# ALESSANDRO CRAVERA

is a Partner and CEO of Newton S.p.A. He is a member of the Faculty of the Executive MBA program at ALTIS Università Cattolica and 24 Ore Business School, where he teaches Leadership and Managerial Development. He also teaches Economics of Complex Organizations at ISIA Roma Design. He focuses on "management innovation," rethinking organization, management, and corporate strategy in line with the evolutionary dynamics of complex systems and supporting companies in their evolution. He has managed numerous cultural change projects for Italian and international companies. Currently, in his professional activity, he focuses on developing managerial skills related to leadership and decision-making in complex contexts. He is the author of numerous publications in Italy and abroad, including "Competing in Complexity" (ETAS, 2008), "The negentropic role of redundancy in the processes of value creation and extraction and in the development of competitiveness" (E:CO Organization & Complexity, 2012), and "Guide to management classics in the era of complexity" (Il Sole 24 Ore, 2012). His latest book is "Training for Complexity – Cognitive Schemes for Deciding and Acting in an Unordered World" (Egea, 2021).

"Designing the complexity"

In this session, Professor Cravera will delve into the intricate relationship between design and complexity, exploring how designers navigate and innovate within complex systems. Through a multidisciplinary lens, attendees will gain valuable insights into the role of design in addressing the challenges posed by complexity in today's world. Don't miss this opportunity to explore the dynamic intersection of design and complexity with one of the leading experts in the field.

Cumulus Association
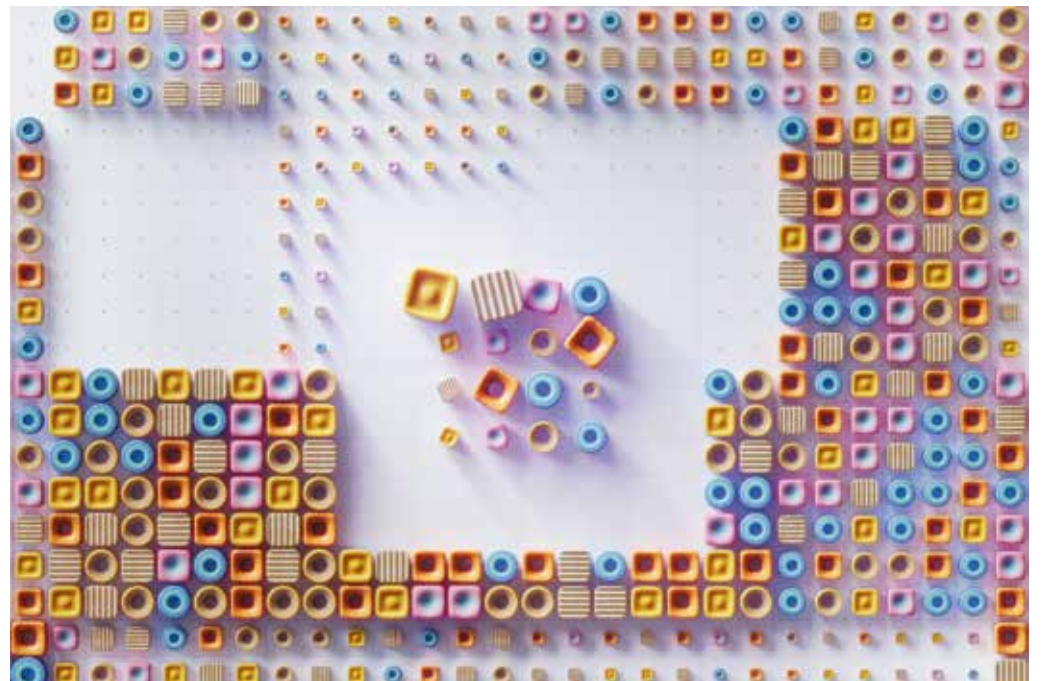
MAURO DE BONA

Graduated in Management Engineering in Udine, he moved to Rome to work in a leading private group managing international projects of technological innovation with major Italian and foreign companies (Aprilia, Ford, Wind, Grundfos, Telefonica, Pirelli, etc.). Since 2005, he has become a partner at Campus, a consulting firm for strategic and organizational innovation with offices in Udine and Rome. His main areas of intervention include strategic innovation and business models, evaluation of intangible assets, knowledge management, and the application of creative techniques to product development. He is a contract professor of Economics and Organization at the University of Udine and continues to collaborate with the academic world in numerous projects. He is the author of publications on innovation, creativity, business models, and intangible assets. He has given lectures and seminars in Italy and abroad, attended by over 1,500 companies. The phrase he most often repeats to himself and his clients is from the movie "Dead Poets Society": "It's when you think you know something that you have to look at it in a different way."

"Design and Complexity"

An enlightening intellectual journey into the intricate relationship between design and complexity. In this conference, attendees will have the opportunity to gain insights into how design grapples with the challenges posed by complexity in the contemporary world. Through an interdisciplinary lens, Professor De Bona will elucidate how design embraces and navigates the intricate dynamics that characterize our society, offering innovative and visionary solutions. Prepare for an intellectual voyage that challenges conventions and inspires new perspectives onthe fundamental role of design amidst the complexities of our world.

DERRICK DE KERCKHOVE

is the author of The Skin of Culture and Connected Intelligence and Professor in the Department of French at the University of Toronto, in Toronto, Ontario, Canada.
He was the Director of the McLuhan Program in Culture and Technology from 1983 until 2008. In January 2007, he returned to Italy for the project and Fellowship "Rientro dei cervelli", in the Faculty of Sociology at the University of Naples Federico II where he teaches "Sociologia della cultura digitale" and "Marketing e nuovi media". He was invited to return to the Library of Congress for another engagement in the Spring of 2008. He is research supervisor for the PhD Planetary Collegium M-node directed by Francesco Monico. Since 2008 he oversees global art projects for Solstizio, co-founded by the artist Giuseppe Stampone. In July 2015 with Fred Forest, Maurice Benayoun, Tom Klinkowstein and other art people, thinkers and philosophers, he participated to Natan Karczmar's seminar ArtComTec.
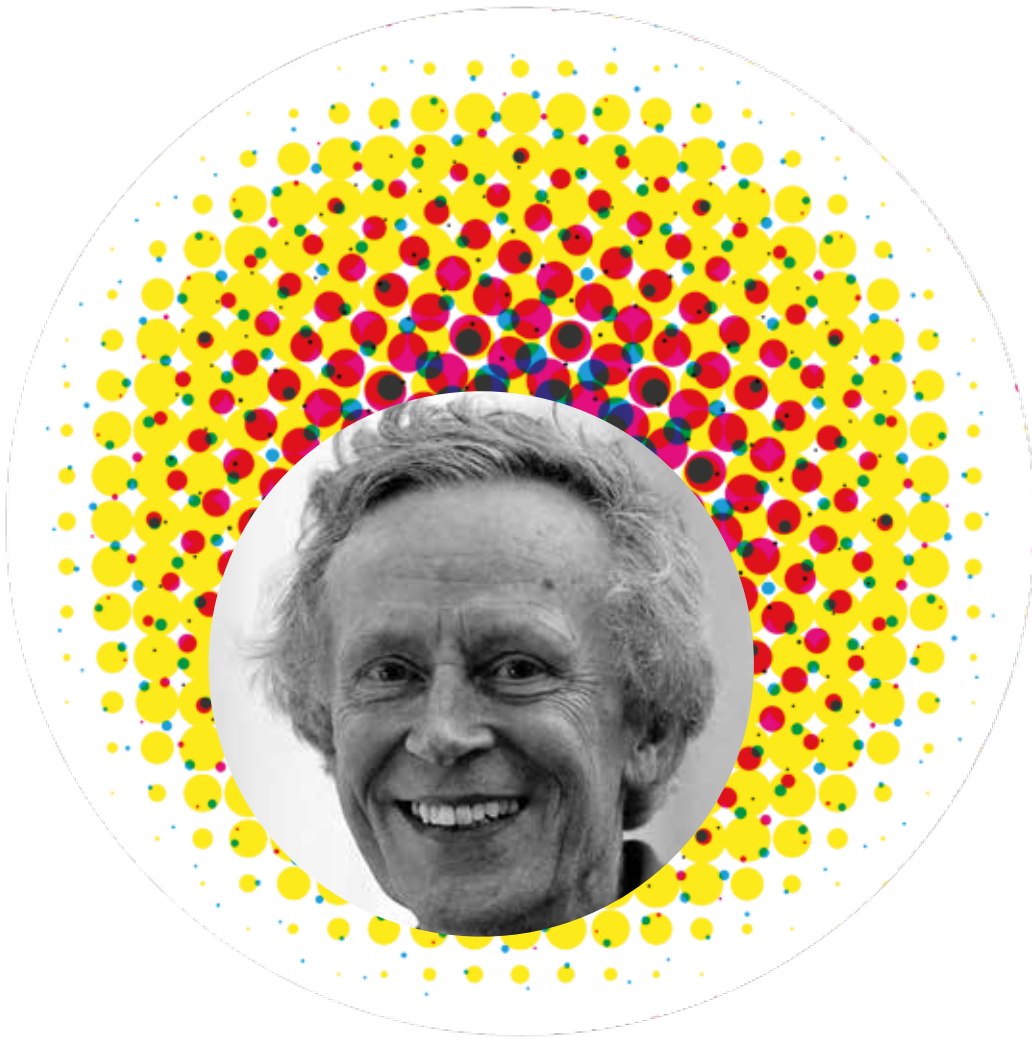
"The epistemological complexity of generative artificial intelligence"

Esteemed professor Derrick De Kerckhove delivered a thought-provoking conference titled "The Epistemological Complexity of Generative Artificial Intelligence." Drawing upon his expertise in technology, communication theory, and cognitive science, Professor De Kerckhove navigated attendees through the intricate intersections of human cognition and machine learning. His presentation delved into the multifaceted nature of generative AI, challenging traditional paradigms of intelligence and prompting interdisciplinary dialogue among scholars, researchers, and practitioners. Professor De Kerckhove's insights illuminated newpathways for understanding and harnessing the potential of artificial intelligence, shaping the discourse on this critical subject.

FRANCESCO LAGONIGRO

Graduated in Economics and Commerce, he obtained an MBA in Business Administration and Lean Organization. He is a University Lecturer at the University of Trieste. He founded and coordinates Baker Tilly Hidra Sb to support companies and implement Sustainable Development Strategies and Circular Economy Projects.

Passionate about music and event organization, mountain biking, and everything that generates positive emotions.

MASSIMO CONTE

Massimo Conte has more than 15 years of experience in instructional design and development of e-learning courses. Currently he is Digital Learning Innovation Manager and Trainer focused on Generative AI integration in learning activities. He is also Editorial Coordinator of the Complexity Education Project.
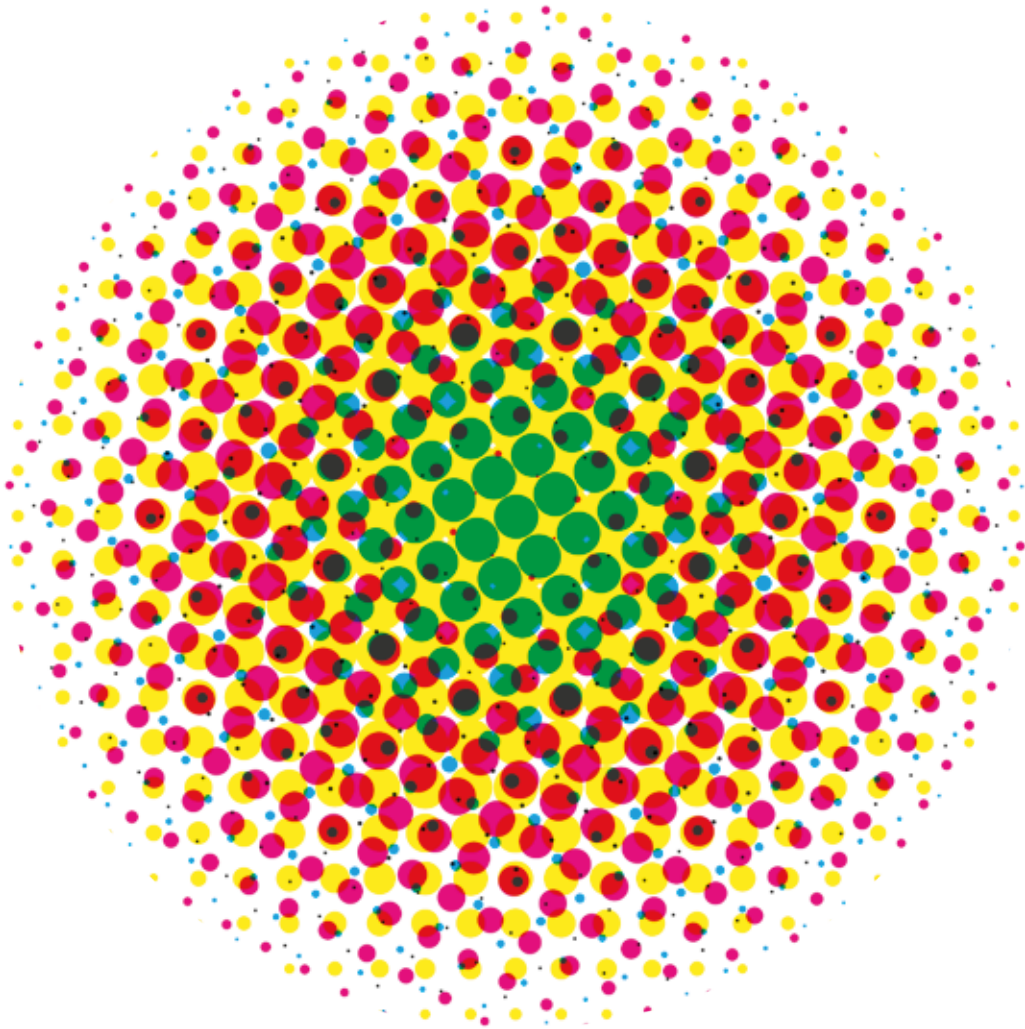
"Human in the Loop: amplifying Design with Generative AI"

In this experience we'll explore the transformative potential of generative AI in the realm of design. As we move towards a future where humans and machines will collaborate more closely, we'll discover how AI can augment human capabilities, demanding new skills and mindsets. Human expertise will be crucial before the interaction with Generative AI (problem framing), during the dialogue human-machine (prompting and iteration) and after the dialogue, because the human is in charge for validation of output and the enhancement of the final product (texts, pictures, videos). While AI offers powerful tools, it's crucial remembering that the ultimate responsibility remains in human hands. Join us to envision a future where technology and creativity intertwine seamlessly.