

JANUARY 28, 2021

moderated by
Anna Maria Tremonti



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THE →

FUTURE



Angela Missoni



Carlo Ratti



Ilaria Capua



Antonio Scurati



SISTEMA ITALIA

Event organized by



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JANUARY 28, 2021

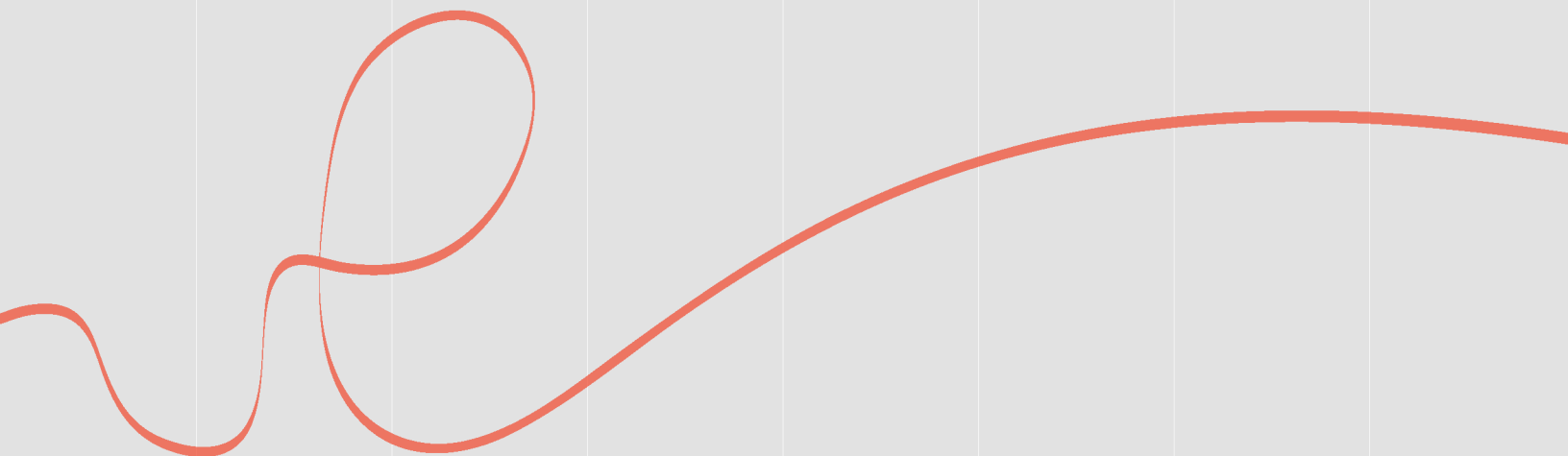


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IT@CA 2021: Made in Italy Back to the future

The Embassy of Italy to Canada, the Consulate General of Italy in Toronto, the Italian Trade Agency, the Istituto Italiano di Cultura, the Italian National Tourist Board, and the Italian Chamber of Commerce of Ontario are proud to host the second edition of IT@CA, featuring an impressive line-up of inspiring speakers, who will make this year's online format highly empowering, informative, and enlightening.

IT@CA was designed to forge

meaningful connections and encourage business and cultural relations between Italy and Canada. IT@CA is one of the several projects that the above-mentioned institutions have developed to promote what makes Italy unique, from its rich history to all its innovative projects and ideas. The goal of this event is to highlight how those exceptional qualities can help reinforce Italy's partnership with Canada in the years to come.

Claudio Taffuri

Ambassador of Italy to Canada

Following the success of the first-ever IT@CA event, held in Toronto in 2019, and thanks to the outstanding work by Sistema Italia, and of the Italian Chamber of Commerce of Ontario (ICCO) in particular during these difficult times, I am very proud to introduce the second edition of IT@CA, available this year in a free webinar format.

Moderated by well-known Canadian-Italian journalist Anna Maria Tremonti, IT@CA will bring you fashion entrepreneur Angela Missoni, writer Antonio Scurati, virologist Ilaria Capua, and architect Carlo Ratti and their exceptional stories, taking you on a journey through the Italian way of life and way of thinking.

Starting from the ongoing pandemic, the discussion will be a wide-ranging and open reflection on what we can expect from the future in many of the areas in which Italy excels, such as fashion, architecture, smart cities, arts and culture, and medicine, with



special attention to the vibrant relations and connections between the two countries.

Through the inspiring experiences of these four successful Italians, the event will highlight not only Italy's unique creativity and genius, but also its resilience in these challenging times.

You don't want to miss it!



Embassy of Italy
Ottawa

Angela Missoni

*President and Creative Director
of Missoni*

Angela Missoni, President of Missoni S.p.A., is the Creative Director of the women's and men's collections and of all Missoni licenses as well, a position she has held since 1997.

Angela is the youngest of Ottavio and Rosita Missoni's three children. From a very young age, she started spending most of her time in the company's atelier and production facilities, first observing, then learning all the different steps that go into a finished product – from design, to production, to sales. This experience, along with her passion for art and her innate appreciation for style and design, allowed her to develop and apply her talent to fashion.

Under her creative direction, the company found a new spirit of discovery, exploring the unusual and the unexpected. In constant forward motion and evolution, Missoni balances the respect for the roots and the DNA of the brand with current trends – always with an eye towards the future.





Angela Missoni's creative vision and keen eye enabled her to identify now world-famous photographic talents, such as Mert and Marcus, Juergen Teller, Steven Meisel and Mario Testino, and work with them at the very beginning of their careers by creating iconic advertising campaigns.

Missoni managed to extend her passion for the arts to the retail experience, and created *Surface Conversion*, a two-year project involving artists who were asked to create in-store, site-specific installations at the old New York City store. The new NYC flagship marks the debut of an entirely revolutionary store concept, which artfully blends Missoni fashion, Missoni home and other lines. This is the most recent chapter in Missoni's evolution under Angela's creative direction.

Carlo Ratti

Architect and Engineer, Professor at Massachusetts Institute of Technology, Director of the MIT Senseable City Lab

An architect and engineer by training, Professor Carlo Ratti teaches at the Massachusetts Institute of Technology (MIT), and is the Director of the *MIT Senseable City Lab*. He is a founding partner of international design and innovation office *Carlo Ratti Associati*. He graduated from both the Turin Polytechnic in Italy and the *École des ponts ParisTech*, and later earned his MPhil and PhD at the University of Cambridge, UK.

A leading voice in the debate on the impact of new technologies on urban life and design, Carlo has co-authored over 500 publications, including *The City of Tomorrow* (Yale University Press, with Matthew Claudel), and holds several technical patents. His articles and interviews have appeared on several international media, including *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Financial Times*, *Scientific American*



Magazine, the BBC, Project Syndicate, Corriere della Sera, Il Sole 24 Ore, Domus. His work has been exhibited worldwide at venues such as the Venice Biennale, the Design Museum in Barcelona, the Science Museum in London, MAXXI in Rome, and MoMA in New York City.

Carlo has been featured in *Esquire Magazine's Best & Brightest* list and in the *60 Innovators Shaping Our*

Creative Future list, published by Thames & Hudson. *Blueprint Magazine* included him as one of the *25 People Who Will Change the World of Design*, *Forbes* listed him as one of the *Names You Need to Know*, and *Fast Company* named him as one of the *50 Most Influential Designers in America*. He was also featured in *Wired Magazine's Smart List: 50 people who will change the world*. Three of his projects, the *Digital Water Pavilion*, the *Copenhagen Wheel* and *Scribit* have been included by *TIME Magazine* in the list of the *Best Inventions of the Year*.

Carlo was a TED speaker in 2011 and 2015, the program director at the Strelka Institute for Media, Architecture and Design in Moscow, the curator of the BMW Guggenheim Pavilion in Berlin, and was named *Inaugural Innovator in Residence* by the Queensland Government. He was the curator of the *Future Food District* pavilion at the *2015 World Expo* in Milan, and the chief curator of the *Eyes of the City* section at the *2019 UABB Biennale of Architecture and Urbanism* in Shenzhen, China. He is currently serving as co-chair of the World Economic Forum's *Global Future Council on Cities and Urbanization*.

Antonio Scurati

*Strega Award-winning Italian writer,
Professor of Creative Writing and Rhetoric
at IULM University in Milan*

Antonio Scurati is an award-winning Italian writer, professor, and one of the best-selling authors in Italy. Born in Naples in 1969, he grew up between Venice and Ravello, and currently lives in Milan. He got a degree in philosophy from the University of Milan, continued his studies at the *École des hautes études en sciences sociales* in Paris, and completed his training by earning a PhD in Theory and Text Analysis at the University of Bergamo. At the same university, he coordinated the *Research Center on the Languages of War and Violence* for a few years.

He is a columnist for the leading Italian newspaper *Corriere della sera*, and he is a professor of Comparative Literature and Creative Writing at the *Libera Università di Lingue e Comunicazione (IULM)* in Milan, where he also collaborates as the scientific co-director of the master's program in Narrative Arts, which he founded. Scurati was awarded the *Ambrogino d'Oro* in 2019, and in



2020 the President of the Republic, Sergio Mattarella, awarded him the title of *Commander of the Order of Merit* of the Italian Republic.

In 2019, Scurati won the *Strega Award*, Italy's most prestigious literary prize, for his book *M. Il figlio del secolo* (*M.: Son of the Century*). It is a novel about the life of Benito Mussolini, his rise to power, and the advent of Fascism in Italy, but it is most of all the first novel on Fascism told through the voice of the Duce himself. Soon after its publication, this book became a literary sensation, both for its ability to rewrite the concept of the Italian historical novel, and for starting a controversial debate on the national and international cultural scene. A bestseller for two consecutive years, it is now being published in forty-two countries, and will be made into an international TV series.

M. L'uomo della provvidenza (*M.: Man of Providence*), the sequel to the novel, the second of a quadrilogy, and one of the most anticipated books of the year, was recently published in Italy.

Ilaria Capua

Virologist, DVM, PhD and Director of the One Health Center of Excellence, University of Florida

Ilaria Capua is full professor and Director of the *One Health Center of Excellence* at the University of Florida. Veterinarian by training and virologist by passion, she dedicated most of her professional life to viral infections of animals that can be transmitted to humans, and that cause poverty and food security issues, such as Avian influenza (bird flu), Newcastle disease and Rabies.

In 2006, at the peak of the panzootic H5N1 bird flu, she provided global leadership by igniting an international debate on the transdisciplinary sharing of influenza virus genetic sequences to improve pandemic preparedness. This led to a paradigm shift in the approach to pandemic preparedness, and real-time sharing of genetic data is now considered an essential component in the fight against Ebola, Zika, COVID 19 and other epidemic disease threats.

In 2007, Ilaria Capua was among the awardees of the *Scientific American 50 Award* for leadership in science policy, and in 2008 she was inclu-

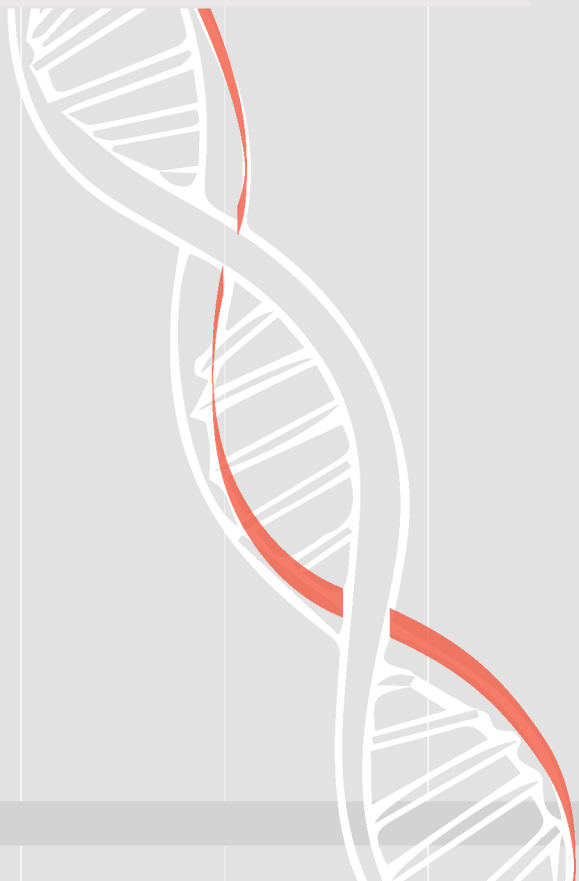


ded in the *Seed's Revolutionary Minds* series, for her leadership in promoting the sharing of information at an international level. Other international awards include the most prestigious award in veterinary medicine, the *Penn Vet World Leadership in Animal Health Award* in 2011, and the *Gordon Memorial Medal* in 2012. In 2014, she was the recipient of the ESCMID Excellence Award for Clinical Microbiology and Infectious diseases. In 2019, she received an honorary PhD from her Alma Mater, the University of Perugia.

For over three years (2013-2016) she was a Member of the Italian Parliament as Vice Presi-

dent of the Science, Culture, and Education Commission. During her years in the legislature, she authored Parliamentary resolutions and amendments related to infectious diseases, namely antimicrobial resistance, epidemic threats (Ebola), and emerging pathogens in plants and animals.

During parliamentary office she was the victim of a violent fake news attack, in which she was accused of being a bioterrorist. All charges against her were dismissed, with clear evidence of "fabrication of accusations, in a context of happenings that had never occurred". She resigned from office after being cleared of all charges. She developed the vision of Circular Health, which is a natural expansion of the *One Health* concept. Circular Health aims to co-advance the health of humans, animals, plants and the environment by exploiting the big data environment. She has authored over 220 publications in peer reviewed journals and has published scientific books on Avian Influenza and Newcastle disease and several books for the general public. She is active in the field of science communication and in promoting female leadership in the scientific arena. She is a regular columnist for the Italian mainstream press.



Anna Maria Tremonti

Journalists and Podcaster, and 17-season host of CBC's 'The Current'

For 17 years, Anna Maria Tremonti hosted CBC Radio One's *The Current*, where her mix of hard-edged journalism and hard-won empathy helped build the show into Canada's most listened-to radio program. Her recognizable voice, thoughtful questions, and her approach to finding the humanity in the people you meet, drew listeners in.

Until very recently, listeners from around the world were privileged to listen to Anna Maria Tremonti's compelling interviews each and every day on Canada's most popular radio program, *The Current*. She has the gift of tackling everything from the politics of the day, to the changes that affect our society, to the stories of individuals whose personal journeys and traumas affect us all. Without a doubt, every dedicated listener has been consistently moved and inspired by Anna Maria's genuine approach to interviewing.



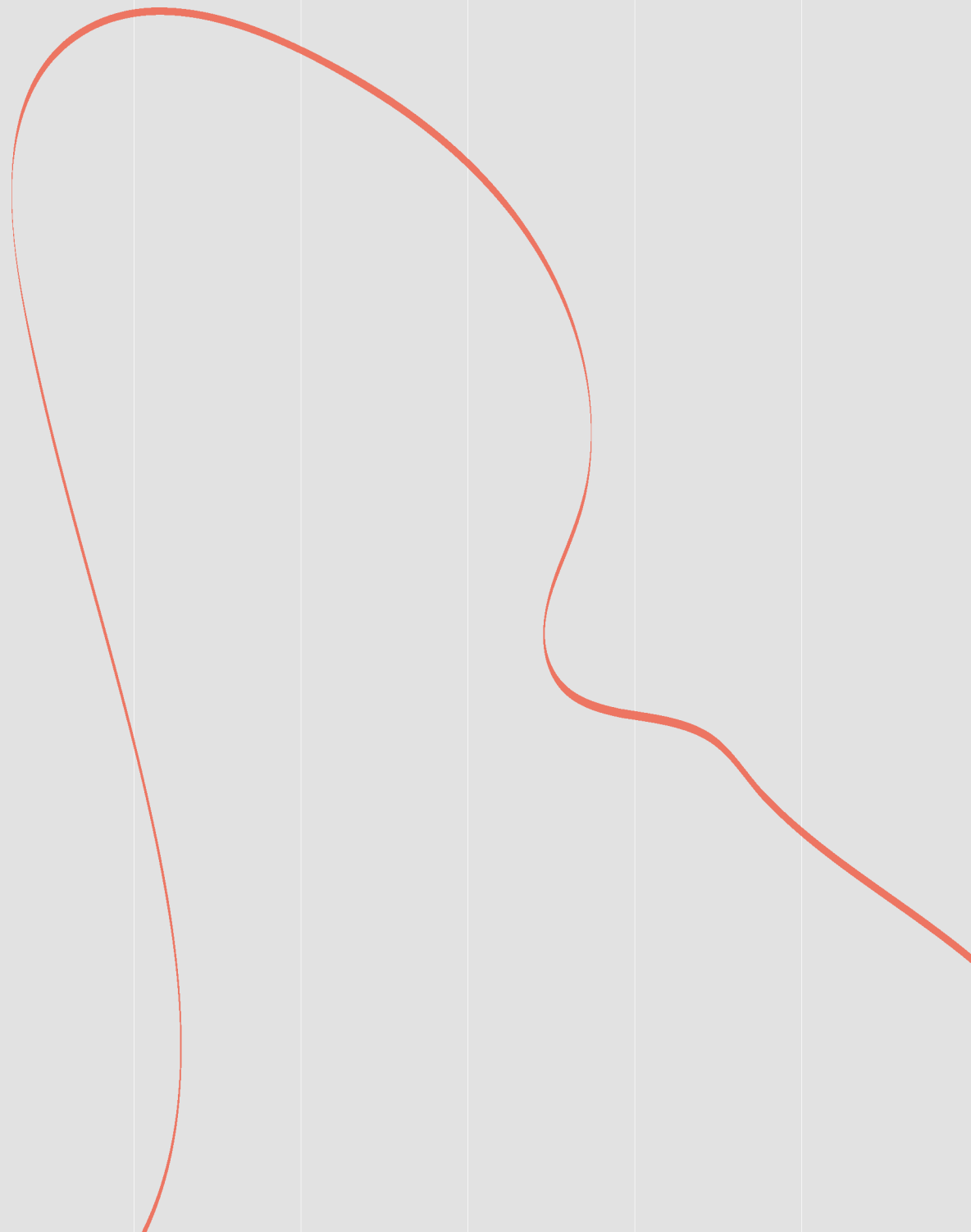
A masterful storyteller, Tremonti delivers talks that touch the human spirit and captivate audiences.

After 17 years at the helm and as a two-time

Gemini Award winner, now Anna Maria is taking a leap into the world of digital communication with a new way of telling stories and sharing ideas, through original podcasts that will illuminate, challenge and surprise.

Anna Maria is also a former foreign correspondent and war correspondent who spent close to a decade posted in Berlin, London, Jerusalem and Washington. Her ongoing coverage of major international stories includes the breakup of the former Soviet Union, the war in Bosnia, the Israeli-Palestinian conflict, the politics of the Arab world, Europe and the United States. She also has extensive experience covering Canadian federal and provincial politics.





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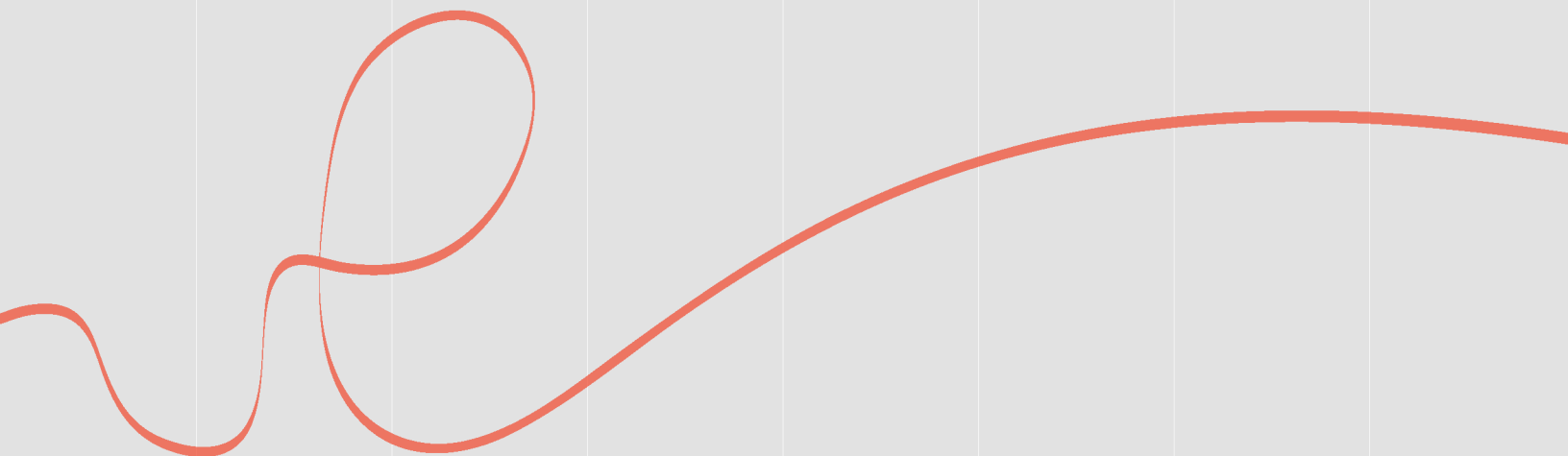
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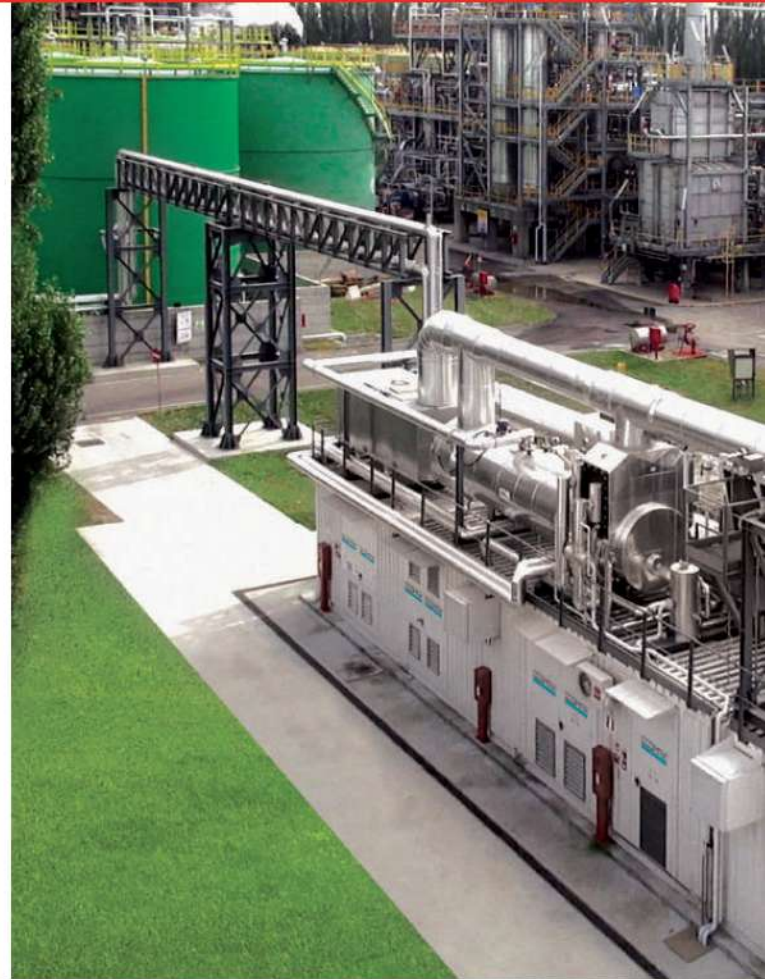




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About Embassy of Italy to Canada

The core functions of the Embassy of Italy are to represent Italy in Canada, to protect Italy's interests and those of its citizens within the limits of international law, to negotiate with the Government of Canada, to gather information (through legal means) on conditions and events in Canada, and to continue to build friendly ties and develop economic, cultural and scientific relations. The Embassy includes a Consular Office that has territorial jurisdiction for the City of Ottawa, the Counties of Carleton, Dundas, Glengarry, Grenville, Prescott, Russell, and Stormont in Ontario and the Outaouais Region of Québec. The Embassy also coordinates a subordinate network of three Consulate Generals (in Montreal, Toronto, and Vancouver), two Italian Cultural Institutes (in Montreal and Toronto) and the Italian Trade Commission and the Italian National Tourist Board.

About Consulate General of Italy in Toronto

The Consulate General of Italy in Toronto is an office of the Italian Ministry of Foreign Affairs and International Cooperation. The Consulate protects the interests of Italians living in Ontario, Manitoba and Western Territories and provides services and resources to Italian citizens. The Consulate also promotes bilateral trade, Italian culture and language, as well as bilateral scientific cooperation and intercultural exchange.

About ITA - Italian Trade Agency

The Italian Trade Agency is the governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investments in Italy. It operates through a worldwide network of 79 offices in 65 countries, including two in Canada located in Toronto and Montreal. ITA acts to assert the excellence of Made in Italy and provides a wide range of services: information, assistance, consulting and promotion to Italian and Canadian companies willing to establish business relationships.

About Istituto Italiano di Cultura

The Istituto Italiano di Cultura in Toronto is an office of the Italian Ministry of Foreign Affairs and International Cooperation. It is the cultural section of the Consulate General of Italy in Toronto. The Istituto is a centre for cultural and academic activities, a source of information about contemporary Italy, its regions and its multilayered cultural heritage, as well as a venue for art exhibitions, lectures, concerts, and video screenings. It provides the opportunity for collaboration between Italian and Canadian cultural organizations and facilitates exchanges in the fields of art, theatre, music and cinema.

About Italian National Tourist Board

The Italian National Tourist Board - ENIT Ente

Nazionale Italiano per il Turismo established in 1919, is one of the oldest Tourist Boards in the world and its current structure includes a Head Office in Rome and a global network of 28 Offices in 25 countries. Its institutional function is the promotion of Italy as a Tourist Destination through the following activities: developing strategies for promoting Italia Brand on the national and international levels, providing information, supporting Tour Operators, Travel Agents and Media, as well as marketing of Italian tourism products for MICE and Leisure.

About Italian Chamber of Commerce of Ontario Canada

Since it was founded in 1961, the Italian Chamber of Commerce of Ontario Canada (ICCO Canada) has been a facilitator of business, a seeker of investment and a builder of commercial relationships. The ICCO Canada is an independent, non-profit organization whose aim is to enhance and promote investments, business, trade and cultural relations between Canada and Italy. Furthermore, the ICCO Canada also aims to promote the values of the Italian culture both in professional and social contexts. Among its many tasks, the ICCO Canada works as a consultant for a number of local and regional governmental agencies in Canada and Italy, as well as in the field of commercial mediation. In addition to Toronto, ICCO Canada has Italian offices in Milan and Verona. For more information visit: www.italchambers.ca

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