



**INTERNET  
FESTIVAL 2012**  
FORME DI FUTURO

## **INTERNET FESTIVAL 2012: SHAPING THE FUTURE**

**Pisa at the center of the digital revolution – made in Italy**

**October 4-7, 2012, Pisa**

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

**The future is present, October 4 to 7, 2012 in Pisa.** The city is a symbol of the Italian digital age since the first degree course in computers started here in 1969, and over 50 years ago the first calculator was invented in Pisa. So it is a logical location for the 2012 edition of the Internet Festival, an important event to discover and explore the latest tendencies and developments for the future of Internet.

The event is promoted by the city and province of Pisa, along with the Tuscan region, as well as: the **Camera di Commercio di Pisa, Cnr, Registro.it and Istituto di Informatica e Telematica del Cnr** (research center), **Università di Pisa, Scuola Normale Superiore, Scuola Superiore “Sant’Anna”,** and the **Associazione Festival della Scienza.** It is under the direction of **Edoardo Fleischner.** This year’s theme is ‘Shaping the Future’ and the rich programme of events and meetings explore the connections and relations that, thanks to the internet, redesign the social, cultural and economic landscape at a global level. The Festival is coordinated by **Fondazione Sistema Toscana.**

The program will be divided into three thematic areas:

- **Internet for Citizens (I4C): digital democracy** is the theme here, an opportunity to explore new forms of urban development and dialogue online; to look at participation in political representation (especially in elections in both Italy and the USA); to present new and innovative applications of technology to public service and health sectors that impact daily life.
- **Internet for Makers (I4M):** this section will analyze the theme of **business and economic development** introduced by the internet.
- **Internet for Tellers (I4T):** a discussion of the internet as locus for the expression of opinion where liberty and rights are limited or censored – the amplification of the voices of dissidents, minorities and the persecuted – and how internet can be an efficient tool for specific political strategies.

The guests of the festival are experts, researchers, artists, entrepreneurs, critics, top users and regular, interested people from the whole world, who will be protagonists in shows, labs and meetings that will animate the whole city. Among them:

**Lucia Annunziata, Ernesto Assante, Marco Baliani Michele Barbera, Alessandro Benvenuti, Ugo Biggeri, Laura Boldrini, Antonello Caporale, Federico Casalegno, Beth Coleman, Luca Conti, Carlo d’Asaro Biondo, Luca De Biase, Concita De Gregorio, Andrea Di Benedetto, Riccardo Donadon, Adriano Fabris, Fabio Giglietto, Aminatou Haidar, Rana Hussein, Fabio Lalli, Sandro Lombardi, Michel Maffesoli, Marco Malvaldi, Elio Matassi, Luca Nicotra, Ugo Riccarelli, Andrea Santagata, Elia Schilton, Daniele Silvestri, Antonio Sofi, Vincenzo Susca, Marco Valente, Michele Vianello, Vittorio Zambardino.**

The **formats** chosen for the festival’s meetings are **interactive and participation-centred:**

- **IF Keynote Speech:** meetings and conferences with **experts, professors and scientists of worldwide fame** on topics related to the world of the internet, but also personal stories about online experiences.
- **IF Lab:** laboratories for **students of elementary, middle and high schools,** from programming and problem solving to making apps and planning ebooks, to discussions of internet security.



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- **IF Event:** events of various types planned for the learning experience of a heterogenous audience, with different types of planned interaction. Beyond the table of speakers, the audience will be called upon, an important element in this format.

There will also be **workshops and seminars for experts and persons working in the field** and one **special lab** on “how internet works” for speakers and members of the organizational and volunteer committees of the festival.

The location of the festival is diffused throughout the city and counts on a few major locations that are particularly attractive and prestigious: **Teatro Verdi, Orto Botanico**, Logge dei Banchi, **Palazzo Lanfranchi**, Piazza Santa Caterina, Cinemateatro Lux, **Sant’Anna, Scuola Normale**, Polo Carmignani, **Piazza Garibaldi**.

Four testimonials will be presenting the main themes of the festival in advance as well as guiding the public during the four days of the event. **Mark Gutenberg** (Internet for Tellers area), **Steve J. Marconi** (Makers area), **Obama Lincoln** (Citizen area) and the ‘guiding spirig’ **Googleo Galilei**. They have received the challenge of saying what they would have done had they had internet. Not to be missed!

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Free entry (except for paid events noted in the program)

#### Contacts

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