

Crea©tivity - 19th edition 21-22 November 2024

Introduction to the event:

On 21st and 22nd November the Piaggio Museum will host Crea©tivity, Research and Innovation in Design, now in its 19th edition, this year dedicated to the theme of 'New Vintage'. Two intense days of conferences, meetings and workshops on the culture of design in all its facets: product, communication, fashion. An opportunity to reflect on the role and cultural dynamics between school, university and company that for twenty years has been based in that production and design district, Pontedera, for over a century an international reference point for mobility design.

Crea©tivity is an event with an international reach, aiming to connect the world of education, represented over the years by more than 10,000 students and teachers from high schools and universities with that of the profession: hundreds of guests, experts, companies, institutions and professionals share their experiences and visions every year.

The heart of the event is the WorkOut workshop: for 24 hours, a group of 350 students exchange *concepts* of new projects with experts, accompanied by senior and junior tutors, the latter students winners of previous editions. A peaceful invasion of every corner of the Piaggio Museum.

Every year contemporary themes are dealt with: after the 'Smart' of 2023, this year it is the turn of 'New Vintage': after the opening by Jeffrey Schnapp, Chief Visionary Officer Piaggio Fast Forward, experts, designers and researchers from all over the world will take to the stage of the Creativity Open Conference to explore the succession of trends: solutions, materials and languages of the past that are once again inspiring the present and the future. We will see paddle-powered riverboats become electric, we will talk about new generation airships, techno-bamboos, *steampunk* furniture, anaerobic earthworms for space colonies.

Creativity reflects and amplifies these vibrations, revisiting old challenges and responding to new needs, proposing social and cultural visions, pursuing a goal for almost a quarter of a century: to help transform, together with new generations, industrial districts into design districts.

Abstract of Theme 2024: NEW VINTAGE

We depart from the retrieval of the past, of those experiences, ideas, visions, projects that were conceived decades ago and that today are finding new space thanks to modern technologies, new needs, new trends. We grew up with novels, films, science fiction. The dream of teleportation has come true, not the physical one imagined in Space 1999 or Stargate: it is the world that teleports into our mobile phones, computers, offices and homes. We move, live, pay, get information, communicate in a dimension that is tangible yet insubstantial at the same time. The Vespa from ingenious utility vehicle has become a vintage star, windmills produce energy, airships, seaplanes, fascinations from a century ago return, using reduced infrastructure and alternative energies. After the myth of speed, we have rediscovered slowness: from *food* to travel, quantity is replaced by experience. Creativity and the Piaggio Museum invite you to discover how "*dejà vu*" becomes the engine of the future.

THE NUMBERS OF CREA©TIVITY TO DATE

19 editions (2006-2019)

22 years of events dedicated to design at the Piaggio Museum (2003-2019)

99 Italian and international **schools, universities and institutes**

323 experts, guests, tutors

5,642 enrolled in WorkOut workshops

AN EVENT PROMOTED BY

Municipality of Pontedera

Piaggio Foundation

ISIA Firenze

MBVision

Pont-Tech

Institute of Biorobotics - Scuola Superiore Sant'Anna

Istituto Modartech

3D Academy

LABA, Libera Accademia di Belle Arti

UNDER THE PATRONAGE OF

Tuscany Region
ADI Association for Industrial Design, Tuscany Delegation
Confindustria - XXII Business Culture Week

IN COLLABORATION WITH

Piaggio & C.
Iron Fox
Vespa World Club
Pipistrel Aircraft
Jekta Switzerland
Nicelli Airport Venice
Oldtimer Piloten
POMOS, La Sapienza, Rome
OceanSky Cruises
IPSAR Matteotti, Pisa

MEDIA PARTNERS

InToscana.it

Director and coordinator
Max Pinucci

PROGRAMME

21 November Piaggio Museum

- 09:00 Arrival and registration of participants
- 09:30 Opening of the proceedings and institutional greetings
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10:30 Keynote speech:
Jeffrey Schnapp, Chief Visionary Officer Piaggio Fast Forward

11:00 OPEN CONFERENCE

NEW VINTAGE MOBILITY

Location:
Auditorium

Presents and coordinates:
Max Pinucci

Speakers:

Davide Zanolini

Marketing and Communication director,
Piaggio Group

The New Vintage advertising: the
role of the past in the innovation of
communication creativity

Marco Genovesi

CEO and Co Founder
Iron Fox

The car, passion and regrets: 'will
they still be able to glove flies?

Mauro Prampolini

Founder
Officina Prampolini

The Art of Mechanics
with Ferrari and Bizzarrini

Nina Malalan

Fleet manager
Pipistrel Aircraft

The frontiers of electric mobility

NEW VINTAGE DESIGN

Location:
Sala Ape

Presents and coordinates:
Francesca Parotti

Speakers:

Francesca Parotti

Engineer, professor
ISIA Firenze

Bamboo as an innovation in
engineering and design

Alessandro Caneschi

Designer, teacher
Istituto Modartech

140 Years of Stories":
Istituto Modartech for Piaggio
Group project

Marco Lambri

Director
Piaggio Style Centre

Giulio Rossi Paccani

Senior designer
Moto Guzzi

Moto Guzzi between Past and
Future

Carl-Oscar Lawaczeck

CEO
Oceansky Cruises

NEW VINTAGE WORLD

Location:
Sala mostre temporanee

Presents and coordinates:
Maurizio Galluzzo

Speakers:

Francesca Biondi Morra

Brands Director
Piaggio Group

The value of historic brands in a
changing world

Margherita Azzari

Geographer, Italian Geographical
Society University of Florence

The return of the anti-heroes:
Corto Maltese 100 years later

Bruce Rosenbaum

Steampunk Guru (USA)

Steampunk world:

Fusing eras, crafting futures

Augusto Chiarle

Meteorologo, autore,
Steampunk evangelist

The utopia of steam

Giacomo Zamprogno

Commercial director

Aeroporto Nicelli, Venezia Lido

Relaunching and repositioning a

George Alafinov

CEO

Jekta Switzerland

A new class of amphibious aircraft delivering sustainable flight

Fabio Mascioli

Scientific coordinator

POMOS - Polo per la Mobilità sostenibile, Univ. la Sapienza, Roma

Paddle Boats in the Third Millennium. Electric mobility for boating

The return of the giants: airships in the new millennium

Niccolò Raffaelli

CEO

Tradooko

An App for simultaneous translation

Francesca Anzalone

CEO

Netlife

Marketing and Emotional design: 'Oops, I sacrificed emotion!'

historic airport facility

Donato Romano

Ph.D, Researcher

Scuola Superiore Sant'Anna

Extraterrestrial crops: the frontiers of Bioengineering

11:00 WORKOUT 2024

In the afternoon of Thursday 21, the WorkOut will open, a large workshop, a design happening open to 350 students from universities and art/technical high schools, as well as designers, professionals, makers and enthusiasts. The participants will be welcomed by experts for a project briefing and then followed and stimulated by senior and junior tutors until the end of the activity, which will end at 2 p.m. on Friday.

The best projects, selected by a panel of experts, will be awarded in the afternoon of Friday 22.

The areas: NEW VINTAGE **DESIGN**, NEW VINTAGE **WORLD**, NEW VINTAGE **MOBILITY**.

Coordinator of the WorkOut:

Angelo Minisci

Tutor by:

ISIA Florence

Modartech Institute

LABA Florence

Iron Fox

15:00 CREA©TIVITY ROUND TABLE

Preservation and enhancement of technical heritage

Piaggio Historical Archives

A moment of confrontation between professionals from different fields: companies, museums, associations. The theme: Restoration as a privileged tool for the preservation of historical memory. An essential activity, a reference for design culture and technical progress

Speakers:

Marco Genovesi, *CEO and Co Founder Iron Fox*

Mauro Prampolini, *Officina Prampolini*

Luigi Frisinghelli, *President of the Vespa Historical Register*

Francesco Fumelli, *Director ISIA Florence*

Mauro Calestrini, *President Vespa World Club*

Marco Manzoli *Secretary Vespa World Club*

David Wagner, *Oldtimer Piloten (video intervention)*

Ermete Grillo - *HD.1 Project*

18:30 CREA@TIVITY NIGHT

Temporary Exhibition Hall

The evening of Thursday 21 is an informal moment of exchange of ideas and experiences. In the *lounge* created in the Piaggio Museum exhibition spaces, a formula with presentations and visual stories: designers, experts, students, creative people, innovators will give rapid, incisive, exciting talks: 20 images for 20 seconds of stimuli and pure creativity. Something different from the usual conferences, an informal moment to meet, tell, make oneself known, accompanied by a wine tasting.

21 November

Piaggio Museum

15:00 WRAP UP TIME

The Creativity Plenary

Conference Hall

The **Wrap up** time closes the two days of work at Crea@tivity, a moment for guests who, in an informal lounge, will recount experiences and projects.

Speakers will be:

Antonio Cambi, Roberto Costa, *doctor and authors*

Gianluca Casano, *Director of Education Italy 3D Academy*

Perla Gianni Falvo, *President ADI Toscana*

Luigi Trenti, *President Tuscan Design Museum*

Francesca Anzalone, *CEO Netlife*

16:15 WORKOUT: THE WINNERS

Presentation of the winning projects of the WorkOut workshop

As every year, the jury of tutors and experts will choose the most deserving projects from the 350 students participating in the WorkOut workshop. The tension will be broken by the announcement of the six winning groups: two works (one for High Schools, one for Universities) will be selected for each of the three areas: Design, Mobility, World. The projects will be presented by the students on the Auditorium stage.

After the presentations, the **VESPA AWARD 2024** will be presented, an award named in memory of Prof. Tommaso Fanfani and dedicated to university theses and projects dedicated to the themes of innovation, technology and knowledge transfer.

17:15 PRESENTATION OF THE CREATIVITY AWARDS

AND CLOSURE OF THE EVENT

CREA@TIVITY EXPO

From 21st November to 7th December 2024

Piaggio Museum

Like every year, Crea@tivity proposes a series of exhibitions dedicated to product, mobility, communication and creative engineering design, collateral to the event, in the spaces of the Piaggio Museum, among local realities and international presences.

Exhibitions and installations curated by

Iron Fox Collection
Modartech for Manteco
ISIA Firenze
Istituto Superiore Sant'Anna
3D Academy
LABA
Tradooko

PARTNERS

Municipality of Pontedera
<http://www.comune.pontedera.pi.it/>
Piaggio Museum
<http://www.museopiaggio.it/>
ISIA Florence
<http://www.isiadesign.fi.it/>
Institute of BioRobotics- Scuola Superiore Sant'Anna
<http://www.santannapisa.it/en/institute/biorobotics/biorobotics-institute>
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CREACTIVITY CONTACTS

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