

Research  
Group  
Collaborative  
Spaces



POLITECNICO  
MILANO 1863



LUISS  
1977-2017 Quarantesimo



UNIMORE  
UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA



Freie Universität Bozen  
Libera Università di Bolzano  
Università Liedia de Bulsan



IRiSS  
National Research Council of Italy  
Institute for Research on Innovation  
and Services for Development

DAUPHINE  
UNIVERSITÉ PARIS

4<sup>TH</sup>-6<sup>TH</sup> DECEMBER:  
#SHARINGDAY2017

## NEW PLACES FOR INNOVATION & ENTREPRENEURSHIP IN ROME AND MILAN

This three days long event in Italy is organized by the **Roma Chapter** and the **Milano Chapter** of the [Research Group on Collaborative Spaces](#) (RGCS). "SharingDay2017" will consist in a learning journey in collaborative spaces located in Rome and Milan, a seminar, and a workshop. Presentations and discussions with academics and entrepreneurs will be an opportunity to compare them with other trends in Italy and Europe, in particular Paris and London. Let's walk together with academics, entrepreneurs and citizens!

FIRST EVENT OF  
RGCS ROMA &  
MILAN  
#SHARINGDAY2017

SEMINAR,  
WORKSHOP &  
LEARNING  
EXPEDITIONS IN  
ROME & MILAN

4<sup>TH</sup>-6<sup>TH</sup> DECEMBER  
2017

#INNOVATION  
#ENTREPRENEURSHIP  
#SHARINGECONOMY  
#INCUBATORS  
#COWORKERS  
#MAKERS #HACKERS

@COLLSPACES

**NB: A meeting point in Roma will be organized in Roma at 7 PM at the Trevi Fountain on Sunday, 3rd December. Contact: [collaborativespaces@gmail.com](mailto:collaborativespaces@gmail.com)**

## Organizers



### Roma Chapter

#### **Paula Ungureanu**

*University of Modena and Reggio Emilia  
DISMI- Department of Methods and Sciences for  
Engineering  
Centre for Research in Leadership, Innovation, and  
Organisation LUISS Guido Carli*

#### **Luca Giustiniano**

#### **Paulo Spagnoletti**

*LUISS Guido Carli University  
Department of Business and Management  
Centre for Research in Leadership, Innovation, and  
Organisation LUISS Guido Carli*

#### **Luisa Errichiello**

#### **Tommasina Pianese**

*Italian National Research Council  
Institute of Research on Innovation and Services  
for Development*



### Milano Chapter

#### **Cristina Rossi-Lamastra**

*Politecnico di Milano  
DIG - Department of Management, Economics and  
Industrial Engineering*

#### **Andrea Ciaramella**

#### **Chiara Tagliaro**

*Politecnico di Milano  
ABC – Department of Architecture, Built Environment and  
Construction Engineering*

#### **Paola Rovelli**

*Free University of Bozen-Bolzano  
Faculty of Economics and Management*

#### **Chiara Mizzi**

*Microsoft Italy*

## DAY 1: Monday, December, 4<sup>th</sup> Roma

09.30 – 09:45

### @ Luiss Giudo Carli University

*Viale Romania, 32, 00197 Roma RM*

**Introduction** to #sharingday2017 by Paula Ungureanu (Modena and Reggio Emilia University, RGCS Roma), Cristina Rossi (POLIMI, RGCS Milan) and François-Xavier de Vaujany (Université Paris-Dauphine, RGCS Paris).

09.45 – 10:00

**Re-thinking research practices, re-appropriating public space: the [OWEE](#) approach**, Albane Grandazzi (Université Paris-Dauphine, PSL, DRM), Nicolas Lesca (Grenoble Alpes Université, CERAG), François-Xavier de Vaujany (Université Paris-Dauphine, PSL, DRM)

10.00 – 11:15

**The Making of Collaborative Education.** Presentation of the Luiss Laboratory of Fabulous Things (LOFT) by Paolo Spagnoletti <https://www.facebook.com/LUISSLOFT/>

Montanari et al.: A Multidisciplinary Study of Physical and On-line Collaborative Spaces and Their Implications for Creativity and Innovation

11.45 - 13.30

### @ Luiss Enlabs

*Roma Termini, Via Marsala, 29/h, 00185 Roma RM*

Presentation and visit of **Luiss Enlabs -The Startup Factory** <http://luissenlabs.com/>

13.30 – 15.00

### @ Mercato Centrale

*Roma Termini, Via Giovanni Giolitti, 36, 00185 Roma RM*

The hallfood phenomenon: Gourmetization or return to tradition? Gastronomic exploration, lunch and networking at Rome's Central Market

<http://www.mercatocentrale.it/en/rome/>

15.30 – 17.00

### @ BNL Gruppo BNP Paribas

*Via Tiburtina, 399, 00157 Roma RM*

The new face of megaprojects: From CSR and urban planning to enhanced mobility, smart working and collaborative design. The making of the Orizzonte Europa Palace, the new Rome headquarters of BNP Paribas

<http://www.bnpparibas.it/it/2017/10/05/invito-a-palazzo-bnl-apre-le-porte-del-palazzo-orizzonte-europa-a-roma-e-delle-sedi-storiche-di-torino-e-firenze/>

17:15:

**Closing remarks and walked conversations ([OWEE](#)), transfer by train to Milano**

## DAY 2: Tuesday, December, 5<sup>th</sup> Milan

- 10.30 – 10.40      **@ Copernico**  
*Via Copernico 38, Milan ([map](#), [website](#))*
- Welcome address by the Milan Chapter**
- 10.40 – 11.30      **Presentation of the Copernico concept**  
*Debora Basso Community Management at Copernico*
- Q&A
- 11.30 – 12.30      **Guided tour of Copernico**
- 12.30 – 14.00      **Free time: lunch and networking**  
Walking to the next stop
- 14.00 – 15.00      **@ Microsoft House**  
*Viale Pasubio 21, Milan ([map](#), [website](#))*
- Presentation of the Microsoft House concept**  
*Chiara Mizzi Head of External Relations, Microsoft Italy*
- Q&A
- 15.00 – 16.00      **Guided tour of the Microsoft House**
- 16.00 – 17.00      **Collective discussion**
- 19.00                Meeting point for dinner in Milan

## DAY 3: Wednesday, December, 6<sup>th</sup>, Milan

10.30 – 11.30

### **@ Talent Garden Milano Calabiana**

Via Arcivescovo Calabiana 6, Milan ([map](#), [website](#))

#### **Presentation of the Talent Garden concept**

Q&A

11.30 – 12.30

#### **Guided tour of the Talent Garden Milano Calabiana**

12.30 – 13.00

Walking to the next stop

13.00 – 14.00

### **@ Politecnico di Milano**

Piazza Leonardo da Vinci 32, Milan ([map](#), [website](#))

Aula Magna – Building 1 – Rettorato

#### **Welcome light lunch**

14.00 – 14.30

#### **Introduction to the workshop**

- Andrea Ciaramella *Politecnico di Milano – Department of Architecture, Built Environment and Construction Engineering*
- Cristina Rossi-Lamastra *Politecnico di Milano – Department of Management, Economics and Industrial Engineering*

14.30 – 15.15

#### **Academicians' presentations**

- Nicolas Lesca *Grenoble Alpes Université*  
"Public policies of Grenoble about new places for entrepreneurship and innovation"
- François-Xavier de Vaujany *Université Paris-Dauphine, PSL*. Research in collaboration with Julie Fabbri (emlyon business school) and Anna Glaser (ESCP Europe)  
"Fiction Works: Exploring the Californian Dream at the Heart of New Work Practices"

15.15 – 16.00

### Practitioners' presentations

- *Google Real Estate and Work Space manager*
- *A2A*

16.00 – 17.00

Q&A and collective discussion on the [OWEE method](#)

17.00

Conclusion

End of #sharingday2017 😊