

# LA CURA SUMMER SCHOOL

22<sup>ND</sup>-26<sup>TH</sup> AUGUST 2016 - ISIA FIRENZE

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LA CURA 



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**LIVING  
THE PLANET  
AS AN  
INTERCONNECTED  
MIND**

# LA CURA SUMMER SCHOOL

**Living the planet as an interconnected mind**

22nd-26th August 2016, ISIA Florence, Italy.  
Application deadline 12.00 pm July 10th 2016

**To inhabit the city and the planet, building new relational and hyper-connected sensibilities. To design an augmented sensoriality which is able to promote new aesthetics of complexity, diversity and participation.**

**Starting with the experience of La Cura, the Summer School proposes a trans-disciplinary topic about planet living in the era of hyper-connection, in order to create an installation for La Triennale di Milano. The various outputs will be shown at XXI Triennale di Milano International Exhibition, held during the “Condividi la Conoscenza” event.**

What does “interconnect the planet in the era of ubiquitous technologies and hyper-connection” mean?  
How to create communicative dynamics that interconnect bodies, environments, objects and processes able to generate sense and expand our perception of “beauty-that-connects” evoked by the philosopher Gregory Bateson?  
How to give a shape to this possibility through a new sense, a new omnipresent tactility?

Starting from Cybernetics, Ecology, from the Theory of Systems and Complexity, we will work with Big Data, social networks, wearable technologies, info-aesthetics and their philosophical and theoretical involvement, in order to create a sensitive installation for the planetary conversations about modalities of living the planet, designing and building an augmented technological and interconnective sense, which will be a wearable technology.



# The summer school/Key information

## Topic

The exploration of ubiquitous hyper-connection era. How to catch the conversations and the ways used by people worldwide, to express themselves on social networks about topics of “living the planet”, in order to create a new amplified feeling, a new technological increased tactility which allows us to experience it.

**#BigData**

**#Physical Computing**

**#Infoestetica**

**#Information Visualization**

**#Social Network**

**#Analysis**

**#Algorithms**

**#Cyberecology**

## Output

**An interactive installation which will be shown at La Triennale di Milano, on the 3th and 4th of September during the XXI Triennale di Milano International Exhibition, as part of the “Condividi la Conoscenza” event.**

The output is an interactive installation which, catching BigData from social networks, will represent the ways people express themselves on the topic of “living the planet”, and from a wearable device (wearable IoT): a technological prosthesis able to understand an augmented feeling and a new tactility on the bodies of people connected to these expressions in real time.

The data will be displayed as realtime interactive infoaesthetics on a grand scale, displayed on monitors at the ExpoGate, in the city center of Milano.

## Programme

The Summer School develops along a trans-disciplinary path that is composed of theoretical dialogues and meetings, designing and creative conditions, operational development situations, in order to arrive the creation of an actual installation.

The meetings for the theoretical approach are composed of open considerations about different topics - the interconnection of arts, science, technologies and society, the biopolitics of data and interfaces, the freedom of self-representation and self-determination, the search of solutions in the complexity through the socialisation of complex problems, knowledge sharing ways, the role of transgression on innovation, the Third Spaces - from psychological, anthropological, philosophical and social points of view.

The operational and designing situations are composed by a series of analogues and complementary activities articulated of certain inputs that aim to the creation of the final work.

The activities will take place in work teams adhering to the following topic paths:

### **Big data, Social Media Listening**

How do people express themselves regarding the topic of living the planet? What kind of sub-topics articulate the topic of living? How to significantly collect all these thoughts and how to get it accessible and clear?

## Data Visualization, Infoaesthetics

How to generate sense from a huge amount of data? How to visualize it in order to transform it in a perceivable and accessible public space? What kind of techniques and approaches are possible to follow or to design in order to create new tactility, new augmented feelings which are sensitive to all these information, interconnecting the people's perceptions?

## Communication, Branding

How is an interconnective identity achieved? How can a brand become an expression platform of an entire ecosystem? What kind of shapes and channels does a communication process of an interconnected ecosystem use?

## Design and Prototyping

How to design an interactive installation able to react in real time with huge amounts of data? How to relate with expository space? How does the installation interact with the audience? How is it achieved?

## Coding, Physical and Wearable Computing

What's an augmented sense? How to achieve a new tactility on the body able to interconnect the expressions of millions of people in real time? How do people interact with this kind of installation?

## Technologies

- [Human Ecosystem](#)
- [Raspberry Pi](#)
- [Arduino](#)
- [OpenFrameworks](#)
- [Processing](#)

The approach to technologies is completely accessible.

Fundamental basics about the used platforms will be given for those wishing to start the learning and for those only wishing to know the characteristic to learn how to open trans-disciplinary dialogues.

## Prices

**ISIA students**  
**280€**

**Students**  
**380€**

**General public**  
**530€**

The cost is inclusive of lunch for each participant for the entire five days of the Summer School: the chef-researcher Giorgio Cipolletta, PHD in Arts and Digital Culture and author of the book "Passages Metrocorporei. Il corpo-dispositivo per un'estetica della transizione", will create recipes with local and seasonal food, inspired by the topics of the Summer School.

Accommodation and transport expenses are not included in the price.

## Recipients

The workshop is open to maximum 40 students, professionals and those passionate of arts, technologies, design, scientific disciplines, anthropology, sociology, data science, DIY electronic, philosophy, ecology.

No technological skills are needed.

Willing experts of software/hardware (Processing, OpenFrameworks, Unity, Arduino, Raspberry PI, PHP, Python...) who wish to share their own skills in order to empower the team are welcome,

The Summer School is international and it will be held in English.

## Teachers and tutors

### Salvatore Iaconesi:

Interaction designer, robotics engineer, artist, hacker. Salvatore is TED Fellow 2012, Eisenhower Fellow since 2013 and Yale World Fellow 2014. His artworks and performances have been featured worldwide at festivals and conferences.

### Oriana Persico:

Artist and writer, Oriana Persico holds a degree in Communication Sciences and she is an expert in participatory policies and digital inclusion. In the socio technical innovation area, she is an expert on the formal analysis of cultural and social trends, with specific focus on social networks.

### Ruggero Castagnola:

Interaction designer and creative technologist, Ruggero currently works as a designer/developer for web design+brand identity firm parcodiyellowstone, Milan and serves as lecturer in Interaction Design at NABA, Milan in the Product Design MDes led by Jozeph Forakis.

He has worked as a research fellow at Politecnico di Milano, focusing on digital technologies for rehabilitation, and was a research intern at CIID (Copenhagen Institute of Interaction Design, Denmark).

While at CIID, he led the development of the Social Media Detector, commissioned by Intel and showcased at Maker Faire 2013, Rome.

### Fiore Basile:

Coder, sysadmin, creative, entrepreneur and digital making expert. Fiore has got the Fab Academy qualification at Fab Lab Network, today he works there as an instructor and member of the global staff. He's Fab Lab Cascina founder and Fab Lab Toscana coordinator. He works in the fields of Education, Consultation in the digital making field and he's a researcher of wearable technologies, affective computing and smart connected devices.

### Andrea Spatari

Problem-solver per passione, docente di EcoDesign presso l'ISIA di Firenze, ama progettare attingendo conoscenze da ambiti diversi. Usa l'etnografia come strumento progettuale, svolgendo ricerche sul campo, analisi di dati e definizione di concept di prodotto e servizio. Vede il design come un mezzo per costruire un mondo più equo.

### Guglielmo Torelli:

Visual artist and Interaction designer, Guglielmo loves to design everything that is open, experimental and interactive. Addicted to web technologies, physical computing and poetic computation.

Works as a freelance designer since 2012.

### Tommaso Tregnaghi:

Visual designer and musician, Tommaso follows a path between visual arts and design, with interests for performative and musical arts field. He works in communication and branding and he studies modification of brand structure in the digital culture era. He's co-founder of Nefula since 2015.

### Mirko Balducci:

Communication designer interested on the connection among society, technology and media. Mirko explores how they influence each other, working on Identities, Education and Processes design. Co-founder of Nefula since 2015.

**Rudy Faletra:**

product designer and 3D artist, Rudy is interested in vfx, innovation and technology. He is expert in 3d modelling, prototyping and manufacturing processes.  
Co-founder of Nefula since 2015.

**Giorgio Cipolletta:**

Research doctor in Information and communication theory, “precarious” teacher of Visual Arts and Technology at the University of Macerata, vicepresident of CRASH (Creative ArtSHocking) association, Giorgio loves cooking and good food, and he’s cook at Punto Macrobiotico of Macerata and Culinaria of Warsaw. Passionate of Contemporary Arts, Digital Aesthetics, Literature, Poetry, Music, culinary anthropology and research, he mixes new ubiquitous and syncretic territories, rethinking every personal experience for a “curative” sharing and collaboration.

**Where and when**

Five full days of activity, from Monday, 22nd August to Friday, 26th August 2016, at Le Scuderie of Villa Strozzi - via Pisana 79 - ISIA Florence headquarters.

Situated inside of one of the most important public parks of Florence, the ISIA headquarters is part of the complex of buildings of Villa Strozzi, built in the middle of the 16th century.

Near the city center of Florence, and near the Oltrarno area, this is a place where it is possible to both city life and, at the same time, to be in touch with nature and the calm of the park.

**Promoters****La Cura**

La Cura started in 2012 as an artistic performance which transformed cancer into a global action, able to involve science, technologies and society. La Cura is an Italian excellence of art, design, trans-disciplinary scientific collaboration and social involvement into the innovation processes, and, it has recently evolved into a book and a model for the smart evolution of arts, science and technologies.

In the Summer school, La Cura will be the catalyst of critical thoughts about opportunities which emerge from the possibility to interconnect people facing problems in the world through scientific and technical disciplines, technologies, art and design, creating high quality relational ecosystems which involve society.

**Condividi la Conoscenza**

“Condividi la Conoscenza” is the thematic exhortation that characterised a series of open and trans-disciplinary meetings, with an international character, promoted by Fiorenzo Cortiana since 2002. “Condividi la Conoscenza” involved universities and cultural centres, researchers and politics and institutions representatives, entrepreneurs and artists, legal experts and representatives tribes of the Amazonia. The starting goal was to share the knowledge as a commons, through a discussion between differences, between multiple looks, where the established value founds a critical way. During the meetings the knowledge of the access to common knowledge as a universal right took place.

“Living the planet as a interconnected mind” is the selected topic for 2016 edition, as the result of collaboration with Triennale di Milano: a new look, a new paradigm, that makes aware of the mind-body-nature relationship, for a new responsibility that is able to create beauty and future. A wire fence matrix, where an informational flux flows from the cell to the bit, which founds a way that allows the production of value surpassing the double constraint that forces us to regressive illusion or to the fatalism of irreversible inertia.

**La Triennale di Milano / XXI Triennale di Milano International Exhibition**

La Triennale is an international institution which organises exhibitions and conferences about arts, design, architecture, fashion, cinema.

The XXI Triennale International Exhibition has a vast program of exhibitions, events, competitions, festivals and meetings throughout the city. The topic of this year is 21st Century. Design After Design which touches on key questions, such as the new dramatic art of design, which consists mainly in its ability to deal with those anthropological issues that classical modernity has excluded from its brief, such as death, the sacred,

eros, destiny, traditions, and history; the issue of gender in design; the impact of globalization on design; the transformations brought about by the dawn of the twenty-first century and the crisis of 2008; the relationship between city and design; the relationship between design and the accessibility of new information technologies; and the relationship between design and craftsmanship.

### **Organized by:**

Nefula

ISIA Firenze

### **In collaboration with:**

FabLab Toscana

La Scuola Open Source

parcodiyellowstone

Art [is] Open Source

Human Ecosystem

VideoOfficine

### **Media Partner**

Artribune

## **Application deadlines**

### **Important dates**

**Application deadline: 10th July 2016 at 12pm**

Notification of winners: Wednesday, 13rd July 2016

The selected students will be notified by email and will find the mode of payment and detailed program attached in the email.

### **How to apply**

Fill out the form on the website and sign up for the Summer School!

### **Parameters and modes selection**

The participants will be selected according to the motivations and CVs, in order to compose a heterogeneous teamwork.

## Accommodations

Youth Firenze 2000 - viale R.Sanzio 16

Tasso Hostel - via Villani 15

New Hostel Firenze - via Lacopo Peri 3

International Student House Florence - via Faenza 67

YHA Ostello di Firenze Villa Camerata - viale Augusto Righi 4

We are going to create a network of students in Florence who wish to share their accommodations during the Summer School. Further information soon.

## How to reach the SummerSchool

**By train:** Stazione SMN + tranvia/bus

**By tram:** Ataf Linea 1, from train station Firenze SMN direction Scandicci, getting off at the "Paolo Uccello" station.

**By Bus:** Ataf linea n.12 from the train station Firenze SMN, getting off at the "Sanzio" stop.

To reach the Scuderie of Villa Strozzi a short uphill walk (around 500 meters) through the park. At the top of the hill, you will find the ISIA headquarters on the left as signposted, at the top of the stairs.

## Activities duration

The activities are starting on Monday, 22th August at 9am at ISIA Florence.

Participants should reach the ISIA Florence headquarters on Sunday, 21st August. The Summer School will end on the evening of Friday, 26th August 2016.

## Contacts

More info: [summerschool@la-cura.it](mailto:summerschool@la-cura.it)

[la-cura.it/summerschool](http://la-cura.it/summerschool)



