



## Prof. Vito Di Bari

One of Europe's Most Acknowledged Futurists & Renowned Authority on Innovation



### CSA CELEBRITY SPEAKERS

Vito Di Bari is an acclaimed futurologist and an authority on innovation. Mixing Italian strengths of creativity and design with strong scientific analysis, he explains future mega-trends and scenarios of our fast-pace changing world. He is the Innovation Designer of Milan's World Expo 2015. He is recognized worldwide for his numerous innovative theories, and multitude of published works.

**Vito has already taken strides towards ensuring the legacy of his innovation, having founded Lab Next**

#### In detail

Vito Di Bari worked in the USA for many years and has been Executive Director at UNESCO's IMI and is Scientific Director of the International Research Laboratory LabNext, quoted as "Milan's M.I.T." by L'Espresso magazine and "the Milan's think tank" by Wired magazine. He is professor of Design and Management of Innovation at the Polytechnic University of Milan and of Cross Media Communication at the Bocconi University. He is a weekly columnist for the Italian newspaper Il Sole 24Ore and a TV host on the Discovery Channel.

#### What he offers you

Exploring the future of technology applied to everyday life, Vito shows you how our lives will change and why. Connecting recent discoveries in media, nanotech and robotics, he explains how corporations and individuals will change their behaviours and attitudes. He expertly analyzes for his audiences the intersections between the future success of trends and the adoption of innovations and their impact on our lifestyles.

#### How he presents

With a wit and provoking style, Vito hits directly to the hearts of each person. Effective, direct and out-of-the-box, his presentations are impressive and refreshingly frank.

#### Topics

- Innovation
- Forecasting 2015-2020
- Megatrends and Microtrends: New Opportunities for Corporations and Everyday Life
- Management and Marketing in a Changing World
- After Web 2.0: the Longer Tail, the Longest Tail
- Anchorman
- The White Rabbit Syndrome
- Using Technology to Improve the Fashion Industry
- Chairman
- Debate Moderator

#### Languages

He presents in English, Italian, French and Spanish.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

- 2007**  
Web 2.0
- 2006**  
The Future is Already Here (but we don't know it yet)
- 2005**  
Weekend in the Future
- 2003**  
Strategies for the Next Economy
- 2002**  
The Digital Economy Encyclopaedia
- 2001**  
Key Words for the Net Economy