

# THE JOURNEY

# FROM ATOMS TO BITS

**The Challenge:** Technology is changing the way we engage with reality; digitization is a game changer in any context. A world of atoms is becoming a world of bits, bits are data, maybe “big data”, and data can be connected, more easily than atoms, to create new knowledge. Individual thinking, algorithms, collective intelligence, are overlapping and interacting in an increasingly complex way. Transforming ourselves, as new insights on reality are changing our world, is the challenge. To this aim, multiple mirrors can help us to accelerate and accept this transformation: experiences in neurosciences, artificial intelligence, augmented reality, can meet new insights coming from theoretical physics, philosophical speculation, as well as from new life styles and mental attitudes. The fall-out of the transformation is everywhere; here are some examples. There are deep connections with other paths of MI C-ITY as well.

## *Examples of issues:*

- Adaptive platform for intelligent connection (Prospero Project)
- Data Science: algorithms and cultural schemes
- Governance of data generated by IoT/loE
- Individual freedom and collective intelligence
- Digitalization as game changer in credit and money
- Value shifts of functions and assets in utilities and telecoms
- Information vs. energy: new flows and balances
- Augmented reality in cultural landscapes

# DIVERSITY FOR LIFE

**The Challenge:** during the long age of the industrial paradigm, “diversity” has been a problem: mass markets, mass production, have required standard solutions and simple interfaces. The problem is that a standardized world is not sustainable (environmentally, socially, economically, culturally), and diversity emerges as the actual key for wealth and sustainability. Life is of course the main model to understand how diversity feeds complex systems and generates extreme beauty through a never ending cognitive process. The networks of life exploit connections which are only minimally known and understood, and therefore are a huge asset that is not carefully valued and respected.

## *Examples of issues:*

- Diversity-based measures of development
- Continuity of ourselves across inside and outside bodies
- Tracking of food and life processes
- Wellness systems after the end of Welfare systems
- Convergence of care processes developed in distant cultures

# CONNECTION FOR CREATION

**The Challenge:** even if connection has always been at the core of human creativity, now it emerges clearly as the strategic link between knowledge and value. Exploration of the unknown, radical innovation, design, engineering, are different level where different sources are connected, from archetypes until the last available data. Tacit knowledge is recovering its paramount importance, after a long period when only coded knowledge was exploitable. Design becomes a form of thinking, and expands well beyond the industrial design. Arts and crafts can find again wide spaces. Innovation connects multiple sources and gets rid of rigid models allowing only incremental changes.

## *Examples of issues:*

- Designing worlds, beyond objects: the beautiful as discovery and construction
- Organization of the networked Co-creation
- “Glocal” entrepreneurship: arts, crafts, and bits
- Scalability of tacit knowledge (vs. industrial scalability of explicit ones)
- Elimination of “sticky resources” to enable a continuous innovation
- Ecosystemic Design to integrate people, places, contents, devices
- The grounds of art long term value

## BACK TO THE “POLIS”

**The Challenge:** perhaps the central challenge of the MI C-ITY project, which is a bridge toward the future of the city: the complexity of the urban scene, human interactions, the new economies that can be generated to replace other endangered ones, beauty, health, culture and education. The question is: what city, who are its future inhabitants, which are the drivers of a new feeling of belonging to the same system?

### *Examples of issues:*

- Fostering the city as a forge of new culture
- SmartUP: cities and territories as entrepreneurial living beings
- Observatory on trends and developments of global leading cities
- Space and time revolution of production, fruition, logistics, mobility
- Health and wellness: new places, processes, actors
- New rankings and ratings of living art: “super-urban” and “super-rural”
- Emerging trust and governance forms, regenerating historic institutions
- Old and new governance patterns overlap in the emerging ecosystems

# THE NEW WEALTH

**The Challenge:** current economic models look obsolete; their measures apply only to a part of what is felt as actual value by individuals and society. For the same reason, the optimization of economic parameters brings to unsustainability and conflicts; in the same time, capital flows are not addressed toward the most fruitful endeavors, while value of traditional assets, including human capital deemed as workforce, is shrinking more and more. The insistence on obsolete drivers and goals is wasting resources, spoiling huge environmental and cultural capitals, and worsening the global balance.

## *Examples of issues:*

- Exponential growing capitals vs. distressed assets
- New financial ratings and indexes
- Technology and disruption
- New enterprise and meta-enterprise models, and integration of “social” and “business”
- New forms of property
- Concurrent transformations of work and money
- Shift of scale economy, from production to connection

# THE EMPOWERED SOCIETY

**The Challenge:** Caring and developing the emerging cradles of passion and engagement is extremely important to understand how relationship and trust in society could be increased and oriented to a superior resilience and cooperative capability. This requires new ways to understand how people decide what they like, what they consider right and wrong, and what groups and objects they choose to associate with. Essentially, it depends on how people see the world and why people behave the way they do. A deeper understanding could provide a different picture of people and, most importantly, of what could influence future behavior.

*Examples of issues:*

- Communities as the new great asset
- Formation and development of communities
- Enabling engagement and enaction processes
- Trust and power in multi-connected societies
- Mind plasticity and its consequences
- New social inclusion models

# THE SCHOOL OF CONNECTION

**The Challenge:** there is an emerging need of new dynamic knowledge gates, of permanent open labs, where processes are generating connections and new meaning, more than producing needs & goods. This path is therefore finalized to the harmonic construction of the many futures compressed into a multifaceted present, developing a game-changing educational experience, epitomized by the concept of Connection: Places, or nodes, of connection can unleash the strategic flow from still unknown or ignored, but existing and inexhaustible, sources. The urgency of a co-creation ability can find an answer only thank to a leap from higher-education to hyper-education, from disciplinary to trans-disciplinary languages, from design of the visible to design of the invisible.

## *Examples of issues:*

- Recreating the *Scholè* in the XXI century (C-School Project)
- From separateness to convergence, from static to generative knowledge
- The impact of education on future society and economy
- Experiments of non-disciplinary paths, with contribution of scientific, humanistic, and economic cultures
- New places and times for a life-long school
- Cultural heritage as trigger of new generative processes