

# IT'S CIRCULAR FORUM

## PROGRAM 15 – 16 APRIL 2018

Auditorium Assimpredil Ance  
Via San Maurilio 21, Milan, Italy

### SUNDAY 15 APRIL

9.30 Registration

10.00 Welcome Greetings

- Cristina Tajani, Council Member for Labor Policies, City of Milan
- Emanuele Tessarolo, Co-founder 5VIE art+design

### INTERIOR AND EXTERIOR ARCHITECTURE

#### **DESIGN AND SUSTAINABILITY, CIRCULAR SUPPLIES, PRODUCTS ENTIRELY MADE FROM RECYCLED MATERIALS, ADAPTIVE REUSE OF SPACES**

Moderator: Paola Maugeri

10.30 Speech

- Arthur Huang, Founder and CEO, Miniwiz

11.00 Panel Discussion

- Jolanda Palmisani, Department of Biology, University of Bari Aldo Moro
- Orio De Paoli, Professor, Department of Architecture and Design, Polytechnic University of Turin & Ippolita Pensa, Architect
- Daniela Ducato, EDIZERO Industries Architecture for Peace
- Luca Gnizio, Eco-social Designer
- Roberto Mangiavacchi, Vice President Assimpredil Ance
- Gloria Zavatta, AMAT - Agency for Mobility Environment Territory – Milan

### CIRCULAR DESIGN

#### **DESIGN, PRODUCT EXTENSION AND RIVIVIFICATION, REWORK OF MATERIALS**

Moderator: Paola Maugeri

11.45 Speech

- Giorgio Caporaso, Architect & Designer, Lessmore

12.15 Panel Discussion

- Johann Bödecker, Founder and CEO, Pentatonic
- Jan Jongert, Designer, SuperUse Studios
- Lorenzo Biglia, President, Giuri del Design
- Susanna Conte, Architect, Magenta 43
- Luciano Galimberti, President, ADI - Italian Industrial Design Association
- Vincenzo Franceschelli, Professor, Design Law, University of Milan-Bicocca
- Matteo Ragni, Designer, Matteo Ragni Design

**13.00 Lunch Break**

### MATERIALS OF THE FUTURE

#### **NEW DESIGN, RESOURCE RECOVERY, MATERIAL REUSE, AUGMENTED REALITY**

Moderator: Paola Maugeri

14.00 Speech

- Adriana Pontecorvo, Ferrarelle SpA

14.30 Panel Discussion

- Maurizio Bettiga, Professor, Industrial Biotechnologies, Chalmers University of Technology
- Maurizio Montalti, Designer, Mogu
- Erez Nevi Pana, Designer, Vegan Design
- Anna Pellizzari, Executive Director, Material ConneXion Italia
- Silvia Rinaldi, Chief Magic Officer, TXT Sense

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**MONDAY 16 APRIL**

9.30 Registration

## CIRCULAR SOCIETY

**PRODUCT AS A SERVICE, CIRCULAR TOURISM, SHARING ECONOMY, SUSTAINABLE FASHION AND SUPPLY CHAINS, CIRCULAR HUBS**

Moderator: Cristina Gabetti

### 10.00 Speech

- Prof. Michael Braungart, Founder EPEA – The Cradle of Cradle to Cradle

### 10.30 Panel Discussion

- Magda Antonioli, Professor, Circular Tourism, Bocconi University
- Maria Luigia Franceschelli, Fashion Law
- Nicola Giuggioli, CEO Eco-Age – Manager Principia SGR
- Marta Mainieri, Sharing Economy Expert
- Michele Tosi, Incubator and Startup Department Manager, Trentino Sviluppo
- Mario Zambrini, CEO, Ambiente Italia
- Maria Stella Wirz & Matilde Battistini, Associazione Mercurio - Pinksie the Whale

## CREATING A CIRCULAR SYSTEM

**CIRCULAR SYSTEMS, INNOVATION, LEGISLATION AND SOCIAL SUSTAINABILITY**

Moderator: Cristina Gabetti

### 11.30 Panel Discussion

- Pierpaolo Abet, Founder, Global Sustainability Forum
- Renato Galliano, Director of Urban Economy and Employment, City of Milan
- Raimondo Orsini, Director, Sustainable Development Foundation
- Francesco Petrucci, Editor, Edizioni Ambiente
- Maria Cristina Pinoschi, Director, Department of Environmental Protection and valorization, Città Metropolitana di Milano
- Cristiana Rogate, Founder, REFE

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