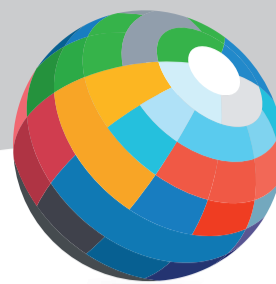


Con il patrocinio di/Patronage

Milano



Comune  
di Milano



**BEOPEN**  
CREATIVE THINK TANK

Milano Capitale del Design® 2012 (16-22 aprile/*April* 2012)  
**Università degli Studi di Milano** Via Festa del Perdono 7, Milano/*Milan*  
(16-28 aprile/*April* 2012)

**Università degli Studi di Milano, Aula Magna  
via Festa del Perdono 7**

# BE OPEN

CONFERENZE/CONFERENCES

**Introduce e coordina/Introduction and moderator:**

**Francesco Morace**, *sociologo e scrittore/Sociologist and Writer (Future Concept Lab)*

*martedì/Tuesday* **17 aprile/April ore/h. 10.00 - 12.30**

*RAGIONEVOLE & SOSTENIBILE/SENSIBLE & SUSTAINABLE*

*Speakers:*

**Clare Brass**, Designer

**Sass Brown**, direttore The Fashion Institute of Technology New York a Firenze

*Director of The Fashion Institute of Technology New York in Florence*

**Luisa Collina**, responsabile Progetti e Relazioni Internazionali Politecnico di Milano

*Head of International Relations and Projects, Milan Polytechnic*

**Jane Penty**, *Central Saint Martins School - College of Art and Design, London*

**Maria Sebregondi**, Brand Equity Director di/of Moleskine

*mercoledì/Wednesday* **18 aprile/April ore/h. 10.00 - 12.30**

*QUOTIDIANO & FELICE/DAILY & HAPPY*

*Speakers:*

**Alberto Alessi**, imprenditore e amministratore delegato di Alessi

*Entrepreneur and Managing Director of Alessi*

**Carlo Cracco**, Chef

**Elio Fiorucci**, imprenditore e stilista/*Entrepreneur and Fashion Designer*

**Edson Matsuo**, direttore creativo di/*Creative Director of Grendene*

**Vladimir Pirojkov**, designer e presidente di/*Designer and President of Astrarossa*

*Special Guest: Julian Schnabel*, artista/*Painter*

*giovedì/Thursday* **19 aprile/April ore/h. 17.30 - 20.00**

*UNICO & UNIVERSALE/UNIQUE & UNIVERSAL*

*Speakers:*

**Ilse Crawford**, Designer e Creative Director/*Designer and Creative Director*

**Paola Navone**, architetto e designer/*Architect and Designer*

**Stuart Parr**, designer e imprenditore/*Designer and Entrepreneur*

**Gaetano Pesce**, architetto e designer /*Architect and Designer*

**Daniel Rozensztroch**, Art Director Merci Paris

**Patricia Urquiola**, architetto e designer/*Architect and Designer*

Per partecipare alle conferenze, **registrarsi al sito [www.beopenfuture.com](http://www.beopenfuture.com)**  
oppure **accreditarsi** presso la **reception BE OPEN** all'ingresso dell'Aula Magna.

*To attend the conferences, please **register** on [www.beopenfuture.com](http://www.beopenfuture.com)*

***or** before each conference starts register at BE OPEN reception*

**Si prega di confermare la presenza/Please confirm your attendance**

INTERNI - [marketing.design@mondadori.it](mailto:marketing.design@mondadori.it)

**Per raggiungerci/How to get there: MM3 Missori, Bus 54, Tram 12, 15, 27**