

Institutional and Cultural Partners

VeniSIA (Ca' Foscari University)

Carlo Bagnoli is Full Professor of Strategic Innovation at the Department of Management, Ca' Foscari University Venice, a department that conducts theoretical and applied research in all major disciplines related to management studies, including innovation and entrepreneurship, internationalization and work, new technologies and digitalization, organization, accounting and finance. Professor Carlo Bagnoli is Scientific Director of VeniSIA - Venice Sustainability Innovation Accelerator, founder and scientific director of SIM - Strategy Innovation Master - and SIF - Strategy Innovation Forum. Among other roles, he is a member of Univeneto Foundation and a member of the Management Committee and Chairman of the Scientific Technical Committee of the Veneto Region's R.I.R. "Smart Destinations in The Land of Venice - 2026." He is founder, partner and scientific director of the university spin-off Strategy Innovation Srl. Always engaged in scientific research to support business activities, he creatively, innovatively and provocatively proposes business model transformation projects, adopting a highly certified methodology that is constantly evolving and updating.

Since 2015, SIF - Strategy Innovation Forum brings together the only Italian **think tank** on **strategic innovation** every year in Venice. The forum involves entrepreneurs, managers, professionals, academics and political figures to create and spread knowledge and relationships, in favor of the transformation of the business system. Each edition of SIF is developed around scientific research that analyzes the possible impact of social and technological innovations on business models. The agenda of the seventh edition, held in September 2022, was dictated by "The Impacts of Deep Tech on Business Models."

VeniSIA is Ca' Foscari University Venice's sustainable innovation ecosystem, created to take care of the city's structural fragility while identifying and developing entrepreneurial ideas and technological solutions that benefit the entire planet. The project aspires to make Venice "the oldest city of the future," restoring it to its role as an innovative force it has been for centuries thanks to the convergence, in the fertile environment of Ca' Foscari, of institutions, large companies, SMEs, professionals and startups at the forefront of technologies against climate change and other environmental challenges of our time.

Professor Bagnoli comments:

"The NEFFIE- NeuroAesthetic Photography project promoted by the Advanced Technology in Health and Well-Being Research Center and ICONA, the European Research Center for Image History and Theory of the University Vita-Salute San Raffaele is an example of "indisciplinarity" in which art and science intersect with each other to give life to an innovative and futuristic project, an expression at the same time of art, science and technology. We will be pleased to host NEFFIE's photographic exhibition in the university context, offering the possibility to imagine new future scenarios that synergistically combine technological innovation and artistic and cultural tradition."

Website VeniSIA <https://www.venisia.org/it/>

Beatrice Burati Anderson Art Space & Gallery

Located in the heart of Venice a stone's throw from Campo San Polo, in the splendid 14th-century Corte Petriana, Beatrice Burati Anderson Art Space & Gallery was founded on May 10, 2017 by Beatrice Burati Anderson, art historian and curator. The gallery works with artists of different generations and cultures, emphasizing the installation and performance dimension, and promotes, while maintaining a close relationship with the territory, the development of ethical issues and the relationship between art and science. The gallery space, an unexpected oasis of peace along the most chaotic street in Venice, the one that leads from Piazzale Roma to Rialto, rises inside an old warehouse, where tree trunks serving as beams and the floor covered with sand create an evocative atmosphere, keeping intact the traces and charm of the past. In September 2021 Beatrice Burati Anderson inaugurated in Calle de la Madonna the second location of her Venetian gallery, complementary to the Art Space in Corte Petriana: the two spaces weave a physical and symbolic dialogue through their respective water gates, which face each other. On May 13, 2021, the gallery's Roman branch, L'ATELIER, was also inaugurated, located in a historic space dense with memory, art and beauty: the former studio of artist Pilade Bertieri (Turin, 1874 - Rome, 1965), home to his archive and now open to dialogue with contemporary curators and artists.

In five years of activity, certainly challenging for the events occurred in the world, the gallery nevertheless curates, in each of the three spaces, a dense activity of exhibitions and collaborations with some of the best Italian and international artists and curators. The focus, in different ways and visions, always remains on the relationship between art and science.

Comments gallery owner **Beatrice Burati Anderson**:

“It is with great pleasure that I have the honor today to welcome the Neffie project, which perfectly coincides with the gallery's mission, and in which Ing. Alberto Sanna's extraordinarily visionary research and insights pave the way for a new way of thinking about the role of the art user, in turn a creator, as the new frontiers of quantum physics, not yet sufficiently in the public domain, suggest.”

Website <http://www.beatriceburatianderson.com/>

Art-Tech

The Art-Tech association was born in the context of the rapid digital transformation, which offers new opportunities for experimentation in art and at the same time a democratization of it. Today the artist is no longer the sole creator of the work, but often the mediator between it and its audience. Currently, the cutting edge of digital technology is represented by Artificial Intelligence, and AI works are often the result of complex collaborations between an artist and a team of developers, scientists, and graphic designers. In this sense, Art-Tech aims to promote young artists, utilize new creative platforms, and support digital art projects in music, storytelling, dance, photography, and multimedia art.

Website <https://art-tech.fr/>

Technical Partners

ETT S.p.A.

ETT, an international digital and creative industry, serves as a general contractor for the turnkey delivery of experiential communication and complex information systems. Headquartered in Genoa and with offices in Rome, Milan, Turin, Ancona, Pescara, Palermo, Naples, Lugano and London, ETT is a leader in the digitization and enhancement of Italy's digital cultural heritage, in the design of both information systems for the labor market in the Smart Gov sphere and integrated systems connecting cities, environments and people in a Smart City perspective.

ETT's workforce consists of more than 260 people who produce knowledge systems and experiences by leveraging technological innovation. This is made possible by the **broad spectrum of skills brought together** in a single production system that is thus able to offer the market integrated and comprehensive solutions. ETT's areas of expertise, for which the company offers specific digital solutions to streamline and optimize processes, are: tourism, cultural and landscape heritage, education, edutainment, corporate and retail communication, space and corner set-up, data management and data mining. Design, storytelling and cutting-edge technologies are declined in parallel to create new connections between places and people through immersion in virtual spaces. Information systems design to increase the efficiency of services and governance processes and Big Data management and analysis are placed at the service of smart cities and the environment with a view to sustainability. ETT is at the head of a group of 5 companies and 4 start-ups, has a turnover of 29.5 million euros at a consolidated Group level, and since 2019 has been part of the SCAI Group, a network of companies specializing in System Integration, consulting and ICT projects, with headquarters in Turin and an industrial logic that enhances the specializations of the different companies that are part of it.

Giovanni Verreschi, CEO of ETT, a SCAI Group company, comments:

“Technology is, in ETT's well-established experience in Cultural Heritage and in the design of immersive and interactive visitor experiences for museums and exhibitions, a tool at the service of cultural content enhancement. In this project, however, NEFFIE's experimentation and exploration goes as far as the fruition of neuroscientific research in an artistic key. The visitor, in fact, not only interacts with the space, virtual and physical, of the gallery of photographs signed by Alberto Sanna, but also with the web platform of other visitors' cognitive photographs. The result is a collective experience, enjoyed through virtual reality and wearing Oculus Quest 2 visors, in which the audience plays the same role as the artist.”

Website <https://ettsolutions.com/>

Collaboration for the NEFFIE Metaverse.

Engitel S.p.A.

Engitel is a web agency and software factory based in Milan, Turin and San Francisco. It realizes high-tech Internet/mobile projects. The offer is complete and customized: website and app development, web reputation management, seo, sem, social media management, content creation, smart net development, hosting services and cloud solutions. And now, with the arrival of web 3.0, Metaverse solutions, NFT, Artificial Intelligence, blockchain. Over 25 years of designing on the Internet, more than 4,500 sites and apps developed. A team of 60 web experts offering quality, design and fast turnaround time. In 2020 it launched Spin&Go Brainy, the CMS that uses artificial intelligence algorithms and can be used on any device, including mobile. Engitel **is technology at the service of Italian creativity and vice versa.**

Engitel has created the website that integrates and shows in a **single repository** all the **complexity** of the project. A functional glue that integrates the flows coming from the Dedem Cabin of experience acquisition, from the high-definition representation of Memooria to the blockchain that stores the sessions. Transmitting it all back into the Metaverse. A unicum showing the history, present and future of the Neffie project, a true example of Phygital. Neuroscience, Artificial Intelligence, Augmented Reality, Virtual Reality, NFT and the Metaverse speak to each other through a website.

Elena Schiaffino, co-founder of Engitel and president of the Web3 Alliance Consortium points out:

“After Web 1.0 and Web 2.0, here is that the new Web 3.0 will be immersive, will use wearable devices, and will enable never-before-seen human-machine interaction. With strong presence of Artificial Intelligence. We are only at the beginning of a phygital journey so complex that it requires study and collaboration from now on by many players from different supply chains who have been working in this field for years.”

Website: <https://www.engitel.com/>

Collaboration for the NEFFIE website

Memooria

In order to preserve Cultural Heritage, Memooria offers services for digital archiving and photographic acquisition of artworks with ultra-high resolution images and 3D models, facilitating their preservation and enjoyment. Memooria's team works with the goal of offering ever-improving quality services and developing new solutions for the preventive preservation of works, ensuring digital memory for future generations. Memooria promotes the adoption of preventive and planned monitoring strategies in order to ensure minimal intervention on Cultural Heritage, through integrated solutions to support conservation activities, with the aim of minimizing emergency restorations as well as encouraging study and research activities. To achieve this goal, Memooria relies on the secure acquisition, analysis and storage of digital images, allowing to objectively detect and measure the onset of degradation patterns in advance of human perception and visual system and operate with digital preservation policies.

Luca Ponzio, Memooria CEO, comments:

“We are pleased to have participated in the Photographic Neuroaesthetics - NEFFIE project, providing our digital image management platform services processed by Eng. Alberto Sanna. Our platform is specifically designed to manage large amounts of files even in very high resolution, and is flexible and adaptable to different scenarios such as protection, preservation, enhancement and open data.”

Website: <https://www.memooria.org/>

Collaboration for the NEFFIE Metaverse through image exploration services.

Rhea Vendors Group

Rhea Vendors Group, founded by Aldo Doglioni Majer in 1960, is among the world's leading manufacturers of vending machines, which are extensively customizable. A made-in-Italy excellence, Rhea stands out for its strong international footprint, top-notch design and cutting-edge technology. With headquarters and production in the province of Varese and branches in 9 foreign countries, Rhea prides itself on spreading coffee culture to more than 90 countries around the world.

Over the past two decades Rhea has laid the foundations for an important transformation: from a player in the vending world to a forerunner in the use of vending in the new retail, hotellerie and out of home sectors, confirming its vocation to interpret and anticipate a constantly evolving market. Positioning itself between the digital and physical worlds, Rhea's new proposals revolutionize the concept of hospitality and consumer offerings in both business and residential settings, helping to improve people's quality of life.

Web: rheavendors.com LinkedIn: [Rhea Vendors Group](#) Facebook: [Rhea Vendors](#)

“With our participation in the exhibition at the Ca' Giustinian dei Vescovi Exhibition Spaces together with San Raffaele, we once again cross the classical boundaries of vending by attributing new value to automation. Kairos, as well as NEFFIE, is a demonstration of how automatic machines, in addition to the delivery of a quality product, can take a central role in the social and cultural life of our communities, in the different places of aggregation and consumption where they are found.”
comments **Andrea Pozzolini** CEO of Rhea.

Dedem Spa Group - a snapshot of Italy from the 1960s to the present day

With its photo booths, Dedem has been photographing the faces of Italians since 1962. Founded in Rome by Dan David, Pierre and Philippe Wahl, booth after booth, city after city, the Dedem Group has established itself over the years as the absolute leader in Italy and Spain in the manufacture and operation of automatic passport photo machines and today takes more than 10 million photographs each year. In order to meet the challenges of the times, the company-led by Engineer Alberto Rizzi and the managers who took over the Group in 2018-has been able to firmly maintain its identity and hold high the Made in Italy flag, always innovating and evolving. In recent years, Dedem has expanded its business to the leisure, 3D printing and driving simulation sectors.

Website: <https://www.dedem.it/>

EuropIA Institute

The EuropIA Institute created by Marco Landi, former president of Apple Computer, will be established in France in 2019 and expand to Italy and Belgium starting in 2020. The Institute's goals are:

- Raise awareness of the issues and benefits of Artificial Intelligence among the general public.
- Raise awareness of new technologies in schools starting from Middle School and encourage especially young girls to pursue scientific studies
- Support the creation of start-ups by young people who want to become entrepreneurs

To this end, the first maison de l'Intelligence Artificielle was created in the large Technopolis of Sophia Antipolis (Nice), which welcomes middle school students and initiates them into the knowledge of new technologies. In addition, EuropIA Capital, an investment fund dedicated to them, was created to support young start-ups. This year the world's largest event totally dedicated to Artificial Intelligence was launched in Cannes in the grand Palais des Festivals

It honored the event with the presence of NEFFIE thanks to the support of ART TECH. The Institute wishes to open up to new cooperation and is ready to engage with VeniSIA and SIF to launch important new challenges.

Website: <https://europia.it/>