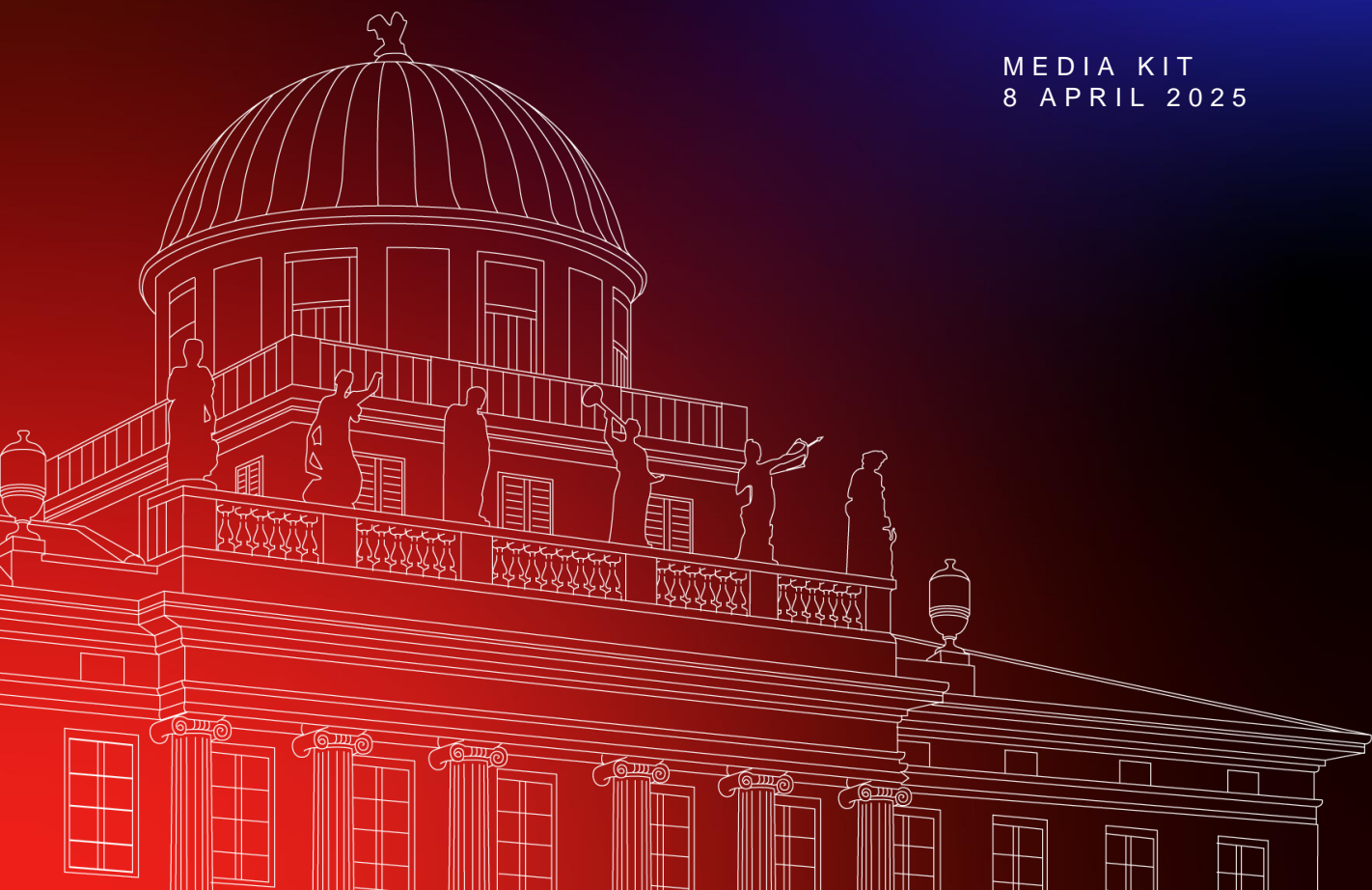


αi

αGORAi INNOVATION
HUB

humanize
the future

MEDIA KIT
8 APRIL 2025



Index

01 pag. 3

Press Release

02 pag. 7

Quotes for media use

03 pag.12

Palazzo Carciotti

04 pag. 19

Interview to Carlo Ratti

05 pag. 22

The Partners

06 pag. 45

Infographic

07 pag. 47

Images and Video

08 pag. 49

Spokespeople Bios

01

Press Release

'Agorai Innovation Hub' kicks off in Trieste: a unique ecosystem of basic and applied research leveraging advanced Data Science and Artificial Intelligence to improve the quality of human life

- Agorai Innovation Hub is promoted by Friuli Venezia Giulia Autonomous Region, Generali, Fincantieri and Fondazione Fincantieri, illycaffè, University of Trieste, International School for Advanced Studies (SISSA), University of Udine, MIB Trieste School of Management, Italian Institute of Technology (IIT), with the participation of the Abdus Salam International Centre for Theoretical Physics (ICTP)
- Google Cloud will be the strategic innovation partner for the Hub
- Deloitte will support on business side and Goldman Sachs will be the research partner in relation to finance and financial markets
- Palazzo Carciotti, a symbol of Trieste and the original headquarters of Generali, will become the Hub's headquarters, featuring an innovative design by Carlo Ratti
- Agorai Innovation Hub will train talent, promote knowledge transfer, and foster the creation of innovative startups
- Key research areas will be: health and wellbeing; regenerative agriculture and food; mobility and transport; finance and capital markets

Trieste – 'Agorai Innovation Hub' was presented today in Trieste, an ecosystem formed by leading organizations created to establish one of the most important centers for applied and basic research on Data Science and advanced Artificial Intelligence (AI) in Italy and Europe, as well as a cutting-edge training center at the European level.

The initiative will leverage the potential of technology to guide technological and scientific development towards goals that focus on the quality of life, serving humanity and communities, and contributing to the well-being of a free, sustainable, and regenerative society. The headquarters will be in Trieste, a historic meeting point for cultures and commerce with a consolidated entrepreneurial and scientific tradition, creating an international reference point for research, open to new collaborations and synergies.

The Hub involves significant local and international economic and entrepreneurial entities, with a public entity, academic institutions and internationally renowned research centers: Friuli Venezia Giulia Autonomous Region, Assicurazioni Generali together with Banca Generali and Generali Italia, Fincantieri and Fondazione Fincantieri, illycaffè, Goldman Sachs, University of Trieste, International School for Advanced Studies (SISSA), University of Udine, MIB Trieste School of Management, Istituto Italiano di Tecnologia (IIT), Deloitte, with the participation of Abdus Salam International Center for Theoretical Physics (ICTP).

The participants in the project will contribute with funding, personnel, expertise, and case studies, in order to maximize the synergies and benefits of collaboration within the innovative ecosystem.



Google Cloud, as strategic innovation partner for the Hub, will make some of its most advanced Artificial Intelligence resources available to the project. This support will take shape through the provision of cutting-edge cloud platforms and infrastructure and access – including early access – to large language models (LLMs) like Gemini and solutions such as AlphaFold, the Artificial Intelligence system developed by Google Deepmind that can predict the three-dimensional structure of proteins.

Deloitte, a leader in strategic, managerial, and technological consulting, will support the initiative on the business side by providing the necessary services to support the research and go-to-market of the developed solutions. This collaboration is based on a deep sharing of values and ambitions.

Goldman Sachs will be the research partner in relation to finance and financial markets.

THE STRUCTURE OF ‘AGORA/ INNOVATION HUB’

The ecosystem includes the establishment of a Foundation, which will primarily focus on basic research, and a joint-stock company called ‘Agora/ Innovation Hub,’ which will be dedicated to applied research through the implementation of case studies in various sectors, developing innovative solutions that leverage advanced AI algorithms and the potential of Big Data. Based on these solutions, the Hub will promote the support and development of start-ups, the attraction of talent, and the promotion of a digital culture, enhancing the excellence of the territory in an international context.

In addition, an open academy will be developed, a center for the provision of training and dissemination services for members and third parties, based on the skills and network of academic institutions and corporate training schools, such as the Generali Group Academy, which is based in Trieste.

THE HEADQUARTERS AT PALAZZO CARCIOTTI

The headquarters of ‘Agora/ Innovation Hub’ will be Palazzo Carciotti, a symbol of Trieste and the original headquarters of Generali, which will once again represent the city's innovative spirit. The Hub's headquarters will be located in the seafront portion of the Palace and will be conceived as a research center, a meeting place and exchange for researchers, entrepreneurs, and students. Purchased by Generali in early 2025, Palazzo Carciotti will undergo a major renovation and restoration project, managed by Generali Real Estate.

To bring the vision of ‘Agora/ Innovation Hub’ to life, the architect, engineer, and urban planner Carlo Ratti, director of the MIT Senseable City Lab and curator of the 2025 International Architecture Exhibition in Venice, has been appointed. His approach is particularly attentive to the intersection between architectural and urban design and its relationships with other disciplines, particularly with regard to the themes of technology and science.

During the restoration and enhancement work, the Hub's headquarters will be in the adjacent Palazzo Berlam, already home to the Generali Academy.

WHY ‘AGORA/ INNOVATION HUB’

The word “Agora” represents the bond of past and future, combining the meaning of the *agorà*, a place of exchange and collective growth in Greek cities, with innovation as the engine of tomorrow. This connection intertwines with the history of Palazzo Carciotti, a crossroads of economic and social exchanges, which today is renewed in continuity with the past.

From commercial space to a hub of ideas, research, and technology, “Agora” expresses a historical continuity where knowledge and innovation intertwine to build a future in which technological transformation serves humanity. The name indicates the ecosystem as a whole but also emphasizes the theme of AI (the alpha and iota at the beginning and end of the word). The colors represent the partners who created the project.

AN ECOSYSTEM OF EXCELLENCE PARTNERS

The project sees the participation of key players in the Italian and international landscape, divided into three sectors:

- **Private:** in addition to the Generali Group, with Assicurazioni Generali, Banca Generali, and Generali Italia, leading companies such as Fincantieri, Fondazione Fincantieri and illycaffè are participating, along with Goldman Sachs, as the research partner in relation to finance and financial markets. Deloitte will support on the business side both the research activities and the go-to-market of the developed solutions.

Google Cloud joins the project as a strategic innovation partner for the Hub, providing cutting-edge AI technologies, databases, analytics capacities, an AI-optimized infrastructure and training on the use of the most advanced AI models;

- **Public:** Friuli Venezia Giulia Autonomous Region, an important partner in the project, actively supports the initiative, recognizing its strategic value for the territory;
- **Academic, research and education:** a network of prestigious universities and research institutions, including the Universities of Trieste and Udine, International School for Advanced Studies (SISSA), Istituto Italiano di Tecnologia (IIT), MIB Trieste School of Management and Abdus Salam International Centre for Theoretical Physics (ICTP), guarantees a solid scientific foundation for the project.

"HUMANIZE THE FUTURE": THE MISSION OF THE SCIENTIFIC HUB

The goal of the ecosystem is to place the crucial challenges for the future of humanity and the planet at the center of scientific and technological research. The claim "Humanize the Future" summarizes the ambition to cultivate an intelligence that is not only artificial but also carries a true cultural transformation. In this context, technology is not an end, but a means to achieve goals that concretely improve people's lives.

The activities of the hub will be articulated in three main areas:

- **Basic Research:** developed by scientific institutions to explore the frontiers of AI and its applications;
- **Applied Research:** conducted by companies in partnership with *Agora* Innovation Hub to translate scientific discoveries into concrete and innovative solutions;
- **Open Academy:** an academic initiative for the training of talent, the transfer of knowledge, and the creation of startups.

Ethics and the measurement of the impact of technological development will be fundamental guiding principles for all the hub's activities.

KEY RESEARCH AREAS TO ADDRESS THE GREAT CHALLENGES OF THE FUTURE

The research center will focus on key areas, which may expand in the future, drawing on the expertise of partners to generate new business models that have a positive impact on people's lives:

- **Health and Wellbeing:** develop technologies to ensure valuable longevity, for example, through the modeling of tumor evolution and drug response through machine learning;
- **Regenerative Agriculture and Food:** research and promote regenerative agronomic practices aimed at conserving biodiversity, renewing ecosystems, seeking well-being in cultivation areas, and fostering a virtuous circle between those who produce and those who consume coffee;
- **Mobility and Transport:** apply AI to improve the impact of mobility and transport, for example, through generative design and the optimization of logistics;
- **Finance & financial markets:** utilize AI and machine learning to innovate finance, investments, risk management, and cyber security, in support of the development of capital markets, for a secure and sustainable financial future.

02

Quotes for media use

Massimiliano Fedriga, President of Regione Autonoma Friuli Venezia Giulia

"With this Foundation and Agora*i* Innovation Hub we strengthen Friuli Venezia Giulia's scientific and international vocation, investing in strategic technologies to generate growth, skilled employment, and innovative solutions at the service of the community."

Philippe Donnet, Group CEO of Generali

"The evolution of artificial intelligence and its impact from a social, economic, labour, and ethical standpoint are key topics for us all. Agora*i* is the result of this awareness, as well as of the desire of a broad ecosystem of public and private players of international scope to combine their respective skills to drive technological development to the service of mankind and human communities, nurture talent and promote knowledge. As Generali, we are particularly proud not only to have promoted the creation of this innovative center but also to host it in the renovated Palazzo Carciotti, the founding place and first headquarters of our company, which we recently acquired. Moreover, the fact that Agora*i* was born in Trieste, with its remarkable tradition in scientific research, is very important news not only for the city and the region but for Italy as a whole, as it will become an international reference point in an increasingly crucial sector."

Giancarlo Fancel, Country Manager & CEO of Generali Italia

"Technological innovation is an essential element of Generali's development in Italy. For a long time, we have been strongly investing in resources and skills in the technological transformation process of our Company. This journey has led us to be leaders in this field today, with 100% of our Networks digitized, over 80% of our offerings digital, and more than 90 proprietary algorithms to ensure the best customer experience for our clients and agents. As part of our development plan, we will continue to invest significantly to accelerate the use of Data, Generative Artificial Intelligence, and Automation to grow our Company. The inauguration of the Agora*i* Innovation Hub in Trieste represents an important piece of a history of over 190 years rooted in the territories and communities where we operate with our agents and consultants to contribute to the economic and social growth of the entire system. It is a collective project that sees us alongside excellent entities, confirming the importance of a public-private partnership to meet the country's needs."

Gian Maria Mossa, CEO of Banca Generali

"We strongly believe in the value of innovation and the impact of AI to bolster productivity and improve solutions and services, as a competitiveness accelerator. For this reason, we are happy to be part of this wonderful initiative together with our Group, which has been at the forefront of digital and data analysis for some time, to make the service to customers increasingly unique and personalized. The interaction with high-standing partners participating in the project and the study of data science applied to the evolution of artificial intelligence at the new Agora*i* Innovation Hub are the best premises to contribute concretely and tangibly to some important challenges of our country. The sustainability of growth indeed depends on distinctiveness and the ability to harness the benefits of technological evolution, cultivating and enhancing people's talent. These are paradigms on which Banca Generali wants to continue to play a leading role in serving families and the community."

Andrea Illy, Presidente illycaffè S.p.A and co-Chair Regenerative Society Foundation

“Public-private initiatives such as the *Agorai* Innovation Hub are crucial. AI, with its ability to manage and analyze large volumes of heterogeneous data, is essential to understanding, for example, the correlations between the adoption of regenerative agriculture and the long-term benefits on product quality and properties, as well as on consumer health. Furthermore, AI can play a decisive role in making crops increasingly resilient to climate change. The *Agorai* Innovation Hub offers advanced technologies and serves as a place for research, experimentation, and exchange with leading academic, corporate, and industrial scientific institutions. This creates the right environment to collectively pursue, in an ethical and responsible way, the goal of improving human life and communities.”

Roberto Di Lenarda, Rector of the University of Trieste

“The University of Trieste, having been a key proponent of the initiative, is among the founding members of the *Agorai* Innovation Hub. The university will make a significant technical and scientific contribution, drawing on its role as a pioneer in AI education in Italy. Ours was the first university to offer a complete set of degrees, from a bachelor's degree to a PhD, to train future professionals in Artificial Intelligence. Our next goal will be to develop interdisciplinary and transdisciplinary applications of the field across other degree programmes. Thanks to the support of Generali, the Master's degree in Artificial Intelligence and Data Science will also introduce a new taught course on Responsible and Sustainable Artificial Intelligence, equipping students with the tools to understand and address the social and ethical implications of AI technologies.”

Prof. Andrea Romanino, Director of the International School for Advanced Studies (SISSA)

"SISSA's participation in the *Agorai* Innovation Hub represents a strategic opportunity to strengthen our commitment to creating synergies within the region, uniting our solid expertise in basic research in Data Science and Artificial Intelligence with the strengths of important academic, entrepreneurial, and institutional entities in Friuli Venezia Giulia. At the same time, the initiative, with its clear global vocation, naturally fits into our vast international network of scientific collaborations. With *Agorai* Innovation Hub, Trieste is responding to some of the most crucial challenges of the present and the near future. SISSA is ready to contribute with the quality research and the ability to attract talent from all over the world that characterizes it".

Roberto Pinton, Rector of the University of Udine

“We are delighted to participate in the birth of this new entity, the result of collaboration between public and private partners, which aims to promote scientific research and training in the field of Data Science and Artificial Intelligence. The creation of this research center represents an important piece of our ongoing commitment to scientific progress and innovation, offering a fertile environment for the development of new knowledge and cutting-edge technologies. Thanks to the synergy between universities, institutions, and companies, we are confident that this initiative will have a significant impact on the future of computational sciences and AI, contributing to the training of new generations of researchers and professionals in a strategic field for the progress of society.”

Andrea Tracogna, Dean, MIB Trieste School of Management and Professor, University of Trieste

“Within the *Agorai* Innovation Hub, MIB will serve as a strategic bridge between academia and the business community. Our mission is to support companies in closing the gap between the potential and the real-world implementation of machine learning and AI models. Through targeted technology transfer initiatives and tailored training programs - drawing on and amplifying the best international practices - we are ready to shape the new standards of managerial and entrepreneurial education for the AI era.”

Claudio Semini, Head of the Dynamic Legged Systems (DLS) lab (dls.iit.it) at the Istituto Italiano di Tecnologia (IIT)

“The participation of the Istituto Italiano di Tecnologia (IIT) in the *Agorai* Innovation Hub represents an exciting opportunity to enhance scientific research applied to artificial intelligence and robotics. In this initial phase, we are already initiating a constructive dialogue with various ecosystem partners to explore concrete areas of collaboration. The goal is to integrate autonomous robotic solutions and advanced AI systems into real-world contexts, contributing to the development of technologies that have a tangible and positive impact on society.”

Fabio Pompei, Chief Executive Officer of Deloitte Italy

“Deloitte believes in the importance of innovating responsibly and sustainably, taking into account the social and environmental impact of its activities. This is why we have joined the *Agorai* Innovation Hub initiative with conviction, a virtuous example of public-private collaboration that aims to bridge the technological gap, particularly in the field of Artificial Intelligence. Despite the availability of talent and financial resources, our continent struggles to compete on an international scale. For this reason, it is vital to strengthen collaboration between companies, institutions and research: only by systematizing skills and investments, we will be able to promote the growth and competitiveness that our country and Europe need in this phase of deep change.”

Sandro Scandolo, Senior Coordinator of Research and Partnerships, ICTP

“We are delighted and honoured to participate in *Agorai* Innovation Hub alongside its academic partners, and to leverage ICTP’s most valuable strength, its global network of researchers from across the world, to attract world-class talent to Trieste and to the project.”

Raffaele Gigantino, Country Manager Italy, Google Cloud

“Artificial Intelligence represents a transformative opportunity for Italy, capable of unlocking significant growth in productivity and the economy, and the time to act is now. Google Cloud's commitment is aimed precisely at enabling this transformation, supporting organizations in integrating AI to innovate and grow. Agora*i* Innovation Hub is a concrete step in this direction, and as an innovation partner, we are excited to make our technologies and expertise available to ensure that this Hub becomes a catalyst for innovative AI solutions, with a tangible impact on the country's development starting from Friuli Venezia Giulia.”

03

Palazzo Carcioni

PALAZZO CARCIOTTI

THE PALACE

Palazzo Carciotti is one of the most significant examples of Neoclassical architecture in Trieste. Its construction began in 1799 and was completed in 1805. The palace was commissioned by Demetrio Carciotti, a prominent figure in the city's active commercial bourgeoisie, to the young Milanese-trained architect Matteo Pertsch, who brought modernity and innovation to the project, influenced by Milanese and French Neoclassicism.

The palace is in the Borgo Teresiano, an area of Trieste that, at the end of the 18th century, was experiencing rapid economic and building expansion (Città Nuova - New City). The houses of merchants in this area usually consisted of a ground floor used as a warehouse, a first floor for the merchant's family, and an attic for service staff. Palazzo Carciotti, on the other hand, stands out for its monumental structure (*"a grandiose building without sparing expense on the seashore next to the Canal Grande, which will enhance and decorate this city,"* in the words of Demetrio Carciotti in 1799), for the use of precious materials (Carrara marble for the main staircase and the hall of honor in the owner's apartment, stone for the two facades) and Neoclassical elements, which make it a unique example in the urban context of the time. The palace's facade facing the sea is the only private architectural work in Trieste notable for its sumptuousness and beauty.



The building has imposing dimensions: 40 meters of main front and 100 meters of long side. The foundations of the palace are made with quarry stones resting on rafts and pilings, a common technique for constructions near the coast. Pertsch demonstrates competence in construction techniques, also adopting the fire prevention measures promulgated in 1801, and earning praise for the solidity and economy of his works.

It is characterized by a horizontal and vertical tripartition, with a main facade inscribed in two externally aligned squares. The main facade is decorated with six Ionic columns of giant order that run the height of two floors and rest on a smooth rusticated base. The hemispherical dome, covered in copper, is surmounted by the Napoleonic imperial eagle.

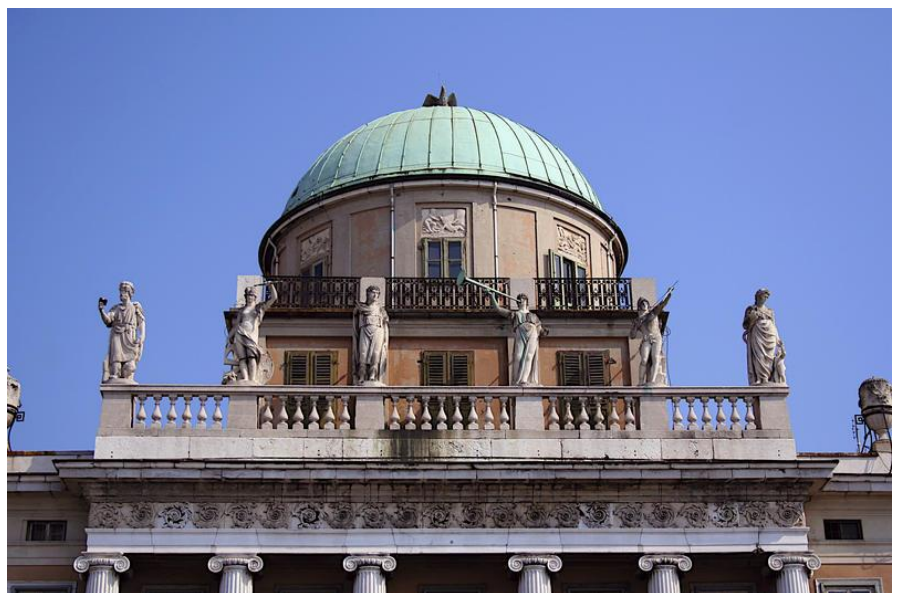
It is divided into five building blocks with courtyards and light wells, with a flexible arrangement of spaces to meet the needs of tenants. The ground floor of the palace was divided into 18 warehouses, which could be reduced to two large spaces by knocking down the walls under the arches, without compromising the solidity of the building. On the first floor, the 16 quarters could be reduced at will into larger or smaller dwellings, according to the needs of the tenants. The palace is built with a vertical load-bearing masonry structure, while the horizontal parts are composed of wooden structures.

THE FACADES

The main facade is characterized by a giant order of fluted Ionic columns, with a balustrade and statues that contribute to the decoration of the palace. The statues that adorn Palazzo Carciotti are mostly the work of the sculptor Antonio Bosa, a student of Antonio Canova, and represent deities and allegorical figures that reflect the values and aspirations of the client, a suggestive iconography that would later recur in numerous other palaces in Trieste, thus representing a common identity shared by the cosmopolitan merchant class. It is very significant that Carciotti entrusted his palace to prominent names in the artistic scene, not only Italian.

The statues on the main façade represent:

- **Mercatura (the merchant)**
- **Fortune (Thyche):** goddess of destiny and protector of merchants, bringer of good events and protector of navigators (according to other sources, the Justice).
- **Honor**
- **Fama:** dispenser of news and symbol of good reputation, essential for a merchant.
- **Ingenuity**
- **Abundance:** Roman goddess of abundance, representing enrichment and prosperity.



The rear facade of Palazzo Carciotti (where Generali was based from 1831 to 1866), the first to be built, is also adorned with statues that evoke commerce, navigation, and the qualities necessary to succeed in these fields, reflecting once again the values of Demetrio Carciotti.

Above the inscription "Demetrio Carciotti ANNO MDCCC" are found:

- **Jason:** mythical Greek hero, symbol of commerce and weaving, recalling the Golden Fleece and the Argonauts.
- **Mercury:** Roman god who protects merchants and commerce.
- **Poseidon:** Greek god who rules the sea and waters.
- **Ulysses:** great navigator, symbol of sagacity, cunning, courage, and spirit of adventure.

At the entrance, the statues of Hercules and Athena (goddess of the arts and intelligence) protect the house. On the grand staircase are the three allegorical statues of "Architecture," "Painting," and "Sculpture."

The dome of the double-height round room in the centre is decorated with episodes from the Iliad and monochrome frescoes by Giuseppe Bernardino Bison (c. 1804), who would later decorate the vault of the hall of the Trieste Stock Exchange (1805-1807), and embellished with sixteen monolithic columns leaning against the walls.



Pertsch describes his work for Demetrio Carciotti in a letter of 1827 for the Academy of Fine Arts of Parma written on the occasion of the conferment of the qualification of honorary academician, well highlighting the challenge of the assignment, balanced between the Vitruvian principles of *utilitas* (utility), *firmitas* (solidity), and *venustas* (beauty), as the scholar Diana Barillari explains.

Utilitas because the palace, with the exception of the monumental part on the main floor that Carciotti had reserved for himself, was intended to be rented out: on the ground floor the warehouses-fondaco, for the goods of the boats that docked at the Grand Canal, stables, warehouses of the Carciotti company, warehouses of foodstuffs; on the first floor were prestigious private homes and representative offices of many companies.

The dome, whose copper cladding was requisitioned in 1918, the final year of World War I, by the Austrian government, once housed the studios of painters Arturo Rietti and Nino Perizi.

Scrolling through the General Guides of Trieste (or Schematisms) during the nineteenth century, you can read many names with residence on the Carciotti island: members of the Stock Exchange Deputation, heads of the Swiss and English communities, the Bois de Chesne and Morgante companies, the Austro-Hungarian National Bank, as well as that of Generali, founded in 1831 right in Palazzo Carciotti, where it was based until 1866.

The palace has also housed the offices of the Harbour Master the Allied Military Government, ACEGAS, and the Municipality of Trieste, to which the palace was registered in 1932 in the absence of heirs of primogeniture as stipulated by the entail.

In January 2025, the Generali Group won the auction for Palazzo Carciotti, held by the Municipality of Trieste. The process to finalize the transfer of ownership of Palazzo Carciotti from the Municipality of Trieste to Generali, which will take place in the coming weeks, has now begun.

DEMETRIO CARCIOTTI

A curiosity: *The oldest Generali fire risk policy kept by the Historical Archive is also linked to the palace: in 1832 the G. Schind company insured its three warehouses located in the "Carciotti house".*

Born in the Peloponnese, arrived very young in Trieste, around 1770, he is perhaps the most authoritative exponent of the Greek Orthodox community, a man of modern views, a very skilled merchant at the head of a well-known and respected trading house.

1797 is a crucial year for Europe. In 1796 Napoleon's army had begun the Italian campaign, and in 1797 the Treaty of Campoformido marked the end of the Republic of Venice and the recognition by Austria of the Napoleonic structure in Italy. Demetrio Carciotti, even in the instability of the moment, must have seen interesting development prospects for Trieste, and that year he bought from Anna Maria Hosmüller "the island" which later became "the Carciotti island" on the banks that took its name.

Carciotti is in 1780 governor of the Orthodox community, a community that has greatly expanded in those years with the transfer to the city of numerous people and trading companies following the war between Austria and the Ottoman Empire (in 1802 the orthodox community represented the 4% of the resident population with an exceptional contribution to the city's economy). As governor, he is one of the protagonists of the split between Serbs and Montenegrins and Greeks, who together had formed the community of the Orthodox and which leads to the abandonment of the first church of S. Spiridione along the Canal and the construction of the church of S. Nicolò, even if in his private life he overcomes the division by marrying Maria Voinovic in second marriage, daughter of one of the leaders of the Serbian part.

Demetrio Carciotti was very active in the insurance sector with capital invested in numerous marine insurance companies. His nephew Demetrio Procopio was among the founding members of Assicurazioni Generali.

In 1809, during the third Napoleonic occupation of Trieste, a contribution of 50 million was imposed, and forty notable citizens were arrested as a guarantee of payment, including Carciotti. In any case, he managed to overcome the crisis caused by the Napoleonic conquests with a shrewd entrepreneurial policy on both the Napoleonic and Austrian fronts. In 1816, when the emperor came to Trieste, Carciotti hosted Metternich at his home.

GENERALI E PALAZZO CARCIOTTI

The extraordinary figure that distinguishes the palace, the first headquarters of the Company (from its foundation in 1831 to 1866), in a complex balance between flexibility, entrepreneurial spirit, innovation and ambition, is the energy of Trieste and is the energy of Generali.

The palace will be renovated and redeveloped by Generali Real Estate, the Group's real estate specialist, on behalf of the Generali Group.



The restoration project is aimed at returning the building to the city and reopening the imposing spaces of the building, in different ways. In addition to the monumental part with the neoclassical facade on the sea, which will be redeveloped to house the Agorai Innovation Hub, the Generali Museum and other Group offices, the project includes the construction of apartments in the portion of the building overlooking Via della Cassa di Risparmio, to respond to the high demand for high-quality residences in the central areas of the city.

Furthermore, the side of the palace overlooking the Grand Canal of Trieste will be the elegant setting for meeting and walking places, open to the public and to social life.

The important renovation and consolidation works of Palazzo Carciotti, coordinated by Generali Real Estate, will begin as soon as the administrative aspects have been finalized, and the technical checks have been completed. The completion of the monumental part is scheduled for the end of 2027, while the residential part will be ready from the end of 2028.



Bibliography

Palazzo Carciotti a Trieste, a cura di Assicurazioni Generali, 1995; D. ANDREOZZI, A. MARIN, L. PANARITI, *Trieste tra spazio e mito*, in «Città e Storia», VIII, 2013, pp. 275-302; D. BARILLARI, *Neoclassico in riva al mare. Storia e fortuna di palazzo Carciotti a Trieste*, in *Arte in Friuli, Arte a Trieste*, Gorizia, 2007, pp. 347-362; G. MELLINATO, *Leggere una città. La storia di Trieste scritta negli spazi di vita e lavoro*, in *Frontiere invisibili? Storie di confine e storie di convivenza*, a cura di A. VINCI, Trieste, 2010, pp. 74-98; P. POSSAMAI, *Nettuno e Mercurio, il volto di Trieste nell'800 tra miti e simboli*, Venezia, 2022 (); *Storia economica e sociale di Trieste*, a cura di R. FINZI, G. PANJEK L. PANARITI, 2 voll., Trieste, 2001 e 2003

Photo credits

p. 10 *Riva Tre novembre dal molo Audace, 1924* (Generali Group Historical Archives);
p. 11 *palazzo Carciotti building, Trieste, particolare detail, 2007* / ph. Massimo Goina (Generali Group Historical Archives);
p. 12 *palazzo Carciotti building, Trieste, particolare detail, 2007* / ph. Massimo Goina (Generali Group Historical Archives);
p. 14 *palazzo Carciotti building, Trieste, particolare della targa commemorativa detail of the commemorative plate, 1982* / ph. Enzo Lasorte, Italfoto (Generali Group Historical Archives);
p. 15 *palazzo Carciotti building, Trieste, 2007* / ph. Massimo Goina (Generali Group Historical Archives).

04

Interview to Carlo Ratti

Carlo Ratti, architect and engineer :

“Palazzo Carciotti should not be seen as a mere container of activities, but as a relational device, designed to generate cross-disciplinary conversations, intellectual contamination, and moments of serendipity. A place where architecture doesn’t just host ideas—it activates new configurations of thought. And if we talk so much about innovation today, maybe we should go back to asking: what are the spatial—and human—conditions that make it possible?”

1. You’ve worked all over the world, bringing your innovative vision to a wide range of contexts. What kind of inspiration do you find in a city like Trieste, rich in trade, cultures, and science?

Trieste has a unique identity and one of the most advanced scientific ecosystems in Europe. Today, the city—at the intersection of the physical and digital worlds—is a highly compelling space for research and experimentation (what in English we might call a “living lab”). And it’s not just about architecture or urban planning: physics, biology, network science, big data, and sociology all offer fundamental tools to rethink the built environment.

2. What aspect of creating this innovation hub excites you the most, and what do you think will be central to your approach to the project?

Perhaps the most fascinating—and least obvious—aspect is the idea of architecture as a social infrastructure. I’m not referring just to the layout of spaces, but to how those spaces can foster the emergence of relational and intellectual networks, which are often essential to innovation.

Recently, in our lab in Boston, we analyzed millions of interactions among MIT researchers, using an empirical approach that resulted in a paper published in *Nature Computational Science*. The findings confirm that physical space is essential in creating “weak ties”—connections with people outside our immediate social circle. According to the theory first proposed in 1973 by American sociologist Mark Granovetter, these ties are crucial for transmitting new ideas. It’s the weak ties—as opposed to strong ones, like close colleagues—that serve as bridges between different worlds, enabling connections that might not happen otherwise.

In this sense, Palazzo Carciotti should not be seen as a mere container of activities, but as a relational device, designed to generate cross-disciplinary conversations, intellectual contamination, and moments of serendipity. A place where architecture doesn’t just host ideas—it activates new configurations of thought. And if we talk so much about innovation today, maybe we should go back to asking: what are the spatial—and human—conditions that make it possible?

3. What role does artificial intelligence play in your work, and how has it changed your approach to design and architecture (especially in light of your curatorship of the 2025 Venice Architecture Biennale – Intelligens. Natural. Artificial. Collective)? What would you advise younger designers to use it ethically, effectively, and responsibly?

In our work, we use artificial intelligence extensively to analyze large volumes of visual and spatial data: maps, flows, images, behaviors. It's a tool that helps us better observe the city and respond more precisely to its needs.

Projects like 4D Favelas, developed at the MIT Senseable City Lab—which maps and analyzes transformations in informal neighborhoods in real time—or AI Timber, developed with our startup Maestro, where the algorithm preserves the natural forms of timber to reduce waste, show that AI can enhance design sensitivity—not replace it.

That said, I'm more cautious about the use of generative AI. It can be helpful in the early phases—as a stimulus or for brainstorming—but it's not sufficient on its own. Generative AI allows us to repackage existing knowledge in new forms—but not (or at least not yet) to autonomously create new knowledge.

To younger generations, I would say: use AI to broaden the range of your questions—not to simplify the complexity of your answers.

4. How do you think this innovation project, based in Palazzo Carciotti, could help enhance the city's heritage and project it into the future, becoming a hub for young talent and a reference point in the scientific world?

As my friend and colleague Richard Sennett—whom I teach with at MIT—often says, cities work best when spaces are “dialogic”—that is, when they bring different people together in different ways and times. The ambition is for Carciotti to become a civic condenser: a place where architecture, science, business, and creativity meet and hybridize. In this way, Trieste can reinforce its historic role as a port of ideas, deeply rooted in its past yet oriented toward the future.



CARLO RATTI

Architect and engineer by training, Professor Carlo Ratti teaches at the Massachusetts Institute of Technology (MIT) and the Politecnico di Milano. He directs the Senseable City Lab at MIT and is the founding partner of the international design and innovation firm CRA-Carlo Ratti Associati, with offices in Turin, New York, and London. He is the curator of the 19th International Architecture Exhibition of La Biennale di Venezia, opening on May 10, 2025..

05

The Partners



Regione Autonoma del Friuli Venezia Giulia

THE PROJECT

Regione Autonoma Friuli Venezia Giulia promotes a development model based on innovation, scientific research and the enhancement of human capital. In accordance with its cross-border and international vocation, it has chosen to join the Foundation and support, through its subsidiary Friulia, 'Agora/ Innovation Hub', recognising its strategic potential to strengthen the competitiveness of the territory. Supporting the growth of Trieste and Friuli Venezia Giulia, Agora/ aims to develop an ecosystem of excellence in the field of data science and artificial intelligence, which will generate advanced technological solutions in strategic sectors such as health, agriculture, mobility and finance. With its participation, Regione Friuli Venezia Giulia intends to concretely support the development of his integrated research system, which embraces all the scientific realities of the territory, promoting in particular applied research, technology transfer and the birth of start-ups, in order to build a sustainable and people-centred future. Indeed, joining this project represents an investment in quality of life and the international scientific leadership of Friuli Venezia Giulia.

FRIULI VENEZIA GIULIA AUTONOMOUS REGION IN BRIEF

Friuli Venezia Giulia Autonomous Region was established in 1963, implementing Article 116 of the Italian Constitution, and is one of five Regions with a special statute. Its autonomy stems from the recognition of its special geographical, historical, cultural and linguistic situation, a crossroads between the Latin, Slavic and Germanic worlds, and a meeting point between Western and Eastern Europe. Regione Friuli Venezia Giulia exercises direct administrative functions in a number of strategic areas in its territory, in which approximately 1.2 million inhabitants reside: health, economic development, labour, education and training, local public transport, energy, environment, culture and policies for linguistic minorities. It promotes interventions for social cohesion, spatial planning and cross-border cooperation, acting according to principles of autonomy, efficiency and proximity to the citizen. Furthermore, it supports the development of Friuli Venezia Giulia's science and innovation system as an international environment open to interdisciplinarity and experimentation.

Generali

THE PROJECT

The creation of *Agorai* Innovation Hub, a center for applied and basic research as well as cutting-edge training at the European level, was promoted by Generali in collaboration with a wide ecosystem of public and private partners. The initiative is fully in line with the Group's strategy, which, even in the strategic plan 'Lifetime Partner 27: Driving Excellence,' places innovation at its core. Thanks to a comprehensive and integrated strategic approach to technology, the Group is scaling the most advanced AI applications in key areas and markets, supported by its 300 professionals entirely dedicated to AI and data. Generali is also expanding and scaling new applications based on generative AI, as well as leveraging Group platforms and key partnerships.

The strategic contribution to *Agorai* Innovation Hub is also part of Generali's approach, which is open to partnerships and system collaborations. This approach stems from the awareness that partnerships that unite private actors and public institutions are essential to successfully address the environmental and social challenges we face. This model combines the strengths of different entities, advancing knowledge and nurturing talent, also through the Generali Academy, creating connections, stimulating action, and driving innovation. *Agorai* Innovation Hub will be in the prestigious Palazzo Carciotti in Trieste, where Assicurazioni Generali was founded in 1831. This iconic building, a symbol of the city, will be restored to its former glory and returned to the community as the Company approaches its 200th anniversary, with a mission aligned with the spirit that has distinguished it since its construction.

GENERALI IN BRIEF

Generali is one of the largest integrated insurance and asset management groups worldwide. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 95.2 billion and € 863 billion AUM in 2024. With around 87,000 employees serving 71 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

Generali Italia

THE PROJECT

Innovation is one of the priorities of Generali's development plan for the coming years in Italy. Today, the Company is committed to investing in resources and skills to scale the use of Data, Generative Artificial Intelligence, and Automation.

In recent years, Generali has changed the way insurance is done, transforming corporate culture, accelerating technology, and introducing new skills (in data science, IoT design, digital and automation) and new working models (Agile projects, Red Working). This transformation has allowed us to become a leader in this field, with 100% of the Networks digitized, over 80% of the digital offering, and more than 90 proprietary algorithms.

The centrality of these themes in Generali's strategy in Italy is reflected in the support of the Agorai Innovation Hub project, a unique space where public institutions, private players and technological companies can meet to develop projects for the benefit of the country. The Agorai Innovation Hub, hosted within Palazzo Carciotti, thus represents a virtuous example of public-private partnership that brings together the excellences present in our country to create a reference center in the field of innovation.

GENERALI ITALIA IN BRIEF

Generali Italia is the most well-known insurer in Italy with €32.1 billion in total premiums, 14 thousand employees, and a widespread network of 40 thousand distributors, in addition to online and bancassurance channels. Generali Italia includes Alleanza Assicurazioni, Das, Genertel, Generali Welion, Generali Jeniot, and Leone Alato.

Banca Generali

THE PROJECT

Banca Generali believes that innovation and technology are key drivers for sustainable growth, both as a company and as a community. Digitalization, as a culture of competitiveness and innovation, is a fundamental paradigm in the banking and financial sector, especially when dealing with the younger generations. We believe that growth and change stem from the enhancement of talent and from education on digital tools and their potentialities. This fosters sustainable development in the long term, when it takes place in an environment that pursues excellence and innovation through the combination of human capital and modern technologies, such as artificial intelligence. The use of AI as a tool to support the talent of employees and financial consultants is at the heart of Banca Generali's commitment to innovation, through the development of value-added solutions to become the first AI Private and Investment Bank. It is important to delve into these topics together, as a community, creating moments for sharing and discussing with universities and institutions. To do this, we need places where the private sector can join forces with public and scientific entities to exchange ideas and work on innovative projects to better serve the community. Places such as this Innovation Hub, which will find its home at Palazzo Carciotti, and in which we are a partner. For these reasons, we are proud and excited to support this important and ambitious project.

BANCA GENERALI IN BRIEF

Banca Generali is a leading private bank in Italy that offers its customers financial planning and wealth protection services, leveraging its very solid network of Financial Advisors and Private Bankers that stand out for their experience and professionalism. The Company's strategy is based on four key elements: qualified advice from professionals specialised in households' wealth protection and investment planning support; a portfolio of banking, financial and insurance solutions tailored to individual needs; innovative wealth management services not limited to financial assets alone; and innovative digital tools that use technology to build on the relationship of trust between Financial Advisor and customer. The Bank's mission is having "trusted professionals always by the customer's side, developing and looking after their life plans". Listed on the Milan Stock Exchange since November 2006, the Bank manages assets of approximately €103,8 billion (figures as at December 31st 2024) on behalf of over 359,000 customers. Broadly distributed throughout Italy, Banca Generali includes 54 branches and over 170 offices with 2,353 Financial Advisors, in addition to an advanced operating digital contact service. Banca Generali follows an open architecture model and operates through advanced digital supports. Since 2024, Banca Generali is also present in Switzerland with BG Suisse, offering personalized banking and investment services.

Fincantieri

THE PROJECT

Fincantieri and Fondazione Fincantieri jointly participate in the *Agorai* Innovation Hub, confirming their commitment to promoting technological and digital innovation, enhancing research, and creating new growth opportunities for the industrial and maritime sectors.

Fincantieri has embraced digital transformation as core strategy for the management of the complexity of naval products, investing in AI and advanced robotics. The company has created an ecosystem with several AI use cases already implemented and is developing an additional thirty. It is also adopting a "human-in-the-loop" approach that enhances human capabilities, investments in specialized skills, and a structured method to implement emerging technologies.

Fincantieri's participation in the *Agorai* Innovation Hub represents an opportunity to accelerate its digital transformation journey while also enriching the entire ecosystem with concrete experiences in AI implementation within a complex industrial sector. This will create opportunities for collaboration on transformative innovations applicable across multiple industries, with a significant impact on the local economy.

Under the leadership of Fincantieri's CEO, Pierroberto Folgiero, Fondazione Fincantieri is committed to building a more inclusive world by leveraging its historical and cultural heritage for the benefit of the community and future generations. In this context, the Foundation strengthens its role in supporting research and innovation as strategic drivers of industrial development, promoting dialogue between businesses, universities, and institutions. Its participation in the *Agorai* Innovation Hub aligns with this vision, fostering new knowledge and expertise in advanced technological fields and supporting the growth of an increasingly future-oriented industrial network.

FINCANTIERI IN BRIEF

Fincantieri is one of the world's largest shipbuilding groups, the only one active in all high-tech marine industry sectors. It is leader in the construction and transformation of cruise, naval and oil & gas and wind offshore vessels, as well as in the production of systems and component equipment, after-sales services and marine interiors solutions. Thanks to the expertise developed in the management of complex projects, the Group boasts first-class references in infrastructures and is a reference player in digital technologies and cybersecurity, electronics and advanced systems.

With over 230 years of history and more than 7,000 ships built, Fincantieri maintains its know-how, expertise and management centres in Italy, here employing over 11,000 workers and creating around 90,000 jobs, which double worldwide thanks to a production network of 18 shipyards operating worldwide and with over 22,000 employees.



illycaffè

THE PROJECT

Founded in 1933 in Trieste, illycaffè has become synonymous with sustainable quality and innovation. Three of the groundbreaking innovations that revolutionized the way coffee is made, thought about, and enjoyed in the last century – pressurization as a preservation method, the Illetta espresso machine, and the industrialization of single-portion pods – are attributed to illycaffè. The company continues to innovate and seek new solutions to create value along the entire supply chain, with particular attention to the environment and the well-being of people. Regenerative agriculture, which illy promotes, involves agronomic practices that reduce environmental impact by renewing soil fertility and increasing biodiversity, ensuring continuous income for producers. AI, with its ability to manage and analyze vast amounts of heterogeneous data, can help understand the correlation between the adoption of regenerative agriculture and the benefits on the quality and properties of products, and in the long term, on consumer health. Additionally, it can aid in discovering how to make crops more resilient to climate change. The *Agorai* Innovation Hub offers advanced technology and serves as a place for research, experimentation, and exchange with top-tier universities, scientific research institutions, and industrial companies, creating the right environment to ethically and responsibly achieve the goal of improving human life and communities.

ILLYCAFFÈ IN BRIEF

illycaffè is an Italian family-owned company, founded in Trieste in 1933 which has always set itself the mission of offering the best coffee to the world. It produces a unique 100% Arabica blend composed of 9 different ingredients. The company selects only 1% of the best Arabica beans. Every day more than 10 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home and in the office, in which the company is present through subsidiaries and distributors. Since its foundation, illycaffè has oriented its strategies towards a sustainable business model, commitment that it strengthened in 2019 by adopting the status of Benefit Company and in 2021 becoming the first Italian coffee company to obtain the international B Corp certification. Everything that is “made in illy” is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 135 international artists, or coffee machines designed by internationally renowned designers. With the aim of spreading the culture of quality to growers, baristas and coffee lovers, the company has developed its Università del Caffè which today holds courses in 24 countries around the world. In 2024, the company had a turnover of €630 million. The illy single-brand network has 157 points of sale in 28 countries.

Goldman Sachs

THE PROJECT

Goldman Sachs serves as a strategic research partner to the Agora*i* Innovation Hub for the area finance and financial markets. Through this collaboration, the Agora*i* Innovation Hub will pair its cutting-edge research capabilities with Goldman Sachs' deep expertise in financial services to advance important research on key topics in finance. Goldman Sachs is committed to data-driven solutions that promote advancement in the field of AI in finance in a safe and secure fashion.

GOLDMAN SACHS IN BRIEF

Goldman Sachs is a leading global financial institution that delivers a broad range of financial services to a large and diversified client base that includes corporations, financial institutions, governments and individuals. Founded in 1869, the firm is headquartered in New York and maintains offices in all major financial centers around the world.

University of Trieste

THE PROJECT

The University of Trieste is among the founding members of the Agora/ Innovation Hub and will make a significant technical and scientific contribution, drawing on its role as a pioneer in AI education in Italy.

UniTS was the first university to offer a complete set of degrees, from a bachelor's degree to a PhD, to train future professionals in Artificial Intelligence. This includes the Bachelor's Degree in Data Science and Artificial Intelligence, the Master's degree in Artificial Intelligence and Data Science, and the PhD in Applied Data Science and Artificial Intelligence. The University's next goal is to develop interdisciplinary and transdisciplinary applications of the field across other degree programmes.

Thanks to the support of Generali, a new taught course on Responsible and Sustainable Artificial Intelligence will also be introduced, equipping students with the tools to understand and address the social and ethical implications of AI technologies.

UNIVERSITY OF TRIESTE IN BRIEF

The University of Trieste aims to prepare future leaders and professionals for a labour market where the required level of knowledge evolves daily. Adaptability to change and lifelong learning are among its core values. Over its 100-year history, UniTS has grown into a global centre for learning, research, and the development of knowledge, strengthening its ties with the city, the region, and the international scientific community.

With 43 bachelor's and integrated master's degree programmes, 37 master's degrees, 17 masters, 22 PhD programmes, 36 specialisation schools, and 7 specialist training and high-level continuing education courses, UniTS offers a broad course catalogue spanning three main areas: Social Sciences and Humanities, Science and Technology, and Life and Health Sciences.

The combination of a diverse course catalogue and newly renovated study spaces and laboratories has significantly increased the university's attractiveness to both Italian and international students, countering the national trend of declining enrolments.

UniTS has also achieved excellent results in research. In its latest report, the University Research Evaluation Committee highlighted a 40% increase in the average impact of research outputs per researcher compared to five years ago

International School for Advanced Studies (SISSA)

THE PROJECT

SISSA joins the *Agora* Innovation Hub because of its strategic interest in fundamental research on data science. The possibility of combining this expertise with a centre for technology transfer and widespread training represents a unique opportunity. This synergy is an engine of strong cultural and economic impact for the institute's research, with significant spin-offs on the territory and on Trieste's scientific ecosystem.

SISSA has promoted this initiative from the outset, convinced of the centre's ability to give an innovative and responsible turn to fundamental and applied research in the field of artificial intelligence. Joining the project is consistent with SISSA's mission to transfer knowledge in emerging fields and to generate a significant impact on society and the economy, capitalising on its expertise in data science.

SISSA is indeed an institution dedicated to basic sciences with a strong vocation for knowledge transfer. The motto 'Science for Society' synthesises the School's engagement in industrial, institutional, social and health contexts, making it an integral part of the international and North-Eastern innovation ecosystem, the SMICT industry 4.0 competence centre and the regional technology clusters.

**THE INTERNATIONAL
SCHOOL FOR
ADVANCED STUDIES
(SISSA) IN BRIEF**

SISSA, the Scuola Internazionale Superiore di Studi Avanzati (International School for Advanced Studies), is a special-education university institution founded in 1978 and based in Trieste. Dedicated to post-graduate training, in particular PhD studies, SISSA welcomes researchers from all over the world and is an international reference point in the fields of physics, mathematics and neuroscience. SISSA is a laboratory of scientific and academic innovation, where education and research intertwine in paths that transcend disciplinary boundaries.

Among other things, SISSA stands out as one of the best institutions in Italy for its ability to obtain funding on national and international competitive calls. As proof of this, since 2007 the institute has obtained more than 30 grants awarded by the European Research Council, among the most selective and prestigious funding at European level, designed to support visionary and highly innovative frontier research projects. In its disciplinary fields of reference, SISSA is also at the top of the rankings of the National Agency for the Evaluation of the University and Research System.

University of Udine

THE PROJECT

The University of Udine is committed to promoting innovation and technological development through its departments and numerous research laboratories, which contribute to scientific progress and strengthen the local economic fabric.

Innovation is at the heart of the educational programs, which train students to tackle global challenges with a multidisciplinary approach. In this way, the university plays a crucial role in promoting the transfer of knowledge, contributing to the sustainable development of society and the competitiveness of the economic system.

The university is a reference point for entrepreneurship, supporting the creation of start-ups and spin-offs that enhance the results of research activities and facilitate their transfer to the territory. It has launched the Uniud Lab Village, an advanced research hub that integrates university and company laboratories, fostering synergies between the academic and industrial worlds to meet the innovation needs of production systems.

The Agora/ Innovation Hub represents a key element of the university's commitment to providing a fertile environment for the development of new knowledge and cutting-edge technologies. We trust that this partnership will help achieve further goals, focusing both on basic research, which lays the foundations for new discoveries, and on applied research, which aims to translate knowledge into concrete solutions for tackling global challenges.

The University of Udine was founded, uniquely in Italy, by popular demand. Established in 1978, in just over forty years, it has gained a significant profile at the national, European, and international levels.

Its mission is based on four pillars: higher education, research and technology transfer, interaction with the territory, and internationalization, in a constant exchange of knowledge and new ideas with the local economic environment and society in general.

Today, the University of Udine has over fifteen thousand students, more than six hundred professors, and approximately five hundred technical and administrative staff. It is made up of eight departments.

The degree programs, coordinated by the departments, number around eighty in total, distributed across four areas: economics and law, medicine, science, and humanities and education. About fifteen of these are international courses offering dual degrees, involving European countries and both North and South American states. Additionally, the School of Excellence is active, integrating regular university studies with parallel interdisciplinary training paths of high quality.

There are around twenty specialization schools and more than ten doctoral programs. The university offers first and second-level master's degrees, as well as executive courses for updating and developing professional skills in four thematic areas: managerial and legal; medical-health; scientific-technological; humanities, communication, and education.

MIB Trieste School of Management

THE PROJECT

MIB Trieste School of Management fosters a culture of innovation that merges advanced managerial competencies with cutting-edge technologies within a social responsibility framework. New ML & AI Applications for Business courses, developed in collaboration with SISSA, have become an integral part of the School's Master's programs. These are complemented by dedicated content on Business Innovation and Startups. Among its Programs, the Executive MBA in Business Innovation, highlighted in 2023 by AMBA (Association of MBAs) as an international best practice, stands out as a unique program at the European level. At MIB, innovation also represents a space for dialogue between science and business. In 2012, MIB Trieste became the first Business School in Italy to launch a business acceleration program (SeedLab), backed by venture capital funds. Today, MIB Trieste is focused on the Deep Tech ecosystem and actively supports academic entrepreneurship, with particular attention to PhD holders through dedicated scholarship programs. MIB Trieste joined Agorai Innovation Hub to help shape an ecosystem where research, education, and innovation converge. Aligned with its mission, the School contributes a managerial mindset and a systems-based approach to AI and Data Science, mainly oriented toward SMEs and these technologies' human and organizational dimensions. Within the Agorai Innovation Hub, MIB sees education as a strategic lever to unlock talent, foster creativity, and empower forward-thinking, placing people at the heart of innovation and transformation.

**MIB TRIESTE SCHOOL
OF MANAGEMENT
IN BRIEF**

MIB Trieste School of Management is a non-profit international Business School founded in 1988. Its mission is to serve the business community by contributing to human capital development. Through high managerial education, the School fosters the growth of people and organizations, cultivating talent and promoting continuous dialogue between academia and the corporate world. The School targets the postgraduate and post-experience segments of management education, offering a wide range of internationally accredited programs, including MBAs, Specialized Masters, Corporate Masters, and Executive Programs, designed with a global outlook and delivered by a highly qualified international faculty. In response to evolving business needs, MIB Trieste has developed key focus areas in business innovation, sustainability, and digital transformation while continuing to cultivate its well-established expertise in the financial and insurance sectors. Beyond education, MIB Trieste is also a hub for applied management research and cross-disciplinary collaboration, an environment dedicated to shaping responsible, forward-thinking leadership.

Istituto Italiano di Tecnologia (IIT)

THE PROJECT

The Istituto Italiano di Tecnologia (IIT) was established with the goal of fostering the scientific, technological, and economic growth of the country by developing cutting-edge technologies and promoting their transfer to the industrial system. Artificial intelligence is at the heart of IIT's strategic plan launched in 2024 and represents a key asset for advancing research across all its areas of activity, which today are central to the digital and sustainable transformation of society. Being part of an ecosystem that connects skills, visions, and resources enables IIT to leverage its know-how, accelerate the path from research to market, and concretely contribute to the competitiveness of the Italian production system. This commitment reflects the Institute's mission to generate a positive impact on the economic and social fabric of the country through responsible innovation aimed at the common good.

ISTITUTO ITALIANO DI TECNOLOGIA IN BRIEF

The Istituto Italiano di Tecnologia is a state-funded scientific research center that promotes technological development with the goal of supporting excellence in both basic and applied research to foster the development of the national economic system. IIT's research activity is strongly multidisciplinary and spans four scientific areas: robotics, nanomaterials, computational sciences, and technologies for the life sciences. To date, IIT has produced over 20,000 publications, more than 800 active competitive projects, over 60 ERC projects, more than 1,300 active patent titles, over 900 commercial collaboration agreements, 37 start-ups established, and more than 50 in the pipeline. Patents are distributed across IIT's research areas as follows: 8% in computational sciences, 25% in life science technologies, 41% in nanomaterials, and 26% in robotics. IIT's staff counts over 1,800 people, 50% of whom come from abroad, representing more than 70 countries. The average age of IIT personnel is 36, and 45% are women. In addition to the Central Research Laboratories, a network of four sites in the Genoa area, IIT includes 11 research centers across Italy (in Turin, two in Milan, Trento, Rome, two in Pisa, Naples, Lecce, Ferrara, and Venice) and 2 outstations abroad (at MIT and Harvard in the USA).

Deloitte

THE PROJECT

Deloitte, a leader in strategic, managerial and technological consulting at a global level, will provide the necessary services to support the Agorai Innovation Hub in the development of its research, as well as for the go-to-market of the assets that the Hub will realize – a critical factor for its economic sustainability in the medium to long term.

Deloitte's leadership in business transformations, enabled by the most advanced technologies, will be a key factor in the success of the initiative. Deloitte, thanks to its multidisciplinary approach that combines functional and technical skills, acts with a unique and distinctive role on issues related to AI and Generative AI, elements of specific importance in the Hub's mission.

DELOITTE IN BRIEF

The Deloitte network, a leader in professional services to businesses, operates globally in more than 150 countries with over 460 thousand people.

Deloitte supports the productivity and competitiveness of companies in the Consumer, Energy, Resources & Industrial, Financial Services Life Science & Health Care, Government & Public Services, Technology, Media & Telecommunications sectors, accompanying them in the challenges of the digital and ecological transition through innovative solutions.

Deloitte has been operating in Italy since 1923 and today represents a point of reference for companies, guaranteeing an offer of services with high quality standards and combining its international identity and expertise with a deep knowledge of the local and national context.

Thanks to the collaboration and services rendered in favor of a wide variety of companies, different in size and sector, the network has grown steadily: as of May 2024, Deloitte in Italy has about 13,400 professionals, recording a turnover of over 1.5 billion euros (+15% compared to FY23) and a widespread presence throughout the country in 24 cities.

International Centre for Theoretical Physics

THE PROJECT

ICTP is committed to advancing scientific research and to making it available to all. With scientific computing taking up an increasingly central role in science, across all fields, high-performance computing and artificial intelligence are already drivers of new discoveries at the frontiers of science. Aiming to close the gap between rich and disadvantaged regions of the world in harnessing the potential of new computational technologies, ICTP has recently launched an International Consortium for Scientific Computing (ICOMP), whose aim is to equalize access to computing resources and knowledge in high-performance computing, Artificial Intelligence (AI), and quantum computing.

ICTP is pleased and honored to join forces with the academic and corporate partners of Agora*i* Innovation Hub to encourage knowledge transfer not only in Trieste but also across the global ICTP community, which includes researchers from all over the world.

INTERNATIONAL CENTRE FOR THEORETICAL PHYSICS IN BRIEF

The Abdus Salam International Centre for Theoretical Physics (ICTP) is an international research hub with the threefold mission of pursuing fundamental research at the highest level, promoting active engagement with scientists across the world, particularly in developing countries, and advancing international cooperation through science.

Founded in 1964 by Nobel Laureate Abdus Salam and Italian physicist Paolo Budinich, for more than 60 years ICTP has been a driving force behind global efforts to advance high-level research and scientific knowledge in developing countries.

ICTP carries out fundamental research in a broad range of fields, including from high-energy physics, cosmology and astroparticles; condensed matter and statistical physics; mathematics; earth system physics; quantitative life sciences; and science, technology and innovation. Each year, ICTP also hosts about 6,000 researchers at all levels of their careers, who come from all over the world to take part in the advanced training programmes organised by the Centre. Many former students, ICTP Associates and research fellows are now professors at leading universities, chair academic departments, lead research centres and are ministers of science and technology in their countries, testifying that ICTP's impact extends far beyond the Center's facilities to virtually every corner of the earth

Google

THE PROJECT

Google Cloud recognizes artificial intelligence as a key factor in driving innovation and supporting economic growth in Italy. With this in mind, joining the *Agora* Innovation Hub is a strategic decision, recognizing the initiative as a catalyst for transforming AI's potential into tangible benefits for the country. *Agora* Innovation Hub is designed as a collaborative environment that brings together businesses, the research community, and the public sector to develop and apply artificial intelligence solutions to real-world challenges.

As *Agora* Innovation Hub's technology, innovation, and AI partner, Google Cloud provides support through its cloud infrastructure, AI platforms, consulting expertise, and training programs. This commitment extends beyond technology provision, encompassing active participation in the strategic committee to help shape the project's vision. Through *Agora* Innovation Hub, Google Cloud aims to accelerate the creation of innovative solutions and foster the skills needed to navigate the AI-driven digital transformation, thereby supporting the competitiveness of Italian organizations and the country's overall growth.

GOOGLE IN BRIEF

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

06

Infographic

A unique **ecosystem** of applied research that will leverage the most advanced technologies of Data Science and Artificial Intelligence to improve the **quality of human life**.

AN ECOSYSTEM OF PARTNERS OF EXCELLENCE

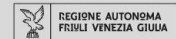
Business



Scientific



Institutional



The headquarters of 'Agora' Innovation Hub will be Palazzo Carciotti, a symbol of Trieste and the former headquarters of Generali, which will return to represent the innovative spirit of the city. The Hub's headquarters will be located in the waterfront portion of the Palazzo and will be conceived as a research center, a place for meeting and exchange for researchers, entrepreneurs, and students. Acquired by Generali at the beginning of 2025, Palazzo Carciotti will undergo a major restructuring and restoration project, managed by Generali Real Estate.



THE OBJECTIVES

BASIC RESEARCH

Developed by scientific bodies to explore the frontiers of AI and its applications.

APPLIED RESEARCH

Conducted by companies to translate scientific discoveries into concrete and innovative solutions.

OPEN ACADEMY

An academic initiative for talent development, knowledge transfer, and startup creation

HEALTH AND WELL-BEING



Acting on technologies to ensure a longevity of value.

REGENERATIVE AGRICULTURE AND FOOD



Produce more, produce better, and consume fewer resources.

MOBILITY AND TRANSPORT



Applying AI to improve the impact of mobility and transport

FINAL & FINANCIAL MARKETS



Utilize AI and machine learning for a secure and sustainable financial future

THE AREAS OF INTERVENTION

07

Images and videos

Images and videos

Photos can be downloaded at the following link:

<https://bmemea.egnyte.com/fl/IyFi0GClNJ/Immagini>

Videos can be downloaded at the following link:

<https://bmemea.egnyte.com/fl/FWS2Z6tSIE/Video>

08

Spokespeople Bios



Regione Autonoma del Friuli Venezia Giulia

**MASSIMILIANO
FEDRIGA**



President of the Autonomous Region of Friuli Venezia Giulia

Born in Verona in 1980, married and father of two, he grew up and studied in Trieste, where he graduated in Communication Sciences and earned a Master's degree in Communication Analysis and Management.

In 2008, he was elected to the Chamber of Deputies for the first time, and subsequently re-elected in the general elections of 2013 and 2018. In Parliament he mostly dealt with Labour policies and, since 2014, he has been President of the Lega Parliamentary Group.

On 29 April 2018, he became President of the Autonomous Region of Friuli Venezia Giulia and therefore resigned from Parliament.

In April 2021, he was unanimously elected President of the Conference of Italian Regions and autonomous Provinces.

In the elections of 2-3 April 2023, he was re-elected as President of the Friuli Venezia Giulia Region with 64.26% of the vote.

Generali

PHILIPPE DONNET

Group CEO of Generali



In this role, he led the company on a continuous transformation and strengthening journey, overseeing the successful completion of three strategic plans that were widely acknowledged by the market. On January 30, 2025, he presented "Lifetime Partner 27: Driving Excellence", the Group's new strategy for the 2025-2027 cycle.

He joined Generali in October 2013 as Country Manager Italy and CEO of Generali Italia. In this role, he spearheaded the process of merging the existing Generali brands in Italy, one of the most challenging integration and simplification projects in the European insurance industry.

After obtaining a degree in Engineering from École Polytechnique in Paris in 1983, he became an actuary in 1986 and received the title of agrégé from the Institut des Actuaire Français (IFA).

Between 1985 and 2007, he held various positions within the AXA Group, most recently serving as Regional CEO Asia Pacific, Singapore. In 2007, he became Managing Director for Asia Pacific at Wendel Investissement, Singapore. In 2010, he co-founded the investment management company HLD in Paris.

CRISTIANO BOREAN

Group Chief Financial Officer of Generali



Since 2015 he has been Chief Financial Officer and Member of the Executive Committee of Generali France. He joined Generali Head Office in 2003 in the role of Derivatives Trader, becoming in 2004 Fixed Income portfolio and Treasury manager in Generali UK Branch. In 2005 he was appointed Deputy Head of Financial Risk Management Group Project Coordination. In 2006 he was senior analyst in the Asset and Liability Department of Generali France with focusing over savings and pension business. From 2007 he was in charge of the Quantitative Finance and Deputy Head of Strategic Asset Allocation in Generali Head Office. In 2009 he joined Genertel as Head of Non-motor sector becoming in 2012 Head of Products and Services Area. In 2013 he was appointed Group Head of Corporate Finance of Generali Head Office.

Cristiano graduated in Physics at University of Trieste, followed by a Ph.D. in Particle Physics with an experiment done at Stanford University. Before joining Generali he did research at CERN in Geneva and at Stanford University.

Generali Italia

GIANCARLO FANCEL

Country Manager Italy & CEO of Generali Italia



Graduated in Economics and Commerce from the University of Trieste, auditor and chartered accountant, he began his professional career at Reconta Ernst & Young where he gained significant experience in the field of financial statement auditing (1988-1999).

In 1999, he joined the Generali Group as head of Internal Audit, holding various positions until becoming head of Group Management Control (2005-2007).

From February 2007 to July 2014, he held the role of Deputy General Manager of Banca Generali, where he previously served as CFO. After this experience, he took on the role of CFO of Generali Country Italy until March 2021.

From March 2021 to August 2022, he held the position of Group Risk Officer at Assicurazioni Generali.

Since September 2022, he has been Country Manager Italy & CEO of Generali Italia.

Banca Generali

GIAN MARIA MOSSA

Chief Executive Officer and General Manager of Banca Generali



Gian Maria Mossa has been CEO of Banca Generali S.p.A. since 20 March 2017. After graduating in Economics and Business, he gained a significant experience in RAS, first in the Risk Management & Asset Allocation sector, and later within the Sales and Marketing Department. In 2006, he joined Banca Fideuram as Manager of Products Development. He held positions of increasing responsibility and was then appointed Head of Marketing, Commercial and Private Development Department, directly reporting to the CEO. He joined Banca Generali in 2013 as Joint General Manager, and in April 2016 he was appointed General Manager with responsibility for the Company.

Fincantieri

PIERANTONIO AZZALINI



Group Chief Information Officer

Pierantonio Azzalini is an executive with extensive experience in the technology industry. He currently serves as the Group Chief Information Officer at Fincantieri Group, where he is responsible for defining and implementing the company's overall IT and digital strategy.

Born in Sondrio, he graduated with a degree in Electronic Engineering and began his career at IBM in 1985. He continued his professional growth at Credito Valtellinese and, since 1991, at Gruppo Intesa. At these banks, he held increasing responsibilities in the IT sector and worked on numerous strategic projects, including mergers and acquisitions and outsourcing.

In 1998, Azzalini became the Chief Information Officer of Winterthur Italy (Credit Suisse Group) and, in 1999, expanded his areas of responsibility by becoming the Chief Operation Officer.

In 2003, he assumed the role of CEO of Finmatica Finance.

In 2004, Azzalini joined Allianz SE, where he expanded his areas of responsibility over the following 13 years. He eventually held the simultaneous roles of Regional CIO of Allianz SE for Southern Europe and CEO and General Manager of Allianz Technology Italia.

In 2018, he joined Fincantieri, where he also serves as the Project Manager of the Integrated Ship Design and Manufacturing program and CEO of Arsenal, a subsidiary company focused on extended reality and IoT. He has completed management training and coaching at institutions such as INSEAD, SDA Bocconi and Studio Ambrosetti. He is involved in several market and academic initiatives dedicated to responsible AI and innovation in AI.



illycaffè

ANDREA ILLY



Chairman illycaffè S.p.A and co-Chair of the Regenerative Society Foundation

Andrea Illy is Chairman of illycaffè, the global coffee brand founded in Trieste in 1933 by his grandfather Francesco with the mission of offering the best coffee to the world. A third-generation entrepreneur, he was CEO of the company for 22 years.

He is co-Chair of the Regenerative Society Foundation, launched in 2020 to promote a regenerative socio-economic development model. He is a member of the Board of Directors of the Bank of Italy (since 2013) and chairs its Identity and Image Committee. He previously served as President of Fondazione Altagamma (2013–2019) and currently leads the International Advisory Board of the Trieste Laboratory on Quantitative Sustainability (LTSQ). In 2023, he joined The Club of Rome.

Among his honors: Ernst & Young Entrepreneur of the Year (2004), Guido Carli Award (2014), Knight of Labor (2018), and the Leonardo Award (2021).

He holds a degree in Chemistry from the University of Trieste, an Executive Master from SDA Bocconi, and completed the Advanced Management Program at Harvard Business School. He has also studied TQM in Japan, Innovation at MIT, Exponential Technologies at Singularity University, and Complexity Science at Oxford.

He is the author of *Espresso Coffee: The Chemistry of Quality*, *The Coffee Dream*, *Italia Felix*, and co-editor (with Marco Fortis) of *Altagamma: Strategies for Italy of Excellence*.

University of Trieste

ROBERTO DI LENARDA



Rector of the University of Trieste since August 2019

He graduated in Dentistry and Dental Prosthetics from the University of Trieste in 1988.

A Full Professor of Oral and Maxillofacial Diseases, he has been Director of the Department of Maxillofacial Surgery and Dentistry at the local health services (ASUGI) since 2000, as well as Head of the Integrated Care Department of Specialist Surgery.

From 2012 to 2018, he served as Head of the University Clinical Department of Medicine, Surgery, and Health Sciences at the University of Trieste.

Since February 2025, he has been President of the Italian Society of Odontostomatology and Maxillofacial Surgery.

He is the Coordinator of the Regional Public Dentistry Programme for Friuli Venezia Giulia and the Representative of the CRUI (Italian University Rectors' Conference) in the permanent interministerial committee linking the Italian Ministry of Health and the Ministry of Universities and Research.

International School for Advanced Studies (SISSA)

ANDREA ROMANINO

Director of SISSA



Since November 2021, he has been the Director of SISSA, where he has been a Professor of Theoretical Physics since 2005. Previously, he was an Associate Professor at SISSA, a Fellow at CERN in Geneva, a researcher at the Scuola Normale Superiore, the Fermi National Accelerator Laboratory (USA), and the University of Oxford. He is an elected member of the board of the Conference of Italian University Rectors (CRUI), CRUI delegate for libraries and national contact person for access to scientific journals and open science, as well as president and member of various scientific committees. His research focuses on theoretical physics, particularly the theory and phenomenology of fundamental interactions. He is the author of approximately ninety publications in international journals, six of which are classified as famous by inSpires. He has given approximately seventy invited talks at international conferences and has taught at approximately thirty international schools. He has served as a delegate for research and gender issues, president of the CUG (Single Guarantee Committee), department director, and member of the Senate and the Board of Directors of SISSA.

University of Udine

ROBERTO PINTON

Rector of the University of Udine since October 2019



He is a full professor of Agricultural Chemistry. At the University of Udine, he has held various institutional roles, including Director of the Department of Agricultural and Environmental Sciences, Dean of the Faculty of Agriculture, Rector's Delegate for Research, and Vice Rector.

His specific research expertise in plant nutrition has contributed to building a research group recognized internationally. He has been the local coordinator and leader of numerous research projects and is the author of 96 scientific publications in international journals, 15 book chapters, 140 presentations at national and international conferences, 3 national patents, and 1 international patent. He has served as a co-editor for international academic and scientific texts. He has given numerous invited lectures at both national and international institutions and conferences. He has evaluated doctoral theses and research projects for national and foreign institutions.

He is a member of the Italian Society of Agricultural Chemistry (SICA), of which he has been president, and of the International Humic Substances Society.

He has taught Agricultural Chemistry subjects in various undergraduate and master's degree programs at the University of Udine, including Agricultural Sciences, Viticulture and Enology, and Biotechnology. He is also a member of the faculty board of the PhD program in Agricultural Sciences and Biotechnology at the University of Udine.

MIB Trieste School of Management

ANDREA TRACOGNA

**Dean, MIB Trieste School of Management and Professor,
University of Trieste**



He is the Dean of MIB Trieste School of Management and Senior Lecturer of Strategy. He is a Full Professor of Strategic Management at the University of Trieste. Andrea has broad teaching experience and is an international advisor at universities and business schools worldwide. He regularly takes part in peer review visits of internationally accredited schools for EFMD. His research interests range from platform strategies to high-tech entrepreneurship, internationalization processes, and multichannel strategies. He has published in several peer-reviewed journals, including the Journal of International Management, the Journal of Business Research, the Journal of Retailing and Consumer Services, the International Journal of Hospitality Management, the Journal of Marketing Theory and Practice, and Current Issues in Tourism. He founded Lungo Raggio Srl, an academic spin-off of the University of Trieste aimed at valorizing young graduates by providing specialized professional services to large corporations.

Istituto Italiano di Tecnologia (IIT)

CLAUDIO SEMINI

Head of the Dynamic Legged Systems (DLS) lab (dls.iit.it) at the Istituto Italiano di Tecnologia (IIT)



Since 2012, under his supervision, the research team has developed several high-performance hydraulic robots such as HyQ, HyQ2Max, and HyQReal. Semini holds a degree in Electrical and Information Engineering from ETH Zurich, where he also conducted research at the Hirose Lab in Tokyo and the Toshiba R&D Center in Kawasaki. He is the author and co-author of over 100 publications in international journals and conferences. He is also co-founder of the IEEE-RAS Technical Committee on Mechanisms and Design. Semini has coordinated or participated as partner in numerous European, national, and industrial projects (including HyQ-REAL, INAIL Teleop, Moog@IIT joint lab, VINUM, etc.). His main research interests include the design and control of quadruped robots, locomotion, space robotics, and agricultural robotics.

GABRIELE GALATERI

Chairman of the Istituto Italiano di Tecnologia and Chairman of the Generali Foundation "The Human Safety Net"



Gabriele Galateri di Genola was born in Rome on January 11, 1947. Married with one daughter, he was awarded the title of Cavaliere del Lavoro (Italy) in May 1999 and the Légion d'honneur (France). After earning a degree in Law from the University of Rome and an MBA from Columbia University Business School, Galateri di Genola began his career in 1971 at Banco di Roma, starting as Head of the Financial Analysis Office before being appointed Head of the International Loans Office. From 1974 to 1976, he worked as Chief Financial Officer of the Saint Gobain Group in Italy and later joined the Finance Department in Paris. In 1977, he joined FIAT S.p.A., where he progressed from Head of Operations for North, Central, and South America in the International Finance Department to Head of International Finance, eventually becoming CFO. In 1986, he became CEO of Ifil S.p.A. In 1993, he also took on the role of CEO and General Manager of IFI, a position he held until 2002. In June 2002, he was appointed CEO of FIAT S.p.A. Between April 2003 and June 2007, he served as Chairman of Mediobanca S.p.A., and from December 2007 to April 2011, he was Chairman of the Board of Telecom Italia S.p.A. From April 2011 to April 2022, he served as Chairman of Assicurazioni Generali S.p.A. He is a non-executive director of Moncler S.p.A., Yafa S.p.A., POLIFIN S.p.A., and Vice President of the Giorgio Cini Foundation. He is also Senior Advisor at Temasek International (Europe), a member of the International Advisory Board of Bank of America, and an emeritus member of the Board of Columbia Business School.

Deloitte

FABIO POMPEI



Chief Executive Officer of Deloitte Italy and Central Mediterranean since June 2019, member of the Executive Committee of Deloitte North South Europe and since 2023 of the Executive Committee of Deloitte Global

Previously, Pompei was a member of the Deloitte Global Board, Chief Executive Officer of Deloitte & Touche S.p.A.; he also held the position of Talent Leader of Deloitte Italia from 2011 to 2015 and has been a partner since 2000. He is a member of the Board of the American Chamber of Commerce and ISPI. Over the years Pompei has gained significant experience in coordinating auditing activities in some of the main national and international industrial groups, operating in various business sectors. He graduated in Economics and Commerce from La Sapienza University of Rome.

International Centre for Theoretical Physics

SANDRO SCANDALO

Senior Coordinator of Research and Partnerships, ICTP



Sandro Scandalo leads the Research Division of the Abdus Salam International Centre for Theoretical Physics (ICTP), a UNESCO Institute in Trieste, Italy. He coordinates the International Consortium for Scientific Computing (ICOMP), an initiative recently launched by ICTP aiming to equalise global access to scientific computing resources and knowledge in AI, data science, and quantum computing.

Scandalo is a condensed matter theorist with a special interest in the computational modeling of matter at extreme conditions of pressure and temperature. He holds a PhD in Physics from the Scuola Normale Superiore in Pisa, Italy. He is also a co-founder of the Quantum-Espresso initiative. He was elected Fellow of the American Physical Society in 2016, is the Deputy Secretary General of the International Union of Pure and Applied Physics (IUPAP) and has served as chairperson of the “Physics for Development” Commission of the Union between 2014 and 2017. He has led several initiatives to foster the development of science in the developing world and has organized more than 40 conferences and advanced schools in Trieste as well as in Ghana, Ethiopia, Kenya, Sudan, Nigeria, Iran, Vietnam, India, Chile, Brazil, and Colombia.



**RAFFAELE
GIGANTINO**



Country Manager Italy, Google Cloud

Raffaele Gigantino has taken the role of Country Manager of Google Cloud for Italy as of July 1st 2024. Gigantino has over 20 years of experience in the IT sector and comes from VMware, where he served as Country Manager for Italy for 6 years. Previously, he worked for over 10 years at Microsoft in various Sales management roles until becoming Solution Sales Director Western Europe in the Data, IoT and AI area, and before that he has been at Cisco for 8 years. In his new role, Raffaele is responsible for leading the team and activities, defining the company's sales and growth strategy and continuing to develop go-to-market sales operations in Italy, a key market for Google Cloud.

TARA BRADY



President, Europe, Middle East, and Africa, Google

As President of Google Enterprise EMEA, Tara leads the organisation's commitment to help customers in Europe, Middle East, and Africa driving the transformation of their business. In this role, Tara is responsible for all of Google teams in the region, comprising sales, professional services, partner ecosystem, customer success and engineering. Tara brings to Google more than three decades of experience in the business-technology sector, delivering exceptional value and outcomes to organisations of all geographies, industries, and sizes. Tara serves as industry visionary and advisor to institutions around the globe. Prior to joining Google, he served as a member of the senior leadership team at Microsoft, where he led the organisation's Global Sales and Strategic Partnerships Team as Corporate Vice President. Prior to Microsoft, he held senior positions at Accenture where he led the Financial Services Business, PwC, NatWest Bank, Lloyds of London.



Francesco received his D.Eng. degree (highest honors) from the University of Padova (Italy) in 2002. During the year 2002 he was a member of the UCLA Vision Lab as a visiting student under the supervision of Prof. Stefano Soatto, University of California Los Angeles. During this collaboration period he started a research activity in the field of computational vision and human motion tracking. In 2003 Francesco Nori started his Ph.D. under the supervision of Prof. Ruggero Frezza at the University of Padova, Italy. During this period the main topic of his research activity was modular control with special attention on biologically inspired control structures. Francesco Nori received his Ph.D. in Control and Dynamical Systems from the University of Padova (Italy) in 2005. In the year 2006 he moved to the University of Genova and started his PostDoc at the laboratory for integrated advanced robotics (LiraLab), beginning a fruitful collaboration with Prof. Giorgio Metta and Prof. Giulio Sandini. In 2007 Francesco Nori has moved to the Italian Institute of technology where in 2015 he was appointed Tenure Track Researcher of the Dynamic and Interaction Control research line. His research interests are currently focused on whole-body motion control exploiting multiple (possibly compliant) contacts. With Giorgio Metta and Lorenzo Natale he is one of the key researchers involved in the iCub development, with specific focus on control and whole-body force regulation exploiting tactile information. Francesco is currently coordinating the H2020-EU project An.Dy (id. 731540); in the past he has been involved in two FP7-EU projects: CoDyCo as coordinator and Koroibot as principal investigator. In 2017 Francesco joined Deepmind where he is collaborating with Raia Hadsell, Nando de Freitas, Martin Riedmiller and Dan Belov. His current interests seamlessly span robotics and artificial intelligence, with applications in both manipulation and locomotion. In 2023, Deepmind joined forces with Google Brain to form Google Deepmind; at present Francesco is director of robotics at Google Deepmind and his group of collaborators has significantly increased. Francesco currently leads the Google Deepmind robotics research effort with Nicolas Heess, Kanishka Rao, Razvan Surdulescu and Carolina Parada (senior director of robotics).

Contatti for the event

Burson Global

**Angelina
Zoner**

+39 342 995 6758
angelina.zoner@bursonglobal.com

humanaizethefuture.com

Burson Global

**Laura
Zugnoni**

+39 320 557 2669
laura.zugnoni@bursonglobal.com

humanaizethefuture.com

αi

αGORAi INNOVATION HUB

humanize
the future



Google Cloud Deloitte.

