costa, Lorenzo De Carli, Lorenzo Garzella, Pierluigi Vaccaneo and with the participation of Gabriele Salvatores (via skype).
Hosted by Riccardo Staglianò

9th October
4pm/6pm
Geoid
Panel

In collaboration with City Sightseeing Pisa and Acquario della Memoria

Ghosts of the past

An analysis by Commissioner Bordelli

Book presentation and discussion with Marco Vichi and Leonardo Gori. Hosted by Mirko Tavosanis

9th October
6.30pm/7.30pm
Feltrinelli Bookshop
Meet the author

Creativity, cohesion and quality of life

Creating communities, joint platforms and evaluation tools

Quality of life and economic value cannot be achieved without stable communities and skills that are distributed throughout the region. Two hours of debate to discuss experimental models and suggest tools for evaluating their impact on communities, from north to south and from theory to practice.

Rosy Battaglia, Francesca Casula, Paolo Damato, Francesco Gaglianese, Giovanni Lombardo, Noemi Satta, Peppe Sirchia.
Introduction by Elisa Cecilli

10th October
10.30am/12.30pm
Scuola Normale Superiore Azzurra room
Panel

Open data for knowledge in Italy

Italy has a huge potential for expression; semantic technologies can create new opportunities by nurturing local vocations

A focus on content and meaningful relationships. A public debate with leading figures from the worlds of business and institutions. An idea that will generate real substance, provide guidelines and offer an overview of the system with a particular focus on both skills and the employment market, identifying technologies that are immediately available and scalable at a national and international level or that can be reproduced in different zones beyond the local area.

Michele Barbera, Giulio De Petra, Flavia Nardelli Piccoli, Sara Nocentini, Fulvio Sarzana, Donatella Solda Kutzmann.
Hosted by Luca Barbieri

10th October
2.30pm/4pm
Scuola Normale Superiore Azzurra room
Panel

Insert Coin

An outline of the creative industry in Italy an overview of the economic resources available in the sector

After an introduction on the limits and boundaries for the development of creative industries in Italy, we will reflect on the qualities for success, and the deficiencies to be overcome for those who hope to create businesses or social entities that centre on culture, the acquisition or application of knowledge.

Luciano Balbo, Franco Gonella, Francesco Inguscio, Ivana Pais, Romina Surace, Paolo Testa. Hosted by Pietro Raitano

10th October
4.10pm/5.30pm
Scuola Normale Superiore Azzurra room
Panel

A Journey Through Tuscany

Book presentation and discussion with Enrico Rossi and Roberto Bernabò.

10th October
5pm/6pm
Feltrinelli Bookshop
Meet the author

inPITCHati!

Speed dating with mentors and investors

Speed-dating event for winners of the "inPITCHati!" competition: they will be given the full attention of the mentors involved who will listen and publicly assess design proposals or proposals for cultural bodies, supported by digital technology and with the accent on tourism, social issues and innovation.

Organised by Giancarlo Sciascia and with the participation of the mentors Luciano Balbo, Franco Gonella and Francesco Inguscio

10th October
5.40pm/6.40pm
Scuola Normale Superiore Stemmi room
Speed dating

Building smart cities

Smart cities, games, innovation: could this be the future?

Book presentation and discussion with Michele Vianello and Marco Filippeschi. Hosted by Claudio Giua.

10th October
6.15pm/7.15pm
Ubik Bookshop
Meet the author

Pop news

What is the role of websites dealing with cultural information?

Some of the most interesting online publications are cultural information websites which, in contrast to the traditional media, are updated continuously. But what about their role as mediators? What is their future in a market that favours rapid consumption? All the above will be discussed by the editors of a number of publications, from comics to literature and videogames.

Jacopo Cirillo, Diego Castelli, Gabriele Orsini, Matteo Stefanelli, Marco Villa. Hosted by Antonio Rossano

11th October
5.30pm/7pm
Ubik Bookshop
Panel

Human Beings 2.0

Human Beings 2.0. Transhumanism: ideas, history and a critique of the newest ideology

Book presentation and discussion with Roberto Manzocco and Mirko Tavosanis.

11th October
6.30pm/7.30pm
Feltrinelli Bookshop
Meet the author

Social networks as the modern Leviathan

From the Eurasian springs to the break-down of the most established Western powers: the square, where new powers are formed and unusual conflicts are born now seems to be synonymous with the Internet. A megaphone to the world or the nervous system of social protagonism?

Giacomo Marramao, Fiorella De Cindio, Anna Masera.
Hosted by Michele Mezza

12th October
10.30am/11.50am
Scuola Normale Superiore Azzurra room
Panel

The magical works of Giordano Bruno as a modern search engine

Circular reasoning and the reproduction of new social ideas

Our exasperation at the pervasive nature of the Internet paradoxically brings us back to the circular reasoning of the most inflexible Renaissance thinker: clarity, sharing and individualism are the great keepsakes of Italian humanism.

Giulio Giorello, Simonetta Bassi, Gianluca Lisi, Gianpiero Lotito.
Hosted by Michele Mezza

12th October
12am/1pm
Scuola Normale Superiore Azzurra room
Panel

The origins of the civilization of mechanics

Galileo and mechanics

A path showing how did Galileo effectuate the shift from Greek mechané (simple machines that overcome nature, such as the lever, capable of lifting heavy weights with little effort) to rational mechanics which, with its specific rules, promote the development of our machine-based civilisation.

Remo Bodei

12th October
3pm/3.30pm
Scuola Normale Superiore Azzurra room
KNS

Galileo, a testimony to the new power of calculation and its unquestionable value

The great architect of astronomy himself appears to be the symbol of the inexorable achievements of technology. Or is it actually his naturalism that is now prompting a critical interpretation of digital knowledge understood as the importance of the human role?

Remo Bodei, Antonio Gaspari, Gaetano Manfredi, Roberto Manzocco. Hosted by Michele Mezza

12th October
3.30pm/4.30pm
Scuola Normale Superiore Azzurra room
Panel

Storybook

10 years of Facebook

Presentation of the book and conversation with Lorenzo Mannella and Claudia Vago.

12th October
4pm/5pm
Ubik Bookshop
Meet the author

A critique of digital democracy

An examination of politics 2.0

Book presentation and discussion with Fabio Chiusi and Anna Masera.

12th October
4.30pm/5.30pm
Feltrinelli Bookshop
Meet the author

The ethics of social media

Nowadays we are all connected. Most of us use the Internet to share information, feelings and news. We can do this well or we can do this badly. Which doesn't mean that it's been done efficiently or skillfully, but rather that it is done in such a way that it does not have harmful effects for other humans and society. This discussion will debate how we can promote the positive use of social media with regards to social relations, entertainment and learning.

Lorenzo Cantoni, Adriano Fabris. Hosted by Mario Tedeschini Lalli

12th October
5pm/6pm
Scuola Normale Superiore Azzurra room
Panel

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PLAY THE GAME

VENUE:
_MixArt

The economies of the Internet cross the world of video games – and gaming in general – not only as a market in constant growth but as a multidirectional network: from the collaborative ecosystems already widely in use because of free software that are even returning profits, to gaming approaches to problem solving in companies and government departments. New scenarios (or in some cases, renewed scenarios) in which gaming and its mechanics influence the way of doing business, social relations online and off, and daily life, while on the other hand networks pave the way for different scales of distribution, evolution and customisation of the gaming experience.

The 2014 Internet Festival's Gaming Area intends to run through many of these common threads to reveal their twists and turns and impressive pervasiveness in a very serious way: through gaming!

Renaissance Games Festival

A showcase of experimental and indie games

A festival within the festival rediscovering the social aspects of videogames through products created by Italian and international independent software houses. In common: a passion for experimentation and local multiplayer. So we can all play together... even the developers.

Urustar

9th and 10th October
Thu. 2pm/6pm
Fri. 9am/6pm
MixArt
Performance room
Area multiplayer

Gamification for Better Business

Businesses are increasingly adopting game design theory and techniques to improve their revenue, loyalty and engagement

With an annual turnover of over $80 billion and a source of inspiration for businesses and public institutes alike, videogames are the biggest sector in the entertainment industry. The concept of gamification was created in response to some worrying figures: just 13% of workers are “engaged” at work and more than 70% of new products and services don’t take off. Through the testimonials of Italian and global business leaders as well as those of game designers, we will find out how to come up with experiences and products capable of meeting business objectives.

Emanuela Corazziari, Mario Herger, Marco Tonetti, Fabio Viola.
Hosted by Luca Tremolada

9th October
3pm/4.30pm
MixArt
Arena room
Panel

Play with Arduino

Enjoyable electronics for all

Deactivating a bomb, playing MasterMind and making music by wiggling your hands in the air are just a few examples of what can be done with a circuit board and a dash of creativity. And we haven’t even mentioned the glasses for playing blind man’s bluff yet!

GOLEM

10th, 11th and 12th October
Fri. 2.30pm/6pm
Sat. Sun. 9am/6pm
MixArt
Ludoteca room
Open Game

IF Game Jam

This year, Game Jam is dynAmica

Graphic designers, programmers and musicians compete to build a (fun!) videogame in just 40 hours. From Friday night to Sunday morning teams will take part in a game development marathon, racing to make it over the coding line! Independent developers and experts in the sector will be on hand to provide support with workshops and seminars.

In collaboration with bancadinAmica

10th, 11th and 12th October
from Fri. 6pm
to Sun. 10am
MixArt
Arena room
Game contest

The room

A space completely dedicated to two of the most popular videogames of recent years: HearthStone and League of Legends. Information about how to take part and the prizes is available on the Festival website.

In collaboration with The Universe and Tom's Hardware

11th and 12th October
9am/6pm
MixArt
Performance room
Game contest

Oculus Rift: a 360° virtual experience

Immerse yourself in the game. Completely!

An innovative crowdfunded project whose revolutionary HMD screen immerses you in 360° virtual environments. What better use could it possibly have than gaming?

11th and 12th October
9am/6pm
MixArt
Ludoteca room
Open Game

Young developers in action

The International School of Comics at IF2014

The International School of Comics Florence, in partnership with the Event Horizon School, is organising an information desk and permanent exhibition (at the Gaming Area) showcasing the creations young developers built during the videogame development course.

On Friday and Saturday there will be educational activities for schools and workshops held by professionals working in the sector.

Scuola Internazionale di Comics

9th, 10th, 11th and 12th October
10am/6pm
MixArt
Mente room, Arena room
Laboratory/workshop

Friday 10	Art & Graphics (Arena room)
10am - 1pm	Activities with schools
3pm - 6pm	Modelling and sculpting workshops
Saturday 11	**Game Design & Programming (Mente room)**
10am - 1pm	Activities with schools
3pm - 6pm	Unity/Unreal Programming workshop

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DESIGN TO INNOVATE

VENUE:
_Bastione Sangallo

The exploration of the evolution of design through creativity and technology. A careful look at design-driven innovation, too; in other words innovations that do not arise from the requirements of the market but that in fact create new markets; that are not a part of new technologies, but give life to new meanings, anticipating future desires.

DESIGNforIF

The exhibition DESIGNforIF came into being from collaboration with the undergraduate degree course in design at the Università degli Studi, Florence.

Students were asked to take part in the Internet Festival gadget project and twenty of their projects were chosen to feature in the exhibition during the workshop run by Prof. ssa Laura Giraldi.

Using 3D printers and recycled materials the students created models and prototypes which are on display at Bastione Sangallo.

Of these twenty projects just one was chosen for production and is currently available for users of the Internet Festival.

Organised by Prof. Massimo Ruffili (acting Dean for the University Design Campus), the DesingforIF project aims to bring an explicitly new type of design to the communication sector of the Internet Festival: objects that are intentionally simple and traditional though modernised, functional and explicitly evocative of the Internet Festival, objects that are simultaneously able to combine the aesthetic and the immaterial with technical innovation, just like the web 2.0.

These models and prototypes are the result of the happy combination of creativity and technology. Many were self-produced at the local level, using a minimum amount of resources to promote sustainability. The gadgets are striking, high quality and innovative in terms of their immaterial and communication features, reflecting contemporary lifestyles.

Organised by Luigi Formicola. Scientific curator Laura Giraldi.
In collaboration with Design Campus and Università degli Studi, Florence

9th, 10th, 11th and 12th October
10am/9pm
Bastione Sangallo
Exhibition

Design Papers

Contemporary culture

Out of all the areas in the planning sector, design is certainly the most liberal, the most creative, the most representative of contemporary culture, the most dynamic and in step with the times. Design has developed new methods including Design Discourse, Design Driven, User-Centred Design, Design for All and Sustainable Design, perfecting tools and methods that are spreading to and being used by other areas in the planning sector.
The individual, their aspirations and their dreams are at the heart of design. Design is therefore understood to be a release from the project, from the value of the project, from the value of the plans, from the graphic mark stamped on objects surrounding us.
The installation Le Carte del Design (Design Papers) features 240 projects that were conducted for the dissertation part of the degree programmes Industrial Design and Design. Compressed onto large pieces of papers, the collection of these projects offers an evocative look at the relationship that exists between design, research and innovation.

Organised by Luigi Formicola. Executive project management Chiara V. Tataranni. A Design Campus production, Università degli Studi, Florence. Head of scientific content: Massimo Ruffilli, Elisabetta Cianfanelli. Scientific content curator: Gabriele Goretti

9th, 10th, 11th and 12th October
10am/9pm
Bastione Sangallo
Exhibition

UNIVERSITÀ DEGLI STUDI FIRENZE

Typing_DESIGN

Design, the discipline that comes up with ideas, develops, adjusts, balances and runs the production, communication and management processes, presents itself as a tool that extremely efficiently generates advanced products. This objective is much more easily met when design seeks to be innovative; it does not attempt to snub existing technologies but rather it seeks to advance them and perfect methods and products.
What is the connection between design, writing and technological innovation?
The exhibition Typing_DESIGN explores the relationships, the exchanges and chiefly the excellent results this unusual threesome produce.
On display at the evocative spaces of the Bastione Sangallo are iconic objects, landmarks in design.
A journey from Marcello Nizzoli's Lettera 22 to Ettore Sottsass's Valentine, from the commodore 64 to the first Appel iPhone via Hartmut Esslinger's Apple Mac computer and digital dictation software.

Organised by Luigi Formicola.
In collaboration with la Fondazione Anna Querci per il Design

9th, 10th, 11th and 12th October
10am/9pm
Bastione Sangallo
Exhibition

Fondazione Anna Querci per il Design

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TAKE THE MONEY

VENUES:
_SMS Biblio
_SMS Centro Espositivo

Innovation that is connected to the Internet offers new business models, generates opportunities, makes substantial modifications to marketing and communication, changes markets, and facilitates new relationships between entrepreneurs, investors, researchers and administrators. IF will host keynote speakers in order to understand which way the change is heading, innovative formats to allow ideas and business projects to grow more freely, exhibitions and themed installations. It will launch initiatives within the framework of "start-ups", the current "trend topic" half social problems and half company initiatives with a strong social and economic impact.

.itCup Registro

La startup competition - third edition

The third edition of .itCup, the start-up competition sponsored by Registro .it, the registry of .it domains managed by IIT and CNR. On stage 10 start-ups fight for investors' attention and the opportunity to fly to San Francisco with Mind The Bridge.

Organised by Registro.it

10th October
10.30am/1pm
SMS Biblio Basement
Event for the finalists of the start-up competition

A new way of doing business, a new concept of innovation

What happens when the owners of a business are also its workers? Or when a corporation adopts distributed and collaborative management models and forgets the management models inherited from the roman legions? Often prosperity. This is why we need "a new way of doing business".

Indy Johar, Izabella Kaminska, Stelio Verzera. Hosted by Simone Cicero

10th October
11am/12.30pm
SMS, Centro Espositivo First floor room
Panel

Italian innovation: a discussion about start-ups and business

The final of .itCup Registro

A discussion about Italian start-ups: perspectives, relationships with the PMI, finance and policy. Followed by the 5 finalists of .itCup Registro's pitches and the announcement of the winners.

Vittorio Bugli, Domenico Laforenza, Gianluca Dettori, Mauro Del Rio, Andrea Di Benedetto, Marco Bicocchi Pichi. Hosted by Alessio Jacona

10th October
2.30pm/5.30pm
SMS, Centro Espositivo First floor room
Panel

The net and economic development: how can we breathe new life into the country?

The challenge of implementing innovation and kick-starting the Italian economy represent key strategic decisions with regards to net and net neutrality governance models. How can civil liberties and economic requirements be intertwined? Multi-stakeholders, a single market, equality, network management: what are the keywords for kick-starting competition and new businesses?

Antonello Giacomelli and Lucia Annunziata

10th October
5.40pm/6.40pm
SMS, Centro Espositivo First floor room
Interview

Resilient brands and transformation

Businesses in the age of technological peculiarity

We will explore its impacts on businesses in the age of technological peculiarity, digitalisation, automation as well as other significant development trends such as the internet of things or digital manufacturing. The question is: what does business in the future look like? We will try to find out.

Javier Creus, Emanuele Quintarelli, Ana Andjelic. Hosted by Simone Cicero

11th October
11am/12.30pm
SMS, Centro Espositivo First floor room
Panel

Bootstrap Startupitalia!

Twenty leading innovators ready to help your start-up

Bootstrap is back: the event that puts young entrepreneurs in contact with leading innovators. Replacing the stage are three work tables around which marketing directors, web and social media managers, journalists and CTOs from some of the biggest Italian companies will share new ideas with 20 Italian and international start-ups.

Organised by Startupitalia!, RnDlab in collaboration with IF2014 and Registro.it within the framework of the "Knowledge and Innovation-Invest in Tuscany" project

11th October
11.30am/6.30pm
SMS Biblio
Basement
An event exclusively for start-ups that were selected via a public call for candidates

Storytelling and Storysharing

Telling stories online

Stories communicate, spread emotions, position brands, create new alliances. Digital communication, a new trend, is increasingly connected to storytelling. For multinationals, PAs and NGOs it is crucial for bringing together communities, positioning themselves, spreading a vision and their own brand. Digital tribes are thus "formed".

Daniele Chieffi, Giampiero Cito, Andrea Fontana, Stefania Milo, Leonardo Sacchetti, Daniel Tarozzi. Hosted by Giampaolo Colletti

11th October
3pm/4.30pm
SMS, Centro Espositivo
First floor room
Panel

Forms and platforms

In a totally digitalised world advertising will no longer be the same.

Daniele Chieffi, Mauro Comendulli, Enrico Gasperini, Luca Gurrieri, Lorenzo Montagna, Massimo Russo. Hosted by Claudio Giua

11th October
4.40pm/6.10pm
SMS, Centro Espositivo
First floor room
Panel

What is the future of the Bitcoin?

The challenge facing the regulators of the virtual currency

While an increasing number of operators see the benefits of the cryptocurrency and are accepting payment in it, the financial authorities are highlighting the risks. With the help of experts from different backgrounds, this workshop aims to help us understand this new phenomenon originating from the "widespread" nature of the net.

Giulia Arangüena, Sergio Boccadutri, Simone Cicero, Stefano Pepe. Hosted by Dianora Poletti

12th October
3pm/4pm
SMS, Centro Espositivo
First floor room
Panel

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GO GREEN

VENUE:
_Geoid

The Internet drives sustainability by developing "green alternatives" not just as business and production models but also by generating collaborative, trackable work models at a low cost. The food and agriculture aspect represents one of the new frontiers of innovation with the transformation of simple products into "connected products" thanks to storytelling and to technologies such as QR codes and augmented reality, laying down transparency and trackability as the foundation of the distribution of new lifestyles and of consumers who are more aware and better informed. The Internet is not a tool to advertise "green products" but an organisational environment in which "peer-to-peer", "open" and "crowd" concepts are not models for consumption, but models for disintermediation and participation. Go Green will take the form of both a #openfoodacademy, where the food will be the central element in rural social innovation, and a #r-expo to rethink the future of food and the challenges started by Expo2015.

Towards Rural Social Innovation

Is there an Italian road towards a green economy? Yes and it passes through social innovation in food farming. The future sustainability of our country relies upon decisions we make about farming and food.

Alex Giordano

10th October
10am/10.25am
Geoid
KNS

#hackingfoodsystem

Food as a common good

Seeing food as the key to human existence, rather than a commodity. Which innovative approaches allow us to reconsider food production systems? And what do we mean when we say food is the first step towards a sustainable future?

Cheryl A. Clements, The SoulFood. Hosted by Nick Difino

10th October
10.30am/11.40am
Geoid
Panel

#nextfood

Food, a meeting point between tradition and innovation

All the great traditions were great innovations. Can we innovate food farming without putting our health at further risk? How can new technologies help us?

Daniel Grover, Flavia Giordano and Lorenza Dadduzio from Cucina Mancina

10th October
11.50am/1.10pm
Geoid
Panel

#smartrurality

Food: innovation and social media

Connecting in-land and rural areas means that the infosphere will be flooded with real and different life choices: young people who decided to go back to their roots and work the land. With this in mind, digital storytelling makes in-land and rural areas a critical lens through which to reconsider modernity.

Kirsten Larsen. Introduction by Lorenzo Quarello

10th October
3pm/3.30pm
Geoid
KNS

#ruralsocinn

Food comes from the land, not just an oven

From food bloggers to food makers: homo sapiens is rediscovering homo faber. Putting the focus once again on the tangible and intangible value of food and the knowledge required to produce it.

Carmelo Troccoli, Donpasta Selecter, Communika Food.
Hosted by Giorgio Dracopulos

10th October
3.40pm/4.40pm
Geoid
Panel

#openfood

Food, transparency and Big Data

In the age of Big Data agro-food products contain millions of pieces of information that, if managed well, can improve both environmental conditions and the health of individuals. Who is in charge of this information? How is it controlled? A discussion about the need for transparent labelling and to regulate Big Data.

Tristan Copley Smith, Pietro Giordano. Hosted by Adam Ardvisson

10th October
5pm/6pm
Geoid
Panel

Working tables

Working tables for #openfoodacademy: 5 themed workshops to collaboratively discuss at record speed the 30 items on the agenda. Take the debate to the infosphere and rethink the future of food and the challenges set by Expo2015.

In collaboration with (and hosted at) the restaurants "La Pergoletta", "Il fantasma dell'opera", "Osteria Bernardo", "Ir' tegame"

11th October
9.30am/1pm
Workshop - limited places available

FoodStartup

Towards a Mediterranean model of accelerating business

In this age of tech-based innovation, the current start-up model does not reflect the reality of Italian production which consists of artisans, makers and small businesses located throughout the land. How can we make this reality a thriving ecosystem? What if we needed to slow down business rather than accelerate it?

Raffaele Mauro, Damiano Petruzzella, Agostino Riitano. Hosted by Barbara Carfagna

11th October
3pm/4.15pm
Geoid
Panel

#Re-expo

Reconsidering the challenges set by Expo 2015

A presentation of the Policy Paper produced by the 5 working groups of #openfoodacademy. Fifty young innovators will present the results of the morning's working groups. These topics will then act as starting points for an open debate about the future of food, the value of the agro-food sector and the innovations that can improve the production and consumption of food.

Adam Ardvisson, Maria Letizia Gardoni. Hosted by Barbara Carfagna

11th October
4.20pm/5.45pm
Geoid
Panel

le piante di Pistoia *plants of Pistoia*

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MAKE IT GOOD(S)

VENUES:
_SMS Biblio
_SMS Centro Espositivo

ICT becomes a "raw material" in the creation of products designed to satisfy micro- and macro-markets. "The bit becomes the new atom" (quotation from Chris Andersson) to generate products and instruments that no longer belong to the immaterial world of knowledge and digital skills, but are tangible objects: drones, design and consumer objects, décor, buildings, games and clothing. Fablabs (Fabrication labs) are workshops in which prototypes can be constructed, makers are inventors/manufacturers that use talent and technologies to give new life to the figure of the craftsman; the Internet is the environment where inventions, prototypes and alterations can be shared and developed. The Internet Festival will provide an opportunity for the products to be examined in close-up.

MAKERS' WORKSHOP - Experiments of the future

Together we will explore the border land between the internet and the physical world where bits and atoms interact. We will focus on the increasingly close ties between the digital and the manufactured and investigate IT platforms for creating, communicating and design. Our temporary workshops come equipped with laser cutters, CNC mills and other tools as well as hands-on guests willing to share their knowledge of this border land.

Hyper-personalisation

Platform products designed using sets of connections between parts rather than dimensions

Together we will learn about the programmer MatterMachine, an online parametric design programme, to create a product similar to Opendesk's Lean Café table. Our product will be prototyped with a laser cutter before being made by the milling machine belonging to the temporary workshop.

Organised by MatterMachine

9th and 10th October
10am/6pm
SMS, Centro Espositivo Ground floor, Makers' Workshop
Limited spaces are available for this workshop: please book your place.

Listen to involve

Involve rather than sell. The paradigm between content users and objects has changed

The heads of MOD-O will join us on a three-leg journey of listening, feeling and involving. Each leg is an immersive simulation of how a true 3.0 business operates: an experimentation of roles and techniques. The demonstration will be documented with the very tools we will be learning about.

Organised by MOD-O + ISOLA

9th, 10th and 11th October
Thu. Fri. 3pm/6pm Sat. 10am/1pm
SMS Biblio Open CoWo space, second floor
Limited spaces are available for this workshop: please book your place.

The situated aesthetics of human - machine symbiosis

In this talk i will present our ongoing series of experiments at the edge of science, art and technology that is probing the natural principles of creativity and aesthetics and their synthesis in artefacts. At the core of these experiments stands the hypothesis of situated aesthetics: beauty emerging from the interaction between meaning generating agents. I will illustrate this idea using performances and installations produced at SPECS over the last 15 years ranging from interactive music systems, sentient spaces and hybrid performances and place it in the context of my theory of mind and brain called Distributed Adaptive Control.

Paul Verschure

10th October
10am/10.50am
SMS, Centro Espositivo First floor room
KNS

A new and creative production chain

Enabling the individuals involved in the design process to work independently while still being able to communicate via specific IT platforms

The founder of Slow/d will help us use his platform to come up with products that can be manufactured using a 3D printed structural node (the winner of an open call for candidates available for the whole month of September). The resulting projects will be prototyped in the temporary workshop.

Organised by Slow/d

10th, 11th and 12th October
Fri. Sat. 10am/6pm
Sun. 10am/1pm
SMS, Centro Espositivo Ground floor, Makers' Workshop
Limited spaces are available for this workshop: please book your place.

Exoskeletons

Robots don't get old

Human body parts built in the lab to help disabled people or to remedy the natural deterioration that comes with age. The future is upon us. Wearables are becoming not only tools for relationships, but also enable users to achieve up to sporting level performance. Before the panel discussion, Nicola Vitiello will present his exoskeleton.

Fabrizio Macchi, Nicola Vitiello. Hosted by Carlo Annovazzi. In collaboration with CUS Pisa

10th October
3pm/4.30pm
SMS Biblio Basement
Panel

R.I.O.T. Hackathon "Revolutionizing the Internet of Things"

The Internet of Things means that our future world will offer boundless opportunities! The worlds of mobility, entertainment, domotics, gaming, fitness and any other industry will drastically change. This development marathon brings together talented coders, hackers, enthusiasts, makers, students and researchers who are ready to work on one of the most important topics of the future, that is, how to make everyday objects alive. This reality is not far off and we've got to be ready for it.

In collaboration with FabLab Pisa and CNA Digitale. Organised in conjunction with the "Saperi and Innovazione-Invest in Tuscany" project

Regione Toscana | POR CReO 2007-13 | invest in tuscany | Repubblica Italiana | Unione Europea FESR

10th, 11th and 12th October
from Fri. 9am to Sun. 2pm
SMS, Centro Espositivo Ground floor
Hackathon. Please register to take part

Università di Pisa
CNANEXT
CNA DIGITALE

The Internet of Things

Internet include gli oggetti di uso comune trasformando grazie a dispositivi dedicati i nostri atti quotidiani in dati

Learn the programming rules for Dquid with one of its designers. Take on the hardware and connect and control any object via the Internet or a smartphone. Later personalise the object in the temporary workshop.

Organised by DQuid

11th October
10am/6pm
SMS, Centro Espositivo Ground floor, Makers' Workshop
Limited spaces are available for this workshop: please book your place.

R.I.O.T. results
"Revolutionizing the Internet of Things"

A presentation of the projects developed during the R.I.O.T. hackathon

The hacking groups will unveil their projects, complete with demos and a presentation, to the judges and the general public. The best three projects will receive a prize (hardware or software) from the businesses sponsoring the event.

In collaboration with FabLab Pisa and CNA Digitale. Organised in conjunction with the "Saperi and Innovazione-Invest in Tuscany" project

Regione Toscana | POR CReO 2007-13 | invest in tuscany | Repubblica Italiana | Unione Europea FESR

12th October
11am/12am
SMS, Centro Espositivo First floor room
Panel

Università di Pisa
CNANEXT
CNA DIGITALE

Self-production/promotion

Web-based tools enable small digital self-producers to reach global markets

You will start by registering on the Co-hive platform as a crafter, maker or artisan. The staff from the blogzine Pirati&Sirene will then give you a creative topic; drawing inspiration from the topic and using the tools available in the workshop, you will then make small objects using the Lofoio makerspace. You will then learn how to promote your object online.

Organised by Pirati&Sirene, Co-HIVE, LOFOIO

12th October
10am/6pm
SMS, Centro Espositivo Ground floor, Makers' Workshop
Limited spaces are available for this workshop: please book your place.

Startup of things

Makers and fabbers are innovating with a hitherto unseen intensity and inventiveness, but what type of business would provide the perfect backdrop to the development of their projects?

What will Italian businesses be like in ten years? With which start-up model do we, as a country, have a competitive advantage? Should we go back to basics with digital manufacturing or can it be introduced into our local areas? The very transformation that start-ups are bringing to services can now also be introduced to physical products: the time is ripe for the start-up of things.

Stefano Micelli, Stefano Quintarelli, Luca De Biase, Andrea Di Benedetto. Hosted by Alessio Jacona

12th October
4.15pm/5.45pm
SMS, Centro Espositivo First floor
Panel

CNANEXT
CNA DIGITALE

#Opencowo

What are artisans doing with coworking?
Effectuating change!

Collaborating, contaminating, new jobs and new ways of working have always been the focus of CNA NeXT (www.cnanext.it), an initiative aiming to innovate CNA Young Entrepreneurs. We're all artisans! Jobs that involve using your hands and intellect are much more than simple manufacturing. Products can be improved by knowledge, communication services, innovation and creativity and the result is a highly promotable, intelligent, creative and hand-made Made in Italy good. For three days CNA NeXT has come together with three of the biggest coworking networks in Tuscany to manage a coworking space devoted to Italian creativity. "Opencowo" is a free and open space available for anyone to network, work, have meetings and get to know the philosophy behind and the workers of one of the biggest coworking entities in the region. You will be welcomed by the promoters who have organised some activities.

In collaboration with CNA NeXT and with participation from Impact Hub Firenze, Multiverso and Talent Garden

9th, 10th and 11th October
10am/7pm
SMS Biblio
Second floor,
Coworking space
Workshop

Thursday 9	Host: Impact Hub Firenze
10am - 7pm	Workshop/installation "Hosting collaboration"
11.30am - 1pm	Research presentation "Work together right now. Coworking today in Italy: a snapshot of the phenomenon" Organised by Elisa Badiali, Fondazione Barberini
3pm - 6pm	Hosting #OfficinaMaker: workshop "Listen to Involve"
6pm - 6.30pm	"Social innovation: an opportunity for creating start-ups"
Friday 10	**Host Multiverso**
12am - 12.30pm	Workshop: "Multiverso Coworking Network. The experience of a growing network"
3pm - 6pm	Hosting #OfficinaMaker: workshop "Listen to Involve"
6.15pm - 7pm	A presentation of Espresso Coworking 2014. The National unconference of coworking – 6th-7th December, Florence
Saturday 11	**Host Talent Garden**
10am - 1pm	Hosting #OfficinaMaker: workshop "Listen to Involve"
10.30am - 11.30am	Workshop "The phenomenon of social street: reclaiming our towns"
11.30am - 1pm	Workshop "The museum of the future: innovating through habit"
3.30pm - 6pm	Workshop "Social & Business communities"

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BREAK THE RULES

VENUES:
_CNR
_Scuola Normale Superiore

The dark side of the web hosts the technological challenge of hackers who, as "dominators" of technology, break the chains of recognisability and trackability to gain access and reveal the limits and controls of and on the Net. Darkness is the natural home of porn, which has made the Internet a channel for rapid distribution and "experimentation" of methods and approaches that have become "case histories". The dark extremities test Cybersecurity in terms of protecting sensitive data, caring for fragile elements and an informed use of the web.

The growth of cyber threats

Data from 2011-2014, the situation and trends

The rapid growth of the internet and the continual development of interrelated digital platforms come with considerable and undeniable advantages and are currently the driving force behind the most advanced economies in the world. Nevertheless, a series of security problems are emerging. We've got the data and will analyse the growth of these threats and their implications on the future of the net.

Andrea Zapparoli Manzoni

11th October
10.30am/11am
CNR Auditorium
KNS

Criminal web

The various pathways of the deep web

Security and anonymity: there are two sides to every story. They protect citizens but are also screens hiding doorways through which intrusions, violations and the unlawful acquisition of data and contacts pass.

Giusva Branca, Raffaele Mortelliti, Renato Natale, Leonida Reitano, Giulio Rubino, Andrea Zapparoli Manzoni. Hosted by Claudia Fusani

11th October
11am/12.40pm
CNR Auditorium
Panel

When fridges start sending Phishing emails it's perhaps time to re-evaluate our security strategy

Marketing is great at describing future situations involving the Internet of Things, Augmented Reality, Always Connected and other similar concepts. The growth of technology brings with it countless benefits to our lives and work. But too many risks are still being ignored. Together we are asking whether our business networks are capable of dealing with unusual risks, including those from fax machines, liquidisers and users.

Alessio Pennasilico

11th October
3.30pm/4pm
CNR Auditorium
KNS

Put a cracker in your shopping

When fridges are an open door

In the future our houses will be populated by increasingly intelligent and interactive objects. We'll be able to give orders to electronic appliances, lighting systems and utilities as well as be able to program and personalise them at a distance. They can, however, be "cracked", the objective of viruses, spam and hackers on the hunt for users' personal data. How serious is the risk? How can we protect ourselves?

Marco Calamari, Alessio Pennasilico, Ernesto Santini, Alberto Stornelli. Hosted by Marco Magrini

11th October
4pm/5.40pm
CNR Auditorium
Panel

Electronic porn culture. Flesh online

Long live the new flesh (David Cronenberg)

Having sprinkled theatre, photography, comics, cinema, television and other classic forms of culture with a touch of fleshy euphoria, the realm of porn has now become intertwined with pop culture; so much so that porn has become its pillar, standing out lubricated and plastic in the landscape of the web. Electronic shop windows, live cams, gay for pay, fucking machine, online dating, love dolls: dissolute and sumptuous, porn culture is overrunning the webs of cyberspace and daily life, heating up connections and saturating contemporary social life with desire.

Claudia Attimonelli, Vincenzo Susca, Emanuela Ciuffoli, Marco Mancassola, Sergio Messina, Alberto Abruzzese, Jürgen Brüning, Philippe Joron, Gaetano Occhiofino aka Torto OG

11th October
3.30pm/6.30pm
Scuola Normale Superiore Azzurra room
Panel

X-TRA

VENUES:

_CNR
_Polo Fibonacci - UniPi
Edificio E
_SMS Biblio
_Bastione Sangallo
_Geoid
_Scuola Normale Superiore
_Logge di Banchi
_Ponte di Mezzo

Innovate the Public Administration with the civic hackathon and OpenToscana, use culture to have fun and aggregate with COOLT, travel the road of mobility through the study of Big Data, promote the city of Pisa with innovative instruments aimed at businesses, visit the leading scientific laboratories (from MIT to CERN, taking in Italy's research centres on the way) where the matter of the future is being studied, look into the mirror of human relations through the medium of social media, reunite communities that share ideas and passions, take a peek behind the scenes of football, get hands on with the complexities of artificial intelligence: all this and much more awaits in IF2014's X-tra area.

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Logge di Banchi

In the heart of Pisa the "open" space of the Logge is hosting innovative initiatives connected to OpenToscana, a collaborative platform formed by the Assessorato ai Sistemi Informativi and with participation from Regione Toscana, and to COOLT, a week of culture promoted by Regione Toscana's homonymous Assessorato.

Tutorials, videos, stalls, meetings, tasters of 3D in homage to innovation and start-ups: at the Logge OpenToscana is experimenting with access to online services, making open datasets available and encouraging citizens to participate in regional decision-making processes. IF2014 and OpenToscana are also giving Tuscany-based online publications the opportunity to get their name out there.

Memory 2.0 of the 70th anniversary of Italian Liberation is the main theme of COOLT at the Logge: a 20th century Tuscan portal, videos, trips into the archives in search of our memories of historically important moments, images, the web Radio Cora, the animation of "Memory sharing" and an edition from teenage-run Radio Immaginaria will create a lively and engaging space.

Journalists from ANSO (National Association for the Online Press) are also helping out by putting together a programme that will delve deep into all the topics discussed under the Logge.

Invest in intelligence

Ponte di Mezzo is the venue for "Why invest in Pisa?", an offshoot of the "Knowledge and Innovation – Invest in Tuscany" project. This information and communication point is run by the Comune di Pisa to promote the city as a fertile breeding ground for the development of businesses working in the ICT sector. Videos, information and interactive tests will breathe life into this area which is vitally important for the future of the city.

Regione Toscana | invest in tuscany | REPUBBLICA ITALIANA | UNIONE EUROPEA FESR

Debates about and our faith in social media

Technology, cognition and innovation

How does social media impact the way communities live together and participate in politics? An excellent opportunity for democracy or a fertile breeding ground for the worst types of communication? Fourteen experts will debate these topics to help us understand and govern the way in which the internet is changing social interactions. The detailed schedule of events is available on www.internetfestival.it.

9th October
10am/6pm
CNR
Conference

With Fabio Paglieri, Rino Falcone, Cristiano Castelfranchi, Fabio Sapienza, Francesco Sarracino, Paolo Torroni, Simone Gabbriellini, Elena Cabrio, Serena Villata, Marco Guerini, Manuela Delfino, Stefania Manca, Stefano Manfredi and Maria Elisa Pesaresi

The Higgs boson and the raw materials of the internet

A journey into the CERN lab in Geneva where the Higgs boson was identified and discovered. Technology confirmed what scientists hypothesised. The über-small material gives substance to elementary particles.
Our journey continues with a reflection on materials and on the digital world, a perfect example of dematerialisation. What are the raw materials of the web? What gives substance to the digital world? The theme of IF2014 becomes the centre of debate.

9th October
3.30pm/4.30pm
Polo Fibonacci, Edificio E Magna Room
Panel

Guido Tonelli (live from CERN), Nathan Jurgenson, Marino Niola. Hosted by Silvia Bencivelli

MIT SENSEable City Lab is studying the future of urban transport

In the near future urban transport will be radically transformed by the pervasive use of sensors and communication technologies and by the huge amounts of data they will create. This progress will revolutionise urban traffic and will enable innovative, personalised and on-demand transport services to be created, bringing with it immense benefits to both users and the city. The MIT SENSEable City Lab will seek to interpret future patterns of urban transport and will discuss the possible scenarios with sociologist De Kerckhove and president of Pisa CNR Domenico Laforenza.

10th October
3.30pm/5pm
CNR Auditorium
Panel

Paolo Santi, Anthony Vanky (live from MIT), Derrick De Kerckhove and Domenico Laforenza. Hosted by Marco Magrini

Football backstage

Codified in the 19th century (the rules are mostly unchanged), football is the most popular sport in the world. Its (tele)visual format offers total enjoyment though there is not a great deal to be learnt; its backstage version, however, is all about learning and features studies, research, ideas, travel and an abundance of humanity.

10th October
4.45pm/5.45pm
SMS Biblio Basement
Panel

Adriano Bacconi, Aldo Dolcetti. Hosted by Carlo Annovazzi

The raw materials of the future

A visit to the NEST labs

From semiconductor nanowires to normal superconducting-metallic hybrid devices, from graphene to nanoparticles: the nanoworld reveals itself under a scanning electron microscope (SEM). Streamed live from the clean room of the NEST, this session will discuss nanoscience and nanostructure and with a helping hand from electrons you will be able “to see and manipulate the nanoworld and nanomaterials”.

10th October
5.30pm/6.30pm
CNR Auditorium
Panel

With Pasqualantonio Pingue, Daniele Ercolani and Franco Carillo (live from NEST), Camilla Coletti. Hosted by Marco Magrini

Late-night shopping

The shops in the centre of town are staying open until late.

10th October

8pm/midnight

In collaboration with Confcommercio

HackToscana: a civic hackathon aiming to create prototypes for OPENTOSCANA

HackToscana is a civic hackathon, promoted by the Assessorato ai Sistemi informativi and organised with participation from Regione Toscana in collaboration with RENA. The aim of #HackToscana is to develop new processes based on ICT and collaborations between Public Administrations, citizens and businesses and prototype new civic-tech solutions to boost civic engagement in public life. This "civic-inspired hackathon" will bring together citizens, associations, software developers and entrepreneurs who will collaborate to resolve the challenges currently facing our districts, towns and country.

An event organised by the Assessorato ai Sistemi informativi with participation from Regione Toscana and Rena

11th October

9am/9pm

Bastione Sangallo Conference room

Hackathon

The open source community TYPO3 and its products

An excellent example of the "Internet Economy"

TYPO3 is a family of open source software products classified as an enterprise level Content Management System. But, more importantly, TYPO3 is a community that came to life from an open source software project. It is significant in terms of its structure, its size and its reach, given it originated not from a private business but from a group of programmers united in the joint project. For a detailed schedule of events please visit www.internetfestival.it.

Naike Beggiato, Roberto Torresani, Rino Razzi, Roberto Torresani, Marco Antonioli, Abramo Tesoro, William Sbarzaglia, Christian Müller

11th October

9.30am/5.30pm

Polo Fibonacci, Edificio E PS1 room

Conference

Big Data & Travel in the future

Following the "digital crumbs" each and every one of us leaves behind when we use digital devices, science can now measure our desires, life styles, social relationships and movements in society. This new social microscope provides us with the data to help us understand how the complex organism that is human society operates. This workshop will discuss the challenges and opportunities we will face in the near future, starting with the results of a CNR and University of Pisa European research project that predicts the arrival of the electric car and its impact. With international experts we will debate the challenges facing future means of transport. To conclude the event, we will present the results from the TagMyDay project (http://tagmyday.isti.cnr.it).

Michael Batty, Laszlo Barabasi, Carlo Mol, Davy Janssens.
Fosca Giannotti will open proceedings

11th October
10am/6.30pm
Polo Fibonacci, Edificio E Magna Room
Conference

An interview with Enrico Rossi

Lucia Annunziata will interview Enrico Rossi. The conversation will take place almost five years since he was elected as Governor and just five months from the next regional election: analysis and prospects at a crucial moment for the future of the country, particularly with regards to investment and innovation.

11th October
12am/1pm
Geoid
Interview

But how complex is it?

From the Turing machine to physical models, a look at complex systems

The characteristic feature of modern systems, physical models and IT scenarios alike, is their "complexity". Just like in the Network of Networks, millions of devices interact and require new analysis techniques which themselves represent the boundaries of recent research. A discussion with experts carrying out research in the area.

Nicoletta De Francesco, Luigia Carlucci Aiello, Francesco Sylos Labini.
Hosted by Marco Malvaldi

11th October
3.30pm/5pm
Polo Fibonacci, Edificio E PS4 room, first floor
Panel

Pisa Half Maraton

8th Pisa international half marathon

Running the Pisa international half marathon is a unique opportunity to discover the delights of the small historic city while participating in a fun, flat and fast competition. The classic 21,097 km race will kick off the 12th October from Parco di Migliarino e San Rossore. Visit the Pisa Half Marathon stall in the lovely space under the Logge di Banchi from Thursday 9th to Saturday 11th before the "ready, get set, go!" on Sunday 12th.

Association Per donare la vita onlus

12th October
from 9.30am
Stall under the Logge di Banchi
Marathon

Working for the Agenda

The Digital Agenda, actions and reflections for development

The pop-up Internet Festival is the backdrop for a meeting and debate with institutional figures and internet enthusiasts to discuss the topics contained in the Digital Agenda, the set of actions and norms identified to promote economic development, social progress and innovation through the use of advanced tools in the technology and communication sectors.
In the micro-environment of the festival, the Digital Agenda will become a working group debating collaboratively and in concrete terms topics that will be decisive for the social, cultural and economic fabric of Italy.

Stefania Giannini, Stefano Quintarelli, Vittorio Bugli, Marco Filippeschi, Franco Accordino will be present at the plenary session

12th October

10am/12am
Scuola Normale Superiore
Working groups. Event not open to the public

12am/1.30pm
Geoid
plenary session

Radio-walkshow IF

A radio-walkshow exploring IF2014. A nomadic conversation. Listen to information via the radio. View images on your smartphone or tablet. With Derrick De Kerckhove and other leading festival figures. An "intelligent swarm" brainstorming the topics of innovation, the internet, the regions. New paradigms of cultural interaction will be introduced as the spectator-citizens have fun, take part and walk through the urban space. Meeting point: Piazza dei Cavalieri, close to the Geoid.

Carlo Infante, with participation from Derrick De Kerckhove

12th October
12am/1pm
Piazza dei Cavalieri
Walkshow

I-OFF Festival

The Festival OFF of the IF

The Festival OFF* of the IF is hosting various activities across various venues. Sessions at: Cantiere San Bernardo; Teatro Rossi, Cinema Teatro Lux; Cinema Lumiere, Passo del Frantoio (Agnano).

(*) You may have to pay for some events.

9th, 10th, 11, 12th October

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T-TOUR

VENUES:

_Stazione Leopolda

_Polo Fibonacci - UniPi, Edificio E

_CNR

Access infinite volumes of archives and multimedia content; communicate and share information, data and photos in just one click. The web and technology provide us with tools that were once unimaginable, yet they don't always result in opportunities for learning and knowledge. T-Tours is an area of the Internet Festival completely devoted to education and training and gives useful tips on how to understand and use the worlds of the Net and Technology.

From Thursday 9th there will be four days of tutorials, labs, workshops, exhibitions, shows, games and interactive conferences all in the name of the Digital Revolution.

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T-TOUR

T-Tour Edu & 4 All_Stazione Leopolda

Transformed into an extremely active breeding ground for learning, **Stazione Leopolda** is the T-Tours headquarters. Aimed at both schools and the general public, games and educational labs, workshops and tutorials as well as shows and interactive conferences are on offer. A range of activities, suitable for all ages, discuss the many faces of the Net and technology, from computer science to visual art, robotics to literature, music to science.

NEW

A BREATH OF FRESH AIR
Tutorials of times past

A small section of the Festival consisting of courses and activities concerning old professions that were conducted strictly without the Internet, smartphones or other gadgets from the modern era.

Thursday, Friday e Saturday: 9am /1pm - 3pm/7pm
Sunday: 3pm/7pm

T-Tour 4 Expert_Polo Fibonacci-UniPi and CNR

The 4 Expert 2014 calendar is full of activities targeted at university students and workers.

Building E of the **Polo Fibonacci** will hold meetings about the sectors of ICT and Public Administration as well as about the world of small and medium-sized businesses. Are you an aspiring or experienced programmer? Come along on Friday to attend the talent competition held for aspiring or experienced programmers. Not to be missed!

The research area of the **CNR** is opening its doors to the T-Tours, hosting activities about online privacy and security, social media, smart cities and teaching methods. Every afternoon and all day Saturday a number of meetings aimed at teachers and trainers will be held.

POLO FIBONACCI - Thursday, Friday e Saturday: 9am /1pm - 3pm/7pm
CNR - Thursday, Friday e Saturday: 10am /1pm - 3pm/7pm

Special activities or activities held in other venues

Some T-Tour activities are held in different venues and at different times to those listed. Find out more information in the programme or on the website.

HOW TO TAKE PART

All T-Tour events are completely free and are available until all places have been filled. Booking is therefore recommended for individuals and obligatory for schools and large groups.

To book your place please access www.internetfestival.it and follow the links provided on each event page.

When you arrive please state the name your booking was made under. You do not need to bring your paper ticket with you.

A special line has been created to **assist schools**.
Please call 338-9326561.

INFO

ttour@internetfestival.it
338-9326561

Bring your gear!

To make the most out of the event we recommend you bring your tablet, laptop or smartphone along with you.

STAZIONE LEOPOLDA

T01 _ Modì Style

Digital portraits depicting festival goers as modern women with Amedeo Modigliani's characteristic long neck

An exhibition of digital portraits featuring the faces of the festival. The show is the result of labs in which participants learnt major illustration techniques, how to adopt the artist's figurative style and created, of themselves or of others, a Modì-style portrait.

Alessandro Bonaccorsi. In collaboration with MondoMostre

9th, 10th and 11th October
11am
Leopolda
Lab
All

MoMo Mondo Mostre

T02 _ Find the lost HD

Take on Capitan Chuck and find the treasure!

Ahrr, fresh water computer friends! Do you want to know the difference between a "hard drive" and the "hard waters"? Capitan Chuck and his band of fearful computer pirates will put you to the test! Resolve the clues, complete the tests and capture the Capitan's PC: the treasure awaits you!

Internet Festival and PC Donato

9th, 10th and 11th October
10.15am; 5pm
Leopolda
Lab
6-12

T03 _ Bebo has run out of petrol

Discovering solar and wind energy

Bebo the worm has run out of petrol! How is he going to get home? Shall we push the car? Noo, it's far too tiring! Nature offers us an infinite number of alternative solutions: the sun, water and wind. This delightful show and lab is aimed at children who, to avoid going everywhere on foot in the future, will be asking science a helping hand.

Claudia Bianchi, TecnoScienza

11th October
10.15am; 3pm
Leopolda
Show
4-7

T04 _ BIT

Beautiful, Intelligent, Technological

An interactive conference and virtual tour of Naples' Città della Scienza (City of Science) accompanied by BIT, the funny avatar controlled by a human glove that can chat, play and interact with visitors.

Organised by Salvatore Fruguglietti, Le Nuvole - Teatro, Arte, Scienza, Napoli

11th October
3pm
Leopolda
Interactive conference
11+

T05 _ Bit Party

The best of the T-Tours 2014

As is traditional, to mark the end of the popular T-Tour programme we will be hosting a big party! A back-to-back afternoon of shows, games and surprises, suitable for all ages, to say goodbye and see you next year!

Various participants

12th October
3pm/7pm
Leopolda
Party
special event
All

T06 _ Which computer should I wear today?

Wearable computers are coming into our lives

The invasion of wearables is just round the corner. Glasses, watches, scarves, bracelets and brooches are already more intelligent than desktop computers. They can communicate between themselves as well as with our mobile phones, cars and home televisions and they will certainly change our lives: find out how.

Vincenzo Gervasi, Department of Computer Science, University of Pisa

11th October
3pm
Leopolda
Workshop
14+

T07 _ What happened to uWaldo?

How much information can you find out about a stranger? And how much information do we inadvertently share online? Find out with us: a virtual trail of crumbs points towards the mysterious UWaldo.

PC Donato

9th, 10th and 11th October
9am; 11.30am; 3pm
Leopolda
Lab
13+

T08 _ Stupid cities / smart cities

We will succeed in giving our cities a brain?

Our cities are stupid: they are the reason citizens live badly and are responsible for 80% of global greenhouse gases. To resolve this situation we are calling upon citizens to discover their level of environmental intelligence. Pass the test: the smart city challenge!

Matteo Pompili, TecnoScienza

9th and 10th October
Thu. 11am
Fri. 3pm
Leopolda
Interactive conference
14+

T09 _ Clavius on the Web

Rediscovering 16th – 17th century history, Latin and astronomy

From digital images and translation to a product using online platforms, this lab presents new tools for and ways of analysing the morphology, syntax and semantics of Latin manuscripts.

Andrea Marchetti, IIT CNR

9th October
5pm
Leopolda
Lab
18+

T10 _ Create your own jewellery with a 3D printer

Couldn't all this technology do with a dash of style and vanity? In this lab you will learn how to create, with your own hands, a piece of 3D jewellery that suits your tastes and personality. Creativity required!

You Lab Pistoia. An American Corner

9th and 10th October
9am; 11am; 3pm; 5pm
Leopolda
Lab
6+

T11 _ Cryptoparty

Is your digital identity safe?

Learn how to protect yourself from the hidden dangers of the web with tools offering excellent digital identity protection, namely cyptography, anonymity, and the principles of cybersecurity. Bring your computer/tablet/smartphone with your for this practical demo.

Marco Bani, Scuola Superiore Sant'Anna

11th October
11am
Leopolda
Tutorial
16+

T12 _ From the Renaissance to Design Thinking

A journey through the creative process of design

What would Da Vinci invent in the age of sharing and collective intelligence? A lab halfway between science and creativity that travels through the history of design and encounters empathy, rigour, magic and logic in search of Humanism 2.0.

Vincenzo Di Maria, Claudia Busetto, Impact Hub Siracusa

10th October
11am
Leopolda
Lab
14+

T13 _ From shots to sharing

A short journey from the physics of light for photography to fibre-optic data sharing

Modern photography technologies offer endless opportunities. To get the most out of them, however, you need to have an excellent understanding of the physics of light. Experiment with polarisation, diffraction and total reflection and understand how to improve your shots and what happens when you share them online.

Paolo Tomassini, WaveBreaking Physics

9th and 10th October
Thu. 5pm
Fri. 9am
Leopolda
Tutorial
14+

T14 _ Molecular diagnostics and treating genetic diseases

An example of Fabry disease from the web

Research and development into effective treatments for rare diseases are increasingly reliant on the web. This tutorial will demonstrate how genetic diseases can be diagnosed and how drugs can be developed using tools available online.

Giuseppina Andreotti, Istituto di chimica biomolecolare, CNR and Maria Vittoria Cubellis, Department of Biology Università Federico II, Napoli

11th October
9am
Leopolda
Tutorial
14+

T15 _ Digital Fabrication with FabLab Pisa

A 3D workshop

The Makers are making an appearance at the T-Tours to demonstrate the delights of the world of digital fabrication. With FabLab Pisa this tutorial will show you the different stages involved in designing objects, from coming up with the idea through to creating a 3D prototype.

FabLab Pisa

9th October
9am; 5pm
Leopolda
Tutorial
14+

T16 _ IF Shop

Gadgets, books and minishow

A small shop and a constant cycle of shows. Browse IF gadgets and books written by the protagonists of the T-Tours, play with strange objects and try your hand at unusual experiments accompanied by the lively Fosforo team.

Internet Festival and Fosforo

9th, 10th and 11th October
same opening hours as the venue
Leopolda
Shop special activity
All

T17 _ Fosforo Live - Bubble Show

The magic of surface tension

And providing a breath of fresh air, an unmissable show suitable for both children and adults alike. Coloured bubbles, bubbles with holes, cubic bubbles, huge bubbles, tiny bubbles, bunches of bubbles! Soap bubbles: magical and bursting with science!

Fosforo

9th and 10th October
4pm
Leopolda
Show
All

T18 _ Fosforo Live - Flying Objects

The history and technology of flying

The road paved by the development of web technologies and the internet evokes that traversed by the pioneers of flying who, by making mistakes, innovating and being curious succeeded in realising Icaro's longheld dream. An interactive show devoted entirely to flying, including paper airplanes, boomerangs, drones and other flying objects.

Fosforo

9th and 10th October
6pm
Leopolda
Show
All

T19 _ Robot Warehouse

Crazy stuff!

Would you believe us if we told you it was possible to take on the world of robotics without knowing a thing about engineering? At the Robot Warehouse electronics is explained with salt dough, vibrant robots are built using salvaged materials and a Rover is driven with thought power alone! Don't believe it's possible? See it with your own eyes! For more information please visit www.internetfestival.it

DiScienza

9th, 10th and 11th October
9am; 10.15am; 11.30am; 3pm; 5pm
Leopolda
Lab
4+

T20 _ Hacker Attack!

True or false?

Make no mistake: hackers are trendy. But how much of the attacks we see in films and TV series is true? This intriguing tutorial reveals some popular fallacies about data security and raises a warning about the risks that might crop up in real life. We like it!

Alessio Pennasilico, Alba ST/ Clusit

10th October
11am; 5pm
Leopolda
Tutorial
14+

T21 _ Galileo's Gigabytes

A Science Fair balanced between the real and the virtual worlds

Lively and sharp, balancing on a two-metre high unicycle, this show takes the public on a journey through time via Galileo's, and others', laws of physics: from communicating via pigeons to chatting with Whatsapp, from heavy dusty tomes to pen drives.

Pietro Olla and Mirko Ariu, Le strade di Macondo

11th October
4pm; 6pm
Leopolda
Show
All

T22 _ IF Peer Education Project

The Internet Festival's new Peer Education project

New this year, this T-Tour session is entirely devoted to schools and students. Together young people will discuss their passion for the internet and technology and share projects, knowledge and skills with their peers. Welcome, future!

Internet Festival with the participation of Liceo Artistico Russoli Pisa

9th, 10th and 11th October
all day
Leopolda
Lab
special activity
11+

T23 _ The sea streamed live

Virtually immerse yourself in the marvels of our seas

An underwater exploration of our seas (without getting wet!) streamed live. A marine biologist will interact with both the diver (via videoconference) and the watching public, creating a "live" documentary featuring marine life as it unveils its secrets.

Sopraesottoilmare and Scientificast

10th October
9am; 5pm
Leopolda
Lab
All

T24 _ Lost in storyland

Storytelling in the internet age

The way we tell stories has changed. What's going on in the internet age? This storytelling tutorial will teach participants how to use disrupted narratives as well as tools and techniques for creating effective transmedia stories.

Roberto Malfagia, La Jetée - Scuola di Visual Storytelling

11th October
5pm
Leopolda
Tutorial
18+

T25 _ Learn how to programme using a web browser

HTML5 and JavaScript

Suitable for all ages but intended especially for schools, this tutorial shows how web browsers work and suggests relatively simple ways to use them to create videogames and fun programmes.

Antonio Cisternino, Department of Computer Science, University of Pisa

9th October
9am
Leopolda
Tutorial
11+

T26 _ A domotic insect vivarium

How to manage a vivarium with Arduino

Who said domotics was only for human houses? Using Arduino we'll learn how to apply domotics to a vivarium for stick insects and automatically manage the environmental parameters for our slight six-legged tenants.

HackLab Terni

11th October
9am; 10.15am; 11.30am; 3pm; 5pm
Leopolda
Installation
All

T27 _ Hidden art

An interactive journey through artworks' secrets

What happens when Art encounters Technology? It reveals its secrets. Using new technologies a journey beyond the visible artwork to understand what it's hiding, analyse its various elements, its history and the potential for restoration.

Maurizo Masieri, IBAM - CNR Lecce

10th October
11am
Leopolda
Lab
14+

T28 _ Human-machine interaction

Story of a difficult type of communication in rapid evolution

Un tutorial dedicato all'evoluzione dell'interazione tra l'uomo e la macchina e alle sfide legate alla programmazione di un dialogo complesso, per scoprire come funzionano sensori come Kinect, Leap Motion, Pebble smart watch, e Myo.

Antonio Cisternino, Department of Computer Science, University of Pisa

9th October
3pm
Leopolda
Tutorial
14+

T29 _ The evolution of the microscope from Galileo to tunnelling

The history of the microscope from Galileo's time to the present in 10 steps

A fascinating story starting with the first microscopic observations – to study delightful and surprisingly perfect insects – and finishing with scanning tunnelling microscopes that image surfaces at the atomic level.

Elisabetta Tognoni and Paolo Baschieri, Istituto Nazionale di Ottica (INO), CNR and Associazione La Nuova Limonaia

9th, 10th and 11th October
all day
guided tour:
Fri. 10am; 11am
Leopolda
Exhibition
11+

T30 _ The music room

Music is wicked - The beat of the test room

A box of good vibes, a must for anyone who has music in their blood. Everything you need to know about the physics of sound, audio technology and the most recent digital gadgets. A tasty appetiser before the test room: leave your best music which may be included in the IF Soundtrack.

Giancarlo Canazza and Marco Ranoisio

9th, 10th and 11th October
9am; 10.15am; 11.30am; 3pm; 5pm
Leopolda
Lab
8+

T31 _ Statistics via the internet

Open source: countless opportunities to produce and analyse data

Open source software currently available online offers new resources, making statistical data analysis immediately accessible to everyone. A useful tutorial for both research and work.

Loredana Cerbara, IRPPS- CNR

9th October
11am
Leopolda
Tutorial
14 +

T32 _ Legonardo and the other robots

A LEGO robot that can solve a Rubik cube in less than a minute; another that can draw portraits live; and another that can move and interact with the public: their inventor introduces us to them. Starting out as a fun hobby, this team of humanoid robots has become his job that straddles engineering and discovery.

Daniele Benedettelli

11th October
5pm
Leopolda
Workshop
All

T33 _ MemorySharing - intergenerational sharing

Memory vs. digital knowledge

Listen. Learn. Share. Memory isn't a suitcase; it's a network of relationships. It is alive as long as there's an exchange between generations. Grandparents and grandchildren meet and exchange knowledge and old photographs; we will reconstruct the great mosaic of History through web platforms.

Lorenzo Garzella, Acquario della Memoria

11th October
11am; 5pm
Leopolda
Lab
11-18

T34 _ In the deep sea

Fragments of blue dreams transforming imagination into reality

A metaphor for the dreams and fears we experience every day, this evocative video installation offers a fantastic journey into the/our deepest sea composed of silent and hypnotic creatures, the protagonists of incredible stories.

Alessandro Bonaccorsi

9th, 10th and 11th October
all day
Leopolda
Installation
All

T35 _ A breath of fresh air

Tutorials like they used to be

Tired of all this technology? Want to take a break and get your breath back? Disconnect all your devices from the internet and breathe. We've organised calligraphy, theatre, bread making and yoga classes and much more! For more information about classes, dates and times visit our website.

Various participants

9th, 10th, 11th and 12th October
Surprise
Leopolda
Lab and tutorial special activity
All

T36 _ Password!

The maths behind secret codes

Passwords, barcodes, PINs: what's hiding behind these sequences of numbers and letters? This lab will focus on cryptography – the maths behind secret codes – and will unveil part of the mystery. From Caesar's cipher to the most modern codification methods, you will learn how the most important information is hidden. And spy a little bit.

Matteo Pompili, TecnoScienza

9th and 10th October
9am; 10.15am +11.30am only Fri.
Leopolda
Lab
8+

T37 _ Understanding robotics

What is Educational Robotics? We'll explore the world of robots from control computer to sensors, from servomotors to wheels to help us understand what robots are, how they work, how they are classified and what awaits us in the future. An educational exploration of robotics for adults and children!

Stefano Errico, Terza Cultura Società Cooperativa and PortaleRagazzi.it

11th October
3pm; 4pm
Leopolda
Lab
6+

T38 _ Intelligent sensors

Intelligent robots and sensors are constantly finding new areas of application. In this lab you can admire the innovative ways these technical solutions are being used across various sectors, including providing assistance for the elderly and the disabled and protecting endangered animal species.

Stefano Chessa, Department of Computer Science, University of Pisa

10th October
9am
Leopolda
Lab
14+

T39 _ The augmented gaze: digital resources for museums

Apps, 3D, augmented reality, technology is moving towards art, making the latter accessible. This conference will present some of the digital resources available in the artistic domain, discuss the direction in which they are going and how they should be used.

Antonella Gioli, Department of Civilisation and Forms of Knowledge, University of Pisa will interview Sara Nocentini, Councillor for Culture for Regione Toscana

10th October
3pm
Leopolda
Workshop
16+

T40 _ Spritz: Speed Reading 2.0

Reading reimagined

"HELP! I've got millions of words to read!" Traditional speed reading classes require lengthy training whereas RSVP technology, which can be integrated into devices, websites and wearables, works IMMEDIATELY for everyone, tripling reading speed. Unmissable!

Cristian Contini, Augmented Advertising

11th October
11am
Leopolda
Tutorial
14+

T41 _ This is Nina

Clinical practice in the future: simplicity

An interactive experience exploring our senses and their mistakes using a (credible) robotic simulator to describe the magic of the delivery room and the very first moments of life. Technology and clinical practice with the Training Centre "Nina".

Armando Cuttano, Centro di Formazione and Simulazione Neonatale "Nina"

11th October
11am
Leopolda
Workshop
14+

T42 _ Wireless 2

Find out how a wireless network works, understand a little bit more about electromagnetic waves and infrared rays, control an object with thought power alone: and all without wires! One of the favourite interactive conferences from last year is back. And you'll like it just as much!

Mattia Crivellini, Fosforo

9th October
11am
Leopolda
Tutorial
11+

T43 _ Twitterquake

Earthquakes in the age of social media

Seismic shocks from the web. This lab will go into the dynamics of Social Sensing, that is, when social media acts as a social sensor and behaves to all extents and purposes like a seismic network. With as many shocks as a real event.

Maurizio Tesconi, IIT- CNR

9th October
3pm
Leopolda
Lab
14+

T44 _ #TwSposi. The Betrothed from the Arno to Twitter

Is it still possible to get excited about historic novels? The community Tw Letteratura read and then re-wrote Manzoni on Twitter

21 schools. 300 tweetbooks. 2,391 Twitter accounts. 100,500 tweets and retweets. If Alessandro Manzoni were to wash his vocabulary on Twitter, students would read his novel in just one breath. An innovative and educational experiment.

Edoardo Montenegro and Marco Stancati, Tw Letteratura

11th October
9am
Leopolda
Lab
14+

T45 _ Universe Lab

Discover the cosmos like a modern Galileo

Why do stars shine? How many galaxies are there in the universe? How does a telescope work? Universe Lab will take you on a journey from the beginnings of Galilean astronomy to the most recent digital technologies. What are you waiting for? Come and discover the Universe!

Marco Monaci, in collaboration with il Department of Physics at the University of Pisa

9th, 10th and 11th October
9am; 10.15am; 11.30am; 3pm; 5pm
Leopolda
Lab
6+

T46 _ Virtual Bike

Roma, San Francisco, Pisa!

Having toured the world showcasing an exploration of Rome and San Francisco by bike, it's our turn. Virtual Bike has come to Pisa! Pisa looks really stunning in this irresistible handmade installation. So why not come and have a go, peddle, play, explore and interact? Also find out how to recreate the experience at home!

Paolo Ciabattoni and Luca Palmili, VirtualBike

11th October
9am; 10.15am; 11.30am; 3pm; 5pm
Leopolda
Tutorial and Installation
6+

T47 _ Web Science Journalist - 2

Become a science journalist for the day

Following its success last year, the science journalism lab is back. Boys and girls will have the opportunity to conduct a real interview with some important researchers and learn how to write an article by critically using internet sources and new media.

ANSA - Canale Scienza e Tecnica

9th and 10th October
9am; 11am
Leopolda
Lab
8-11

T48 _ Zuppagrafica!

A potful of activities centring around digital illustration and graphic design for all tastes and ages

The secret recipe of the delicious Zuppagrafica offers, to taste, the tools and rudiments of digital drawing and painting, analysis and secrets about illustrations and illustrators, visual marketing strategies and much more. If you are a child, a professional or merely curious then please come along! For more details and times about individual activities please visit www.internetfestival.it

Zuppagrafica

9th, 10th and 11th October
Thu. 9am; 3pm
Fri. 3pm; 5pm
Sat. 9am
Leopolda
Lab and tutorial
4+

POLO FIBONACCI - UniPi, Edificio E

T49 _ Achieving excellence through the digital world

Why and how Made in Italy can make it online

The world loves Made in Italy and is looking for it online. Accompany small and medium-sized Italian businesses on a journey of discovery: the opportunities offered by the internet are the key to growing the economy and creating jobs for young people. And it's much simpler than it seems!

Diego Ciulli - Senior policy analyst - Google

10th October
5pm
Polo Fibonacci, Edificio E
Workshop
Expert and all

T50 _ Every Idea has a Material Solution

Hands-on workshop using both materials and the internet for students and professionals interested in recent technologies

Even the most traditional activities require modern tools. The workshop will bring together architects, designers and planners who are searching for an up-to-date inspired tool made of the newest materials to be used in innovative projects.

Anna Pellizzari and Remo Ricchetti, ConneXion Italia

11th October
11am
Polo Fibonacci, Edificio E
Workshop
Expert

T51 _ HTML5 is evolving

Semantic web, audio and video multimedia, improved input control, new APIs for geolocalisation and web storage

HTML5 has changed: simplified code, semantic web, new tags for multimedia content, canvas for creating graphics, geolocalisation and web storage. Together we will explore these novelties and the potential developments awaiting us in the future.

Abramo Tesoro, Archimede Informatica

9th October
3pm
Polo Fibonacci, Edificio E
Workshop
Expert

T52 _ IF Programming talent

Only one will remain

Refine your programming skills with new and emerging technologies and compete in four increasingly difficult challenges: programming in the language C, improved human-machine interaction systems, web applications with JavaScript, App for Android and iOS. Limited spaces available.

Gianluigi Ferrari, Rossano Venturini, Antonio Cisternino, Davide Morelli, Vincenzo Gervasi, Department of Computer Science, University of Pisa

10th October
9am/12.30pm - 3pm/6.30pm
Polo Fibonacci, Edificio E
Talent
Expert

T53 _ Can the digital world save culture?

Thoughts and experiences of Humanistic Computing

Four short and engaging interviews with experts in humanistic computing about how and why the digital world can give culture a new lease of life. Digital culture and particularly the new work and research opportunities it is bringing to Italy and the world will be discussed.

Anna Maria Tammaro, Fabio Ciotti, Serge Noiret and Enrica Salvatori, Laboratory of Digital Culture, Humanistic Computing, University of Pisa

10th October
11am
Polo Fibonacci, Edificio E
Open lecture
Expert and all

T54 _ Accessibility and Public Administration websites

Laws, regulations, technical requirements and good practice for creating websites for Public Administrations

Ten years on from the Stanca Law regarding the accessibility of Public Administration websites, various regulations and guidelines have been provided. Technology and the way we use the internet have changed so much in recent years. Creating an accessible site remains to this day a difficult task.

Gennaro Razzi, Archiemede Informatica

9th October
9am
Polo Fibonacci, Edificio E
Workshop
Expert

T55 _ Electronic healthcare: risks and opportunities

This workshop will debate the most up-to-date legal matters regarding the use of the internet and electronic technologies, including transborder health services, electronic health records, and information campaigns in the health sector.

Giovanni Comandè, Scuola Superiore Sant'Anna

11th October
9am
Polo Fibonacci, Edificio E
Workshop
Expert

T56 _ Life Lab: the story of living tissues

How biofabrication helps us understand and improve the way we get old

Tissue engineering and biology 3.0, or rather, the new limits of research into living tissue. Optimising new and more effective treatments is dependent upon the development of smart scaffolds and future generations of micro-elaborators. Find out how.

Giovanni Vozzi, Carmelo De Maria, Francesca Montemurro, Department of Information Engineering and the "E. Piaggio" Research Centre, University of Pisa

10th October
3pm
Polo Fibonacci, Edificio E
Interactive conference
Expert

T57 _ Platform Design Workshop

How to plan business and innovation for communities of users

The dynamics of the digital world are permeating all sectors of society and transforming it along the way: until now, user-centred design was considered vital for business and social innovation; now however – in the midst of the interconnected age – it's time to plan for communities!

Simone Cicero, OuiShare

9th October
5pm
Polo Fibonacci, Edificio E
Workshop
Expert

T58 _ Rules and digital technologies that simplify public administration documents

A guide to drafting administrative documents and computer tools that produce shared and joint documents

Rules and suggestions for simplifying the language of PA The use of standards, software and technologies that electronically process and produce administrative texts and data.

Francesco Romano, ITTIG - CNR Pisa

9th October
11am
Polo Fibonacci, Edificio E
Open lecture
Expert

T59 _ Software Defined Networking for Data Centres and Cloud Computing

Programmable networking meets Cloud Computing

Networking in data centres for Cloud Computing or High Performance Computing opens up interesting opportunities with regards to applying the architectural innovations of the Software Defined Networking approach. This workshop will introduce the main players involved in this development.

Stefano Giordano, Department of Information Engineering, University of Pisa

10th October
9am
Polo Fibonacci, Edificio E
Workshop
Expert

T60 _ An inside look at the future of search engines

An overview of the algorithms behind search engines, semantic taggers, query-log analysers and suggestion services. This tutorial and lab will describe and test some open source software that creates a (personalised) search engine.

Paolo Ferragina, Department of Computer Science, University of Pisa

9th October
3pm
Polo Fibonacci, Edificio E
Tutorial
Expert

CNR

T61 _ Welcome to TV in the internet age

Full immersion in the new Tvzap and a presentation of the Italian television rankings 2014

Tvzap: social TV, web TV and tools for measuring the popularity of TV programmes and stars. From an explanation about tvzap the reasons these particular calculations were chosen to analyse the engagement of television programmes will be clear and a different image of television will emerge compared to that compiled by data from Auditel.

Maurizio Tesconi, Wewo and Lorenzo Fabbri, Gruppo L'Espresso

10th October
11.30am
CNR
Workshop
Professionals

T62 _ Computers that teach, computers that learn

Language learning technologies for schools

Current language learning technologies open the door to innovative teaching and learning techniques in the classroom. This conference will take stock of the current situation, researchers and teachers will share their points of view and demonstrations of products and services aimed particularly at schools will be given.

Simonetta Montemagni, ILC- CNR Pisa

11th October
10am conference
3pm demo
CNR
Conference
Teachers and professionals

T63 _ From personal branding to online reputation

Tools, techniques and examples of how to manage your online image

Tools, techniques and examples of how businesses and associations can monitor and manage their online reputation. From personal branding to crisis management, an engaging and practical approach to the topic, the precautions that should be taken and the opportunities that should be seized.

Andrea Boscaro, The Vortex

11th October
3pm
CNR
Workshop
Professionals

T64 _ Does a digital school exist?

The school of the future seems to be invaded by technology: is that a digital school? School gets really innovative when it puts the student at the centre of attention, making him or her the protagonist in a new type of teaching. And technology? A clever tool, with enormous potential, for active and collaborative learning in a free organisation.

Dianora Bardi, Impara Digitale

11th October
5pm
CNR
Workshop
Teachers and professionals

T65 _ Hacker Attack - Business edition

Data security as shown in films and TV series often creates misconceptions and misleading expectations. Examples of real attacks will be investigated and disclosed, and the tools to recognise others that might occur in Italian companies will be provided. Entry not recommended for cyborgs and those who have travelled from the future.

Alessio Pennasilico, Alba ST/ Clusit

11th October
10am; 11.30am
CNR
Workshop
Professionals

T66 _ The CNR drone: art of flight and research

Potentials and use in research projects with an Italian label

The CNR drone, eight engines and extreme lightness in flight to be used for research: 3D reconstruction, photogrammetry, cultural assets, vehicle networks and so much more. All in a single object, entirely constructed in the Pisa research area.

Erina Ferro, Mauro Boni, Andrea Berton, Manlio Bacco, ISTI, CNR Pisa

11th October
10am; 11.30am
CNR
Workshop
Professionals and All

T67 _ Rubbish online

Biophysics, chemistry and biology's objection to nano- and micro-waste

Which systems related to bad waste management can harm the health of humans and the environment? A visit to the labs of the Istituto di Biofisica del CNR di Pisa will take you on a journey through macroscopic (and digital) waste and demonstrate how the internet can be used to share correct information about waste and provide education about the environment.

Franco Gambale, Istituto di Biofisica, CNR Genova, Giuliano Greco (ISMAR-CNR) and Elisabetta Morelli (IBF-CNR)

9th October
10am; 11.30am
CNR
Open lecture and visit to the laboratory
Universitari and professionals

T68 _ Instagram: communicating and doing business with the images

From fun simple photo app to open entrepreneurial ecosystem

Instagram is a communication tool for businesses and institutions. This workshop will describe the complex entrepreneurial system that has rapidly come into existence on the network. Attention will also be paid to the situation for Italian instagramers with a particular focus on those living in Tuscany.

Antonio Ficai and Orazio Spoto, Associazione Nazionale Instagramers Italia

11th October
5pm
CNR
Workshop
Professionals

T69 _ Eating disorders and the web

Proposals for legal regulations and how to prevent eating disorders through the web

Scientific research, the risks and opportunities offered by the internet: a team of experts will present recent legal proposals concerning eating habits and disorders as well as national projects aimed at promoting healthy eating through the savvy use of the net.

Associazione La vita oltre lo specchio and Wister

10th October
3pm
CNR
Workshop
Teachers and professionals

T70 _ The multiple intelligences of each individual

The Socrate Project as an example of innovative models for metacognitive learning

From diagnosis to rehabilitation or training, this overview of the innovative tools currently available will give you an understanding of the learning models and support techniques available to students with specific learning difficulties.

Comune di Pisa, Fondazione Pisa and Cooperativa Arnera
In collaboration with the following institutes Fibonacci, Fucini, Galilei, Gamerra, Pisano, Tongiorgi, Toniolo

9th October
3pm
CNR
Conference
Teachers and professionals

T71 _ Open Source: the driving force behind the Internet?

The importance of being open for sharing and growth

Open Source and the internet are inseparable. It is impossible to talk about the internet without acknowledging the open technologies that promote knowledge sharing and connect people so they can collaborate together with ease.

Giuseppe Augiero, CNR Pisa.

10th October
10am; 11.30am
CNR
Workshop
Teachers and professionals

T72 _ Small tools to combat illiteracy 2.0

What can teachers do to combat the return of illiteracy in our digital societies?

According to the OCSE illiteracy is back with a vengeance and is even a problem in the western world. What can schools and families do to combine new technologies with complex thought? Could creativity be an answer?

Vanessa Niri, Wired

10th October
4pm
CNR
Workshop
Teachers and professionals

T73 _ The various facets of sex

I thought it was love but actually it was the internet

How have our Eros and desire changed with the arrival of the internet? Using multimedia this conference will debate the topics of sexuality, affection and research into intimacy through social networks. Clips from the film “Her” (directed by S. Jonze) will be screened.

Marta Capuano and Sarantis Thanopulos, Società Psicanalitica Italiana

10th October
5pm
CNR
Workshop
Teachers and professionals

T74 _ Online privacy: the risks and the legal safeguards

Using computers, tablets and smartphones presents a risk to the safety of your personal data. In this conference you will find out the technical and legal regulations currently in place to protect you as well as the tools you can use to protect yourself.

Maria Gagliardi, Scuola Superiore Sant’Anna

10th October
10am
CNR
Open lecture
Universitari and professionals

T75 _ School in the cloud: the S.O.L.E. method

Experience a Made in Italy digital learning environment

School in the Cloud is a Self-Organized Learning Environment that aims to re-motivate children who are at risk of dropping out of school and boosts their interest and skills in foreign languages.

Mirko Pagani, Comune di Somma Lombardo

10th October
3pm
CNR
Workshop
Teachers and professionals

T77 _ SmartHealthyENV

Pollution and health for a SMART Pisa

The SmarthealthyENV project will present the set of services that will monitor the air quality in Pisa and analyse its impact on our health. Citizens will be directly involved in the collection and sharing of data via modern information and communication technologies.

Tiziana Croce by Infomobility s.r.l.

9th October
10am conference
3pm demo
CNR
Interactive conference
Professionals

T78 _ #TwPinocchio. Read and re-write Collodi on Twitter

An educational project run by Tw Letteratura for primary and secondary schools

Often considered a children's book, The Adventures of Pinocchio is also a book for teenagers and adults and it seems to have endless appeal. Read the book, re-write it on Twitter and make it your own.

Edoardo Montenegro and Marco Stancati, Tw Letteratura

11th October
3pm
CNR
Workshop
Teachers and professionals

ALTRE SEDI

T79 _ Virtual environments and robotics: exploring the limits of perception

A visit to the Laboratory of Perceptive Robotics

The Lab of Perceptive Robotics is opening its doors to the public. Travel to the limits of digital perception via simulated environments, robotic interaction, motor illusions and power amplification.

Marcello Carrozzino and Chiara Evangelista, Laboratorio PERCRO from the Istituto Tecip della Scuola Superiore Sant'Anna, Pisa

10th October
10am; 11.30am
Laboratorio Percro
Via Alamanni 13/b
San Giuliano Terme (PI)
Visit to the laboratory
14+

T80 _ Bit Party - Finger food

A taster of the party in the town centre

Virtual bike, Galilean experiments on a unicycle and a breath of fresh air. Sunday morning, whilst waiting for the big festival in the afternoon at the Stazione Leopolda; you can look for T-Tour trails scattered around the city centre. Further information on www.internetfestival.it!

Various participants

12th October
10am/12am
Various
Surprise
All

T81 _ MotherGreen Tour

An exceptional guide and Vivai Palandri's experts to get up close to the story and characteristics of the plants, shrubs, bushes and flowers that make up the "green" side of a motherboard transplanted to Ponte di Mezzo.

Internet Festival and Vivai Palandri, in collaboration with Luciana Angelini, Department of Agricultural Science, University of Pisa

12th October
10am; 11am
Ponte di Mezzo
Tour
All

T82 _VIS: Virtual Immersions in Science in the CAVE3D

Observe and manipulate in 3D the most recent scientific discoveries made at the Scuola Normale Superiore

The visit to the CAVE3D, part of the VIS outreach programme run by the SNS, lets you interactively and three-dimensionally immerse yourself inside primordial black holes, complex molecules, neural networks, archaeological reconstructions and particle beams.

Marcos Valdes, Scuola Normale Superiore

9th, 10th and 11th October
Fri. Sat. 11am
Thu. Fri. Sat. 4pm
Scuola Normale Superiore
Visit to the laboratory
14+

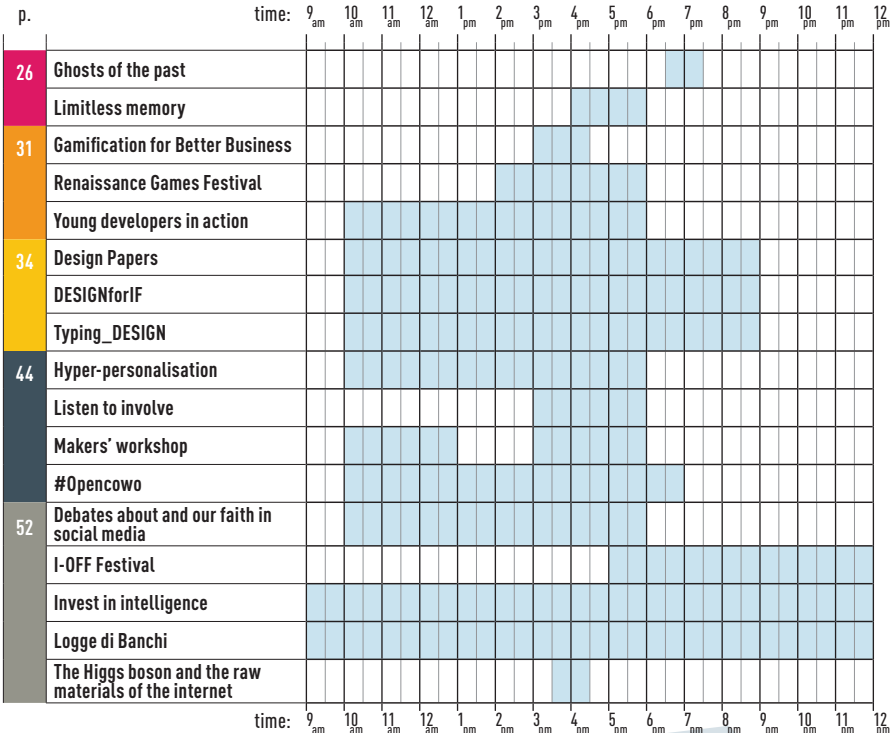
EVENT SCHEDULE

SUMMARY TABLES OF THE EVENTS TO BE FOUND AT THE FESTIVAL

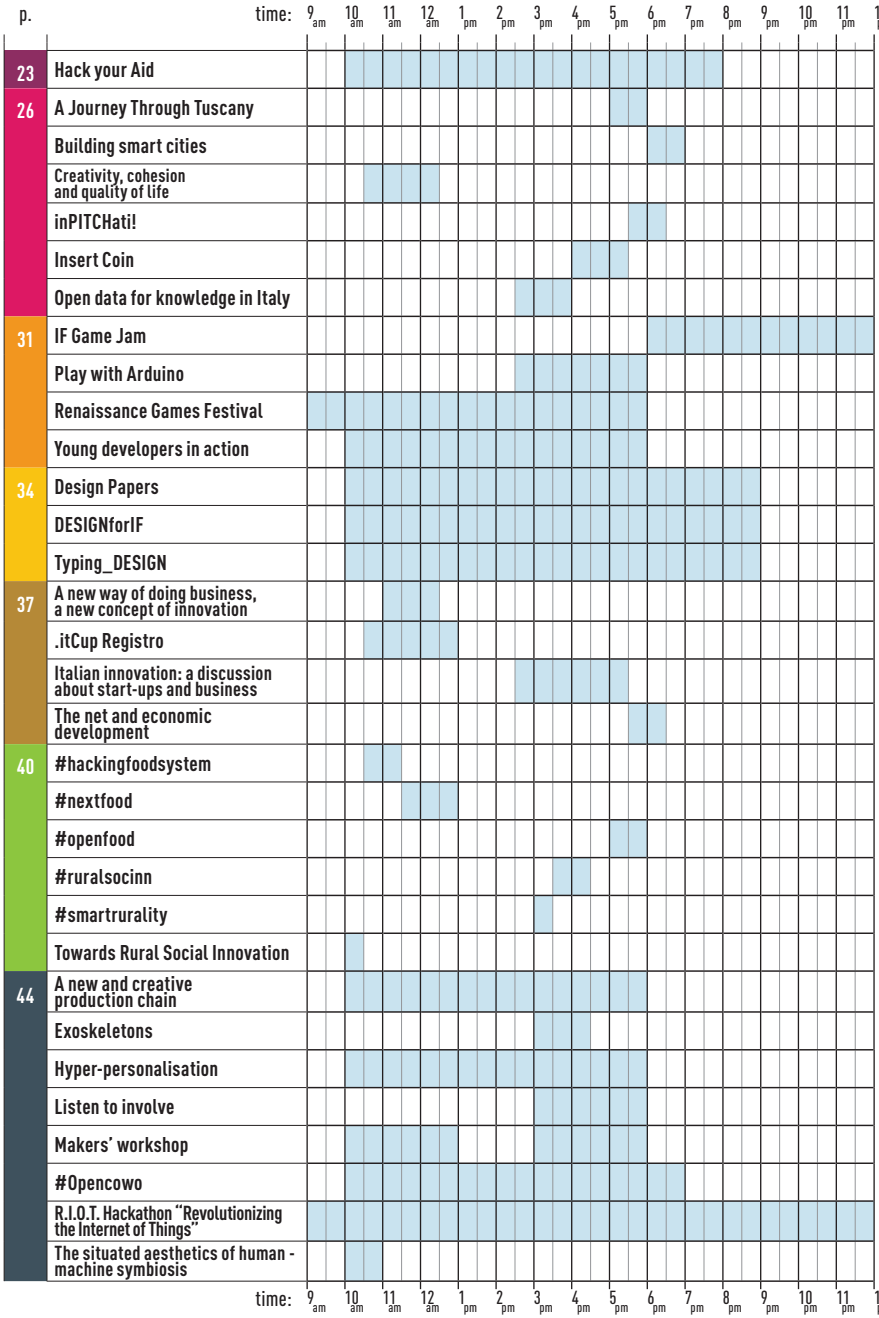
The tables that follow contain the number, title and time of all the events in the programme. For more information on each activity, see pages 23 to 79.

The T-Tour programme starts on page 85.

THURSDAY_09



FRIDAY_10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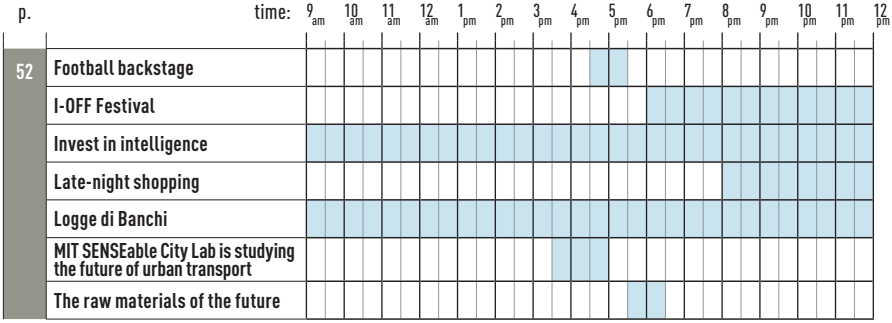
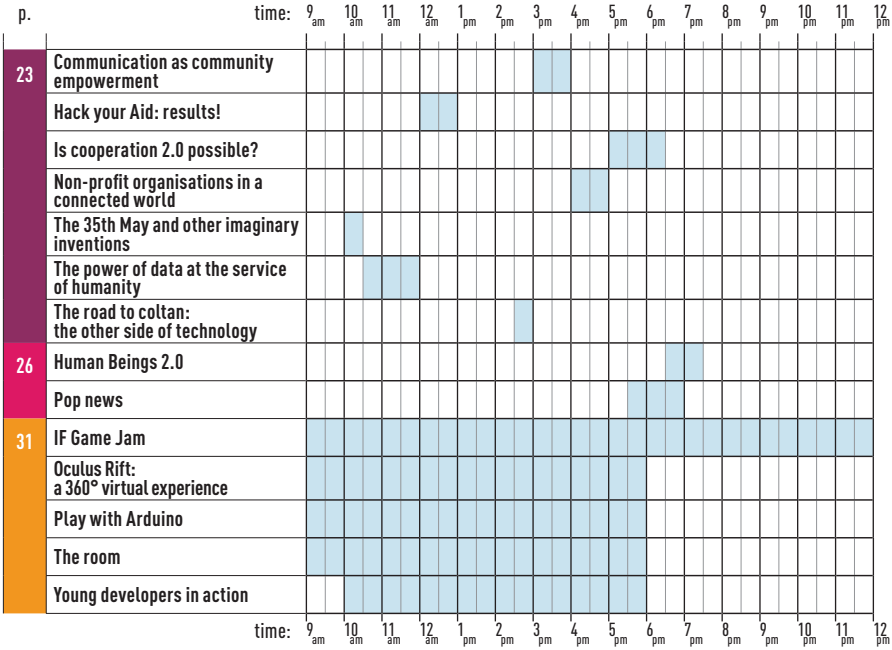
23 Hack your Aid
26 A Journey Through Tuscany
Building smart cities
Creativity, cohesion and quality of life
inPITCHati!
Insert Coin
Open data for knowledge in Italy
31 IF Game Jam
Play with Arduino
Renaissance Games Festival
Young developers in action
34 Design Papers
DESIGNforIF
Typing_DESIGN
37 A new way of doing business, a new concept of innovation
.itCup Registro
Italian innovation: a discussion about start-ups and business
The net and economic development
40 #hackingfoodsystem
#nextfood
#openfood
#ruralsocinn
#smartrurality
Towards Rural Social Innovation
44 A new and creative production chain
Exoskeletons
Hyper-personalisation
Listen to involve
Makers' workshop
#Opencowo
R.I.O.T. Hackathon "Revolutionizing the Internet of Things"
The situated aesthetics of human - machine symbiosis
time:

FRIDAY_10



SATURDAY_11



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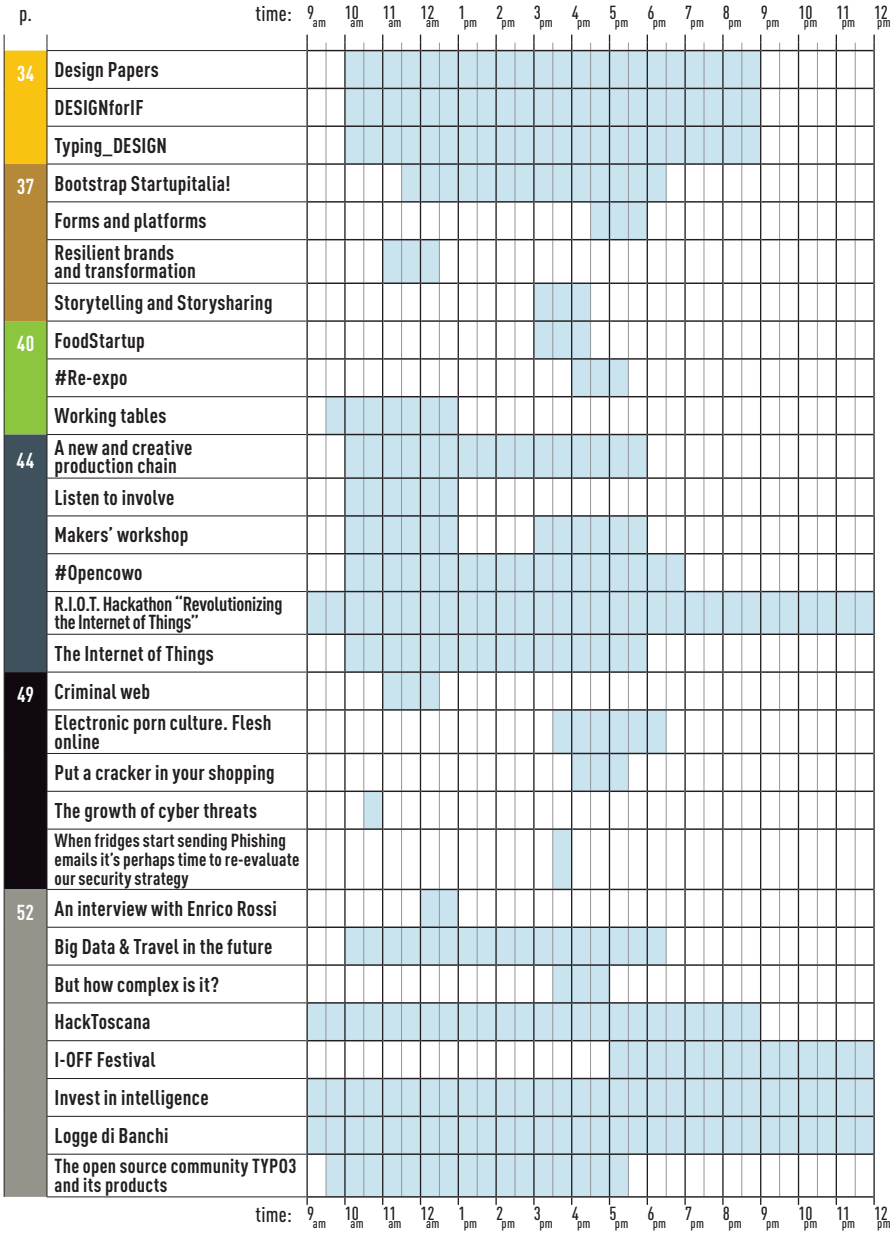
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34
Design Papers
DESIGNforIF
Typing_DESIGN
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Bootstrap Startupitalia!
Forms and platforms
Resilient brands and transformation
Storytelling and Storysharing
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FoodStartup
#Re-expo
Working tables
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A new and creative production chain
Listen to involve
Makers' workshop
#Opencowo
R.I.O.T. Hackathon "Revolutionizing the Internet of Things"
The Internet of Things
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Criminal web
Electronic porn culture. Flesh online
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The growth of cyber threats
When fridges start sending Phishing emails it's perhaps time to re-evaluate our security strategy
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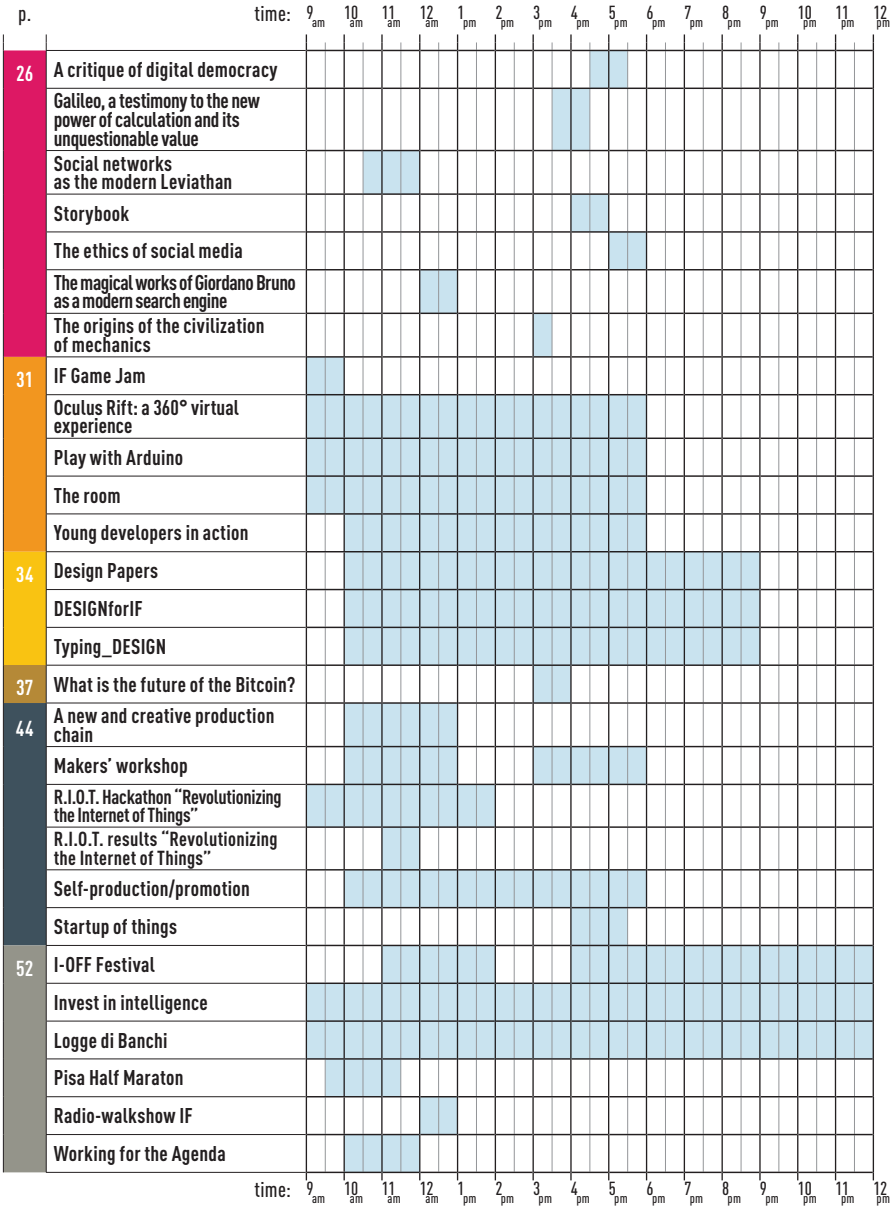
An interview with Enrico Rossi
Big Data & Travel in the future
But how complex is it?
HackToscana
I-OFF Festival
Invest in intelligence
Logge di Banchi
The open source community TYPO3 and its products
time:

SUNDAY_12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26
A critique of digital democracy
Galileo, a testimony to the new power of calculation and its unquestionable value
Social networks as the modern Leviathan
Storybook
The ethics of social media
The magical works of Giordano Bruno as a modern search engine
The origins of the civilization of mechanics
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Oculus Rift: a 360° virtual experience
Play with Arduino
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Young developers in action
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R.I.O.T. results "Revolutionizing the Internet of Things"
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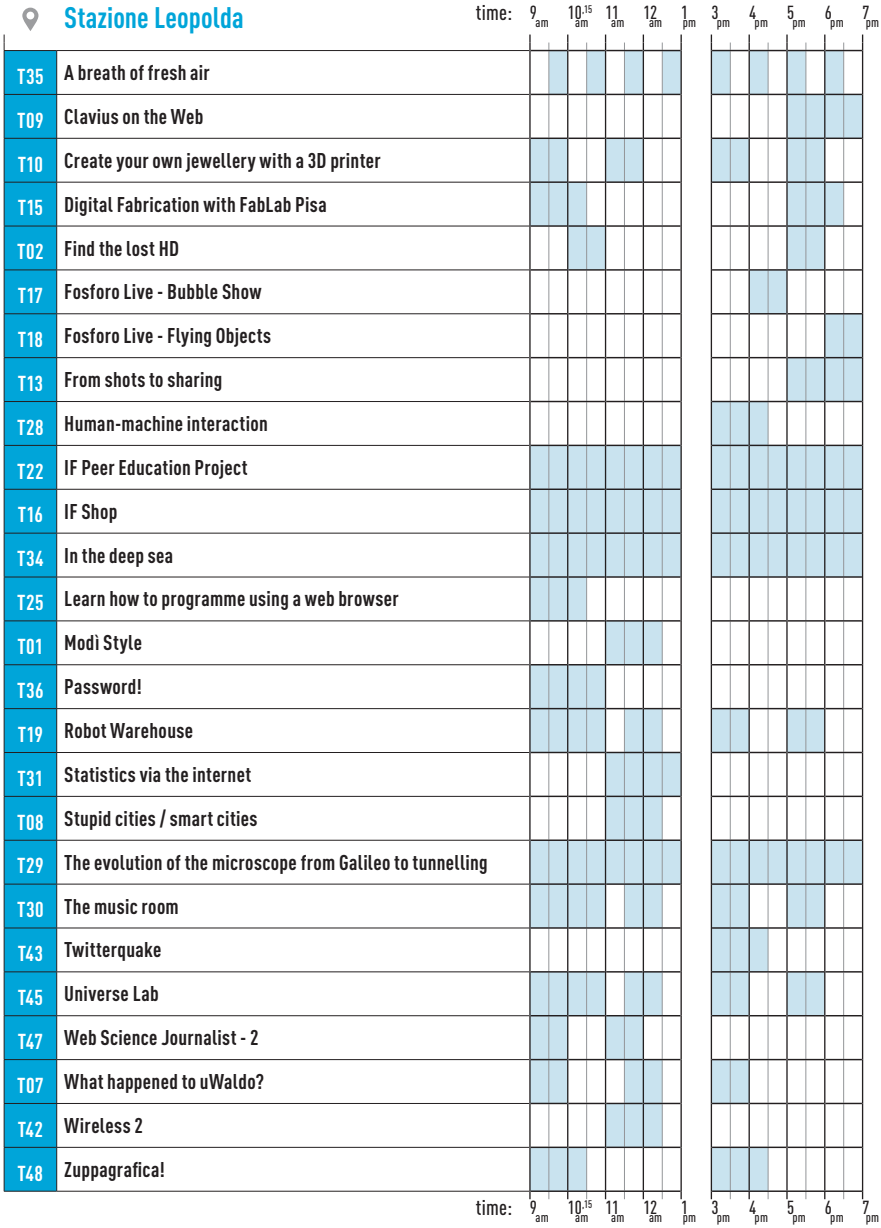
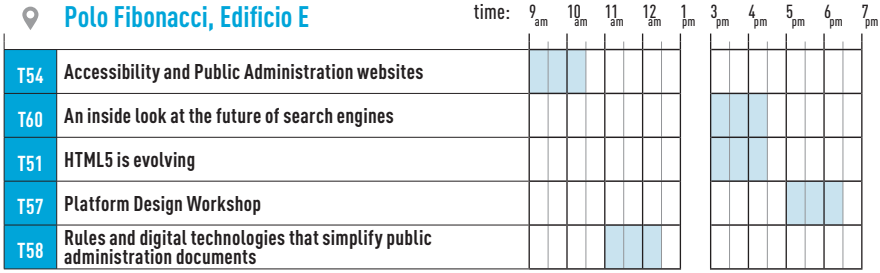
Startup of things
52
I-OFF Festival
Invest in intelligence
Logge di Banchi
Pisa Half Maraton
Radio-walkshow IF
Working for the Agenda
time:

Stazione Leopolda



Polo Fibonacci, Edificio E



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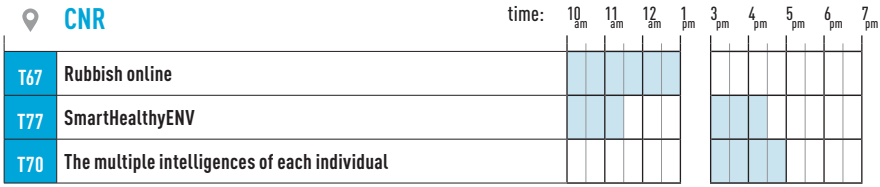
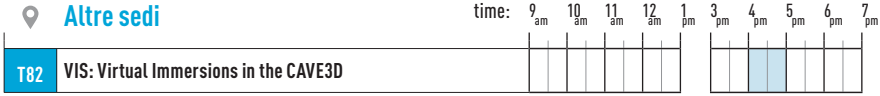


Altre sedi



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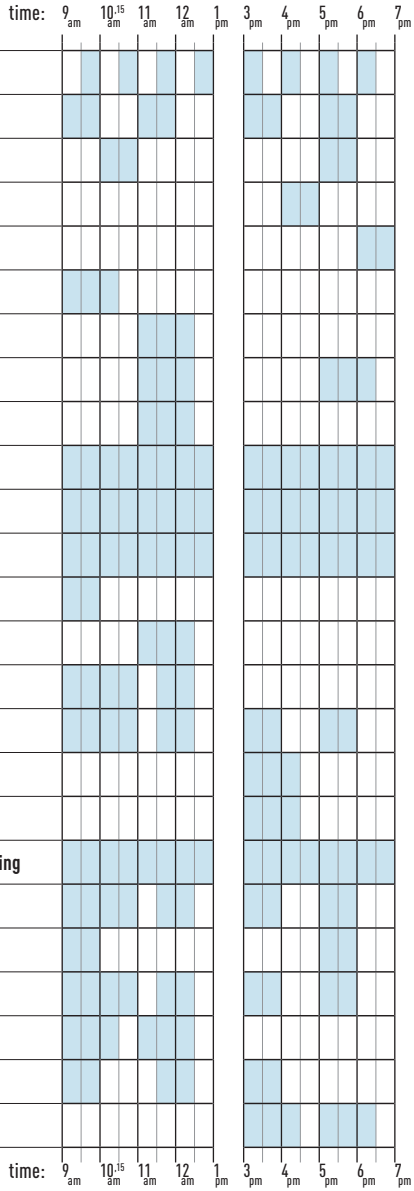
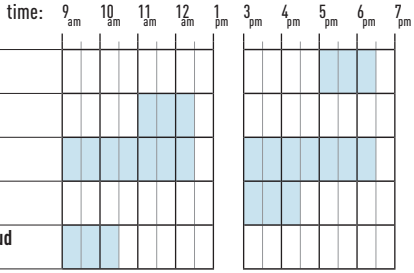
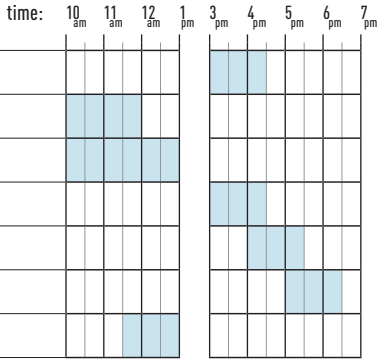


Polo Fibonacci, Edificio E



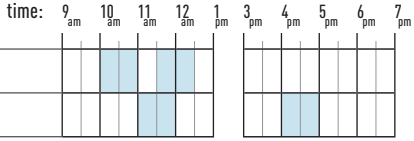
T49	Achieving excellence through the digital world
T53	Can the digital world save culture?
T52	IF Programming talent
T56	Life Lab: the story of living tissues
T59	Software Defined Networking for Data Centres and Cloud Computing

CNR



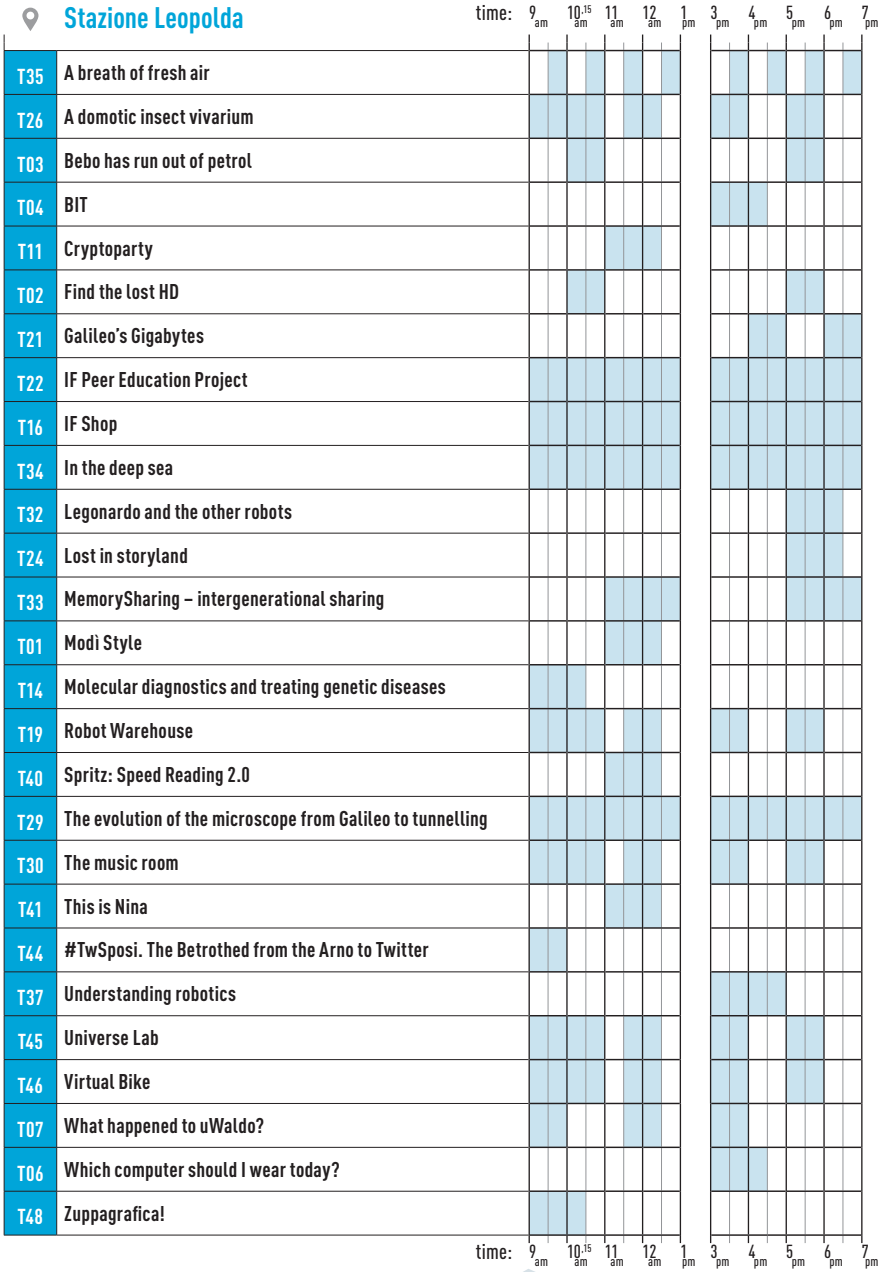
T69	Eating disorders and the web
T74	Online privacy
T71	Open Source
T75	School in the cloud
T72	Small tools to combat illiteracy 2.0
T73	The various facets of sex
T61	Welcome to TV in the internet age

Altre sedi



T79	Virtual environments and robotics: a visit to the Percro
T82	VIS: Virtual Immersions in the CAVE3D

Stazione Leopolda



T-TOUR_SATURDAY_11

Polo Fibonacci, Edificio E

		time: 9am 10am 11am 12am 1pm 3pm 4pm 5pm 6pm 7pm
T55	Electronic healthcare: risks and opportunities	
T50	Every Idea has a Material Solution	

CNR

		time: 10am 11am 12am 1pm 3pm 4pm 5pm 6pm 7pm
T62	Computers that teach, computers that learn	
T64	Does a digital school exist?	
T63	From personal branding to online reputation	
T65	Hacker Attack - Business edition	
T68	Instagram for business	
T66	The CNR drone: art of flight and research	
T78	#TwPinocchio. Read and re-write Collodi on Twitter	

Altre sedi

		time: 9am 10am 11am 12am 1pm 3pm 4pm 5pm 6pm 7pm
T82	VIS: Virtual Immersions in the CAVE3D	

T-TOUR_SUNDAY_12

Stazione Leopolda

		time: 9am 10.15am 11am 12am 1pm 3pm 4pm 5pm 6pm 7pm
T05	Bit Party	
T35	A breath of fresh air	

Altre sedi

		time: 9am 10am 11am 12am 1pm 3pm 4pm 5pm 6pm 7pm
T80	Bit Party - Finger food	
T81	MotherGreen Tour	

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IF AUGMENTED REALITY

Download the app Il Tirreno Social that is available for Android and iOS and discover the augmented reality to be found in the guide to the Internet Festival 2014.

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