

Art and enterprise: between science, technology and innovation

Saturday 11 November 2023 at 5.30 p.m.

**Spazio Berlendis
Cannaregio 6301, Venice**

On Saturday 11 November at 5.30 p.m. Spazio Berlendis, in collaboration with aiku Centre from Ca' Foscari University, will host a conference entitled “Art and enterprise: between science, technology and innovation”.

In an era of profound change and unprecedented technological innovation, art and business are experiencing a convergence that is redefining the cultural and economic landscape.

In the age of artificial intelligence, biotechnology and nanoscience, science and technology are valuable tools for artists and companies alike. Innovation, the cornerstone of our contemporary landscape, is based on the convergence of these domains that can no longer be kept separate. The new techno-scientific paradigms have opened up new perspectives for artists and entrepreneurs, also giving rise to possible synergies that transform the relationship between the art world and the business world.

New technologies have enabled artists to explore not only new forms of expression, but also different markets and new commercial opportunities.

These artistic processes, often characterised by experimentation, imagination and research, can act as catalysers for new ideas in the corporate world.

Art, with its ability to stimulate creativity and vision, can help to inspire innovation in such processes because it pushes us to look beyond conventional solutions and to take new and original paths.

Art also has a tangible impact on the external perception of companies: investing in art not only enhances a company's reputation, but also demonstrates a commitment to excellence.

Through art forms that dialogue with technological innovation, companies can connect with the market on a deeper level by addressing important social and environmental issues and promoting corporate social responsibility. In this sense, art becomes a bridge connecting companies to the community, creating bonds that go beyond the mere commercial dimension.

The conference will feature prominent speakers, including internationally renowned artists, successful entrepreneurs and experts from the art and business sectors: Mauro Bordignon (Head of Academics - H-Farm International Schools), Mattia Carretti (artist and founder of fuse*), Katia Da Ros (Vice President for Environment, Sustainability and Culture - Confindustria), Quayola (digital artist), Marco Mancuso (contemporary art critic and curator) and Fabrizio Panozzo (Director of aiku Centre - Art Industry and Culture at Ca' Foscari University).

Mauro Bordignon, born as a lawyer from a lawyer father, bought a saxophone at the age of 25 and became a jazz musician. He has been a jazz teacher, lecturer in Law and Economics, Head of School and Head of Academics at H-FARM Education Group since 2016. He previously founded Collegio Pio X International. Mauro Bordignon is also the author of several Law and Political Economy textbooks for Pearson Italy.

Mattia Carretti graduated in Chemistry and has always been fascinated by everything that lies on the edge between art, science and technology. He directs the fuse* studio, which he founded in 2007 together with Luca Camellini. Through the years the studio has presented works in various international institutions and art festivals including Mutek, TodaysArt, Sónar, Artechouse, National Museum of China, STRP Biennial, RomaEuropa, Kikk, Scopitone, INOTA Festival, Hong Kong Design Institute, Dongdaemun Design Plaza, Marignana Arte, CUBO, Fondazione Alberto Peruzzo, Videocittà and Palazzo Cipolla.

Katia Da Ros holds a degree in Business Administration and an Executive MBA from Harvard Business School, Boston. She is Vice-President and Managing Director of Irinox SpA and President of Irinox North America, a company that manufactures blast chillers and preservation systems for the professional and domestic sectors, and stainless steel switchboards. Irinox Spa is also a Benefit Company. She is Vice-Chairman of the CUOA Foundation, Vice-Chairman of the Unicredit Northeast Advisory Board, Vice-Chairman of the Venice Foundation, member of the Advisory Board of the Sandretto Re Rebaudengo Foundation and of ArtVerona. Since May 2022, she is Vice-President of Confindustria with the mandate for the environment, sustainability and culture.

Quayola is a New Media Artist who investigates the relationship between emerging technologies and the heritage of the sculptural and pictorial tradition. In his artistic practice he employs technology as a lens to explore the tensions and balances between seemingly opposing forces: the real and the artificial, the figurative and the abstract, the old and the new. His works have been exhibited in prestigious international institutions. In 2013, he was awarded with the Golden Nica at Ars Electronica.

Marco Mancuso is a contemporary art critic and curator. He is professor at the Politecnico delle Arti in Bergamo, lecturer at the University of Bologna and lecturer for the Node Center for Curatorial Studies in Berlin, he also holds a PhD in Digital Cultures from the Iuav University of Venice. Founder and director of the Digicult project, he is partner of the EMAP/EMARE programme, and is among the founders of the SSH! - Sound Studies Hub of the Iuav of Venice. He published the books "Art, Technology and Science" (2018), "Interview with New Media Art" (2020) and "Chimera. The Expanded Body for a New Ecosophy of Art" (2023) for Mimesis Edizioni.

Fabrizio Panozzo is the Director of the aiku Centre - Art Industry and Culture at Ca' Foscari University in Venice where he teaches cultural policy and coordinates the minor in 'Artistic Management'. He has an extensive international academic experience and has been a visiting professor at several universities around the world. His researches focus on the interaction between business and artistic, cultural and creative languages. On these topics he published articles in international journals and led researches on the link between cultural productions and local development, artistic interventions in enterprises and the cultural regeneration of industrial spaces.

aiku Centre - Art Industry and Culture, Ca'Foscari University Venice

Art, Industry and Culture intersect more and more frequently, for different reasons and with a variety of consequences, delineating a significant fraction of the hybrid and interdisciplinary reality that characterises our time. The university has a central role in analysing, understanding and promoting these intertwined fields of knowledge and cultural, economic and social processes. The aiku Centre was created as a tool for this work of interpretation and action, operating in the indistinct but crucial perimeter in which artistic processes involve economic production and this one reveals its cultural and creative dimension. The centre, which is operating at the Ca' Foscari University Foundation, concretises the University's third mission activity in a dual movement of transferring the knowledge elaborated by the University and gathering the solicitations coming from the productive realities. aiku acts by responding to national and European calls for proposals with innovative projects and offering services in the field of management of cultural and creative organisations, culture and corporate museums, cultural-based policies and the interaction between culture and technological and environmental transformations.

The event is free and open to the public, for organisational reasons it is necessary to book by writing at info@spazioberlendis.it.