

First guests and concerts on the WMF Mainstage revealed: Great anticipation for Sir Tim Berners-Lee, Manuel Castells and concerts by Dardust and Dargen d'Amico

Announced the first names of those who will be treading the Mainstage of this year's WMF - We Make Future, scheduled for June 15-17, 2023 at the Rimini Expo Centre. With inspirational or visionary talks, case studies and reports of global relevance, there will be several guests and personalities from around the world coming to Rimini to speak on the WMF Mainstage. Artificial Intelligence and Tech Transfer, Creator Economy and Innovation Policies, Climate Change and Sustainability, Legality, Inclusion, and Startups are just some of the topics that will find ample space during the three-day event, alternating with live concerts and moments of show and entertainment. Among the first guests announced are Sir Tim Berners-Lee, Manuel Castells, David Hanson with Robot Sophia, the Ambassadors of Sweden, Algeria, and Latvia, and creators such as Camihawke, Pow3r, and Favij. Also already announced are the first two concerts of the three-day event, featuring Dardust and Dargen D'amico.

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The Mainstage schedule of the 11th edition of the **WMF**, International Trade Fair and Festival on Tech and Digital Innovation, promises to be full of authoritative voices and unmissable moments. In fact, **from June 15 to 17, 2023**, dozens of speakers and guests from all over the world will bring visions, studies and new insights for the future to the main stage of the event, which is preparing to welcome **more than 60,000 participants** and a parterre of **more than 1.000 speakers** from **85 countries** at the Rimini Expo Centre.

Among the personalities already confirmed, great excitement and anticipation surrounds the eminence of computer science [Sir Tim Berners-Lee](#), the **inventor of the World Wide Web**, who will address the WMF audience on June 16, bringing his own experience and his idea of Web development, offering an analysis of current trends and future prospects for his creature. Also not to be missed is the presence of former University Minister in Spain and world-renowned sociologist **Manuel Castells**, among the leading analysts of the digital revolution and the resulting individual, social and labor changes brought about by the advent of new information technologies, who will offer a future perspective of society through the lens of digitization.

Once again this year's Mainstage, whose activities will be **translated into LIS** thanks to RAI Accessibility professionals, will offer a comprehensive **overview of the current world and the**

world to come through the analysis and discussion of numerous issues of technological, digital and social innovation.

Artificial Intelligence, Tech Transfer, Robotics, Digitization

Ample space will be devoted to the discovery of new technological tools, **advanced robotics**, technology transfer and open innovation, applications of **AI for various industries** and its **regulation**. Guests who will bring their expertise on the Mainstage include Silicon Valley pioneer, tablet inventor and AI expert **Jerry Kaplan**, **Monica Orsino**, *Senior Client Development and Training Manager* for **Microsoft**, *Oracle's EMEA Head of Commercial Industries*, **Luisella Giani**, *CINECA President* **Francesco Ubertini**, Lawyer Guido Scorza, a member of the Garante per la protezione dei dati personali, who will discuss the **ChatGPT** case and related Data Use, **Gianluca Misuraca**, Founder of Inspiring Future, who will talk about the **Re-imagine Europe** project and the work to create an 'international alliance for a human-centric approach to artificial intelligence, and the coordinator of the "Social Cognition in Human-Robot Interaction" project at the Italian Institute of Technology **Agnieska Wykowska**, who will illustrate how AI and its application to robotics can intervene to support the treatment and management of patients with autistic disorder. Also returning to the main stage will be the world's most advanced humanoid robot, **Robot Sophia**, accompanied by its creator, **David Hanson**, Founder & CEO at Hanson Robotics, who will recount its birth and past and future evolutions, focusing on the **link between Artificial Intelligence and robotics** that characterizes it.

Social Innovation, Climate Change and Sustainability, Activism and Legality

"Tech and digital Innovation finds no meaning if it is not applied to produce social innovation, generating positive impact on the community." From this concept, the common thread of the 11 editions enunciated by the Festival's creator Cosmano Lombardo, the WMF - We Make Future project has always been developed, which also and especially on the Mainstage brings to attention activism projects, scientific studies with global impact and virtuous examples of social engagement.

Among the voices and realities that will inspire concrete global change will also be **Chiara Putaturo**, *EU Inequality and Tax Policy Advisor* at **OXFAM**, who will present the new global report on inequality, highlighting the increasing social polarization of wealth in Italy and around the world; **Alessandra Prampolini**, *General Director* of **WWF Italy**, who will address the issue of the health of the planet, climate change and the reduction of biodiversity by illustrating the "Living Planet Report" and again the *Environmental Activists and Digital Creators*, **Tukumã Pataxó** and **Samela Sateré-Mawé** who directly from Brazil will arrive to tell their battle for the environment and Amazon ecosystems through social media and the web. Finally, during the three-day event, together with authoritative voices such as those of Prosecutors **Nicola Gratteri** and **Giuseppe Lombardo**, *journalist* **Antonio Nicaso**, and *DIA Director* **Maurizio Vallone**, the theme of Legality and the fight against the Mafia, as well as social justice, will be discussed.

Innovation Diplomacy, Startups and Innovative Entrepreneurship

Italian and international institutional representatives will land in Rimini on the occasion of the WMF: also on the Mainstage to talk about their respective **national innovation plans** are *Albanian Minister for the Protection of Entrepreneurship Edona Bilali*, *Swedish Ambassador to Italy Jan Björklund*, *Latvian Ambassador to Italy Solvita Āboltiņa* and *Algerian Ambassador to Italy Abdelkrim Touahria*. Also present were **Maurizio Forte**, *Head of the Made in Italy Promotion Coordination Office for ICE Agency*, and **Bill Reichert**, *Entrepreneur & Venture Capitalist*, Partner at **Pegasus Tech Ventures**, among the partners of the WMF Startup Competition whose finals, featuring **6 of the best startups selected from around the world**, compete against each other, is one of the most anticipated events scheduled each year on the Mainstage.

On the WMF Mainstage, also an important testimony of the use and impact of innovative entrepreneurship directly from **Ukraine**: in fact, with a talk by **ISE Group** will show how the **Ukrainian tech sector** is impacting the dynamics of war through the use of apps and technology platforms offered for use by **citizens**.

Innovative entrepreneurship and tech transfer will also be discussed with **WASP**, a company that using the most innovative technologies of the space economy has created a **new housing model with self-sufficient and eco-sustainable houses**, but also within the **Scaleup for future** panel, which each year brings to the Mainstage **Italian and foreign scaleups** that have scaled the relevant markets.

Creator Economy and Regulation of Digital-Tech Professions

Also not to be missed on the main stage will be numerous guests from the **world of content creation** who through talks, interviews and panels will provide an overview of the Digital-Tech sector with focus on its best-known and best-loved professionals. Among the already announced guests are content creator & writer **Camihawke**, content creator & Founder at Breaking Italy **Alessandro Masala**, creators and gamers **Favij**, **Jakidale** and **Pow3r** and, finally, **Luca Gervasi**, content creator and face chosen by **Monge** as brand ambassador of digital branding campaigns on social.

At the **conduction of the Mainstage**, already announced also some of the figures who, during the three days, will go to join **Cosmano Lombardo** - Founder and CEO of Search on Media group and creator of the WMF. Among them in fact, also **Robot Sophia**, the humanoid that combines AI and robotics, who returns to the WMF in this new guise, **Diletta Leotta** television and radio presenter as well as historical co-host of the WMF, Daniele Pugliese and Riccardo Betteghella of the **Casa Surace** collective, a successful factory and production house with over

5 million fans on the web, and, for the first time, **Alice Mangione**, actress, comedian and content creator of the editorial project The Pozzolis Family.

The first concerts announced on the Mainstage

Also online are the **first two major artists announced** of the many who will bring their music to the WMF, which this year is once again enlivened by a true Music Fest that alternates between **concerts on the Mainstage** and performances of various genres and niches throughout the Rimini Expo Centre. .

Space then, at the opening of the first day, for the **Electronic Set - Left Hemisphere by Dardust**: pianist, composer, author and record producer who will bring the **first summer step** of his **Duality Tour** right to the WMF. The artist will take the WMF's international audience into a dimension of psychedelic club notes and images ranging from Carpenter and Goblin soundtracks, with echoes to Italo disco, UK Garage, 90s music and Nu Jazz, opening the three-day event with a boost of energy and innovative sound.

Instead, it will be **Dargen D'Amico**, rapper, songwriter and producer among the most eclectic representatives of the contemporary Italian singer-songwriter scene, who **will close the first day of WMF** with a live concert on the event's main stage. The artist, who has shifted genre boundaries by fusing, for the first time in Italy, rap with Italian cultured music, will light up the evening and attendees by capturing them with his unique style characterized by deconstructing language and balancing games between the senses of words.

New guests and artists will be announced in the coming weeks describing a schedule, that of WMF 2023, that promises to be one of the most complete and heterogeneous on the international scene.

Useful Link

- [First Mainstage Guests](#)
- [Sir Tim Berners-Lee](#)
- [Preview of the educational program](#)
- [WMF - We Make Future](#)

WMF - We Make Future - International Trade Fair and Festival on Tech and Digital Innovation

The next appointment with WMF, the international event entirely dedicated to the innovation ecosystem, is scheduled on June 15, 16, 17, 2023, at the Rimini Expo Centre. Once again, the event will bring together the very best of digital and social innovation, leading market players, startups and investors, institutions, universities, and non-profit associations. With more than 60.000 expected attendees from 85 countries, more than 1.000 speakers and guests from around the world, 1,300 startups and investors, and more than 80 stages, now in its 11th edition, the WMF is



International Trade Fair and Festival on Tech and Digital Innovation

#WeMakeFuture

the international fair of reference for the world of innovation.. The event is created and produced by Search On Media Group.

Search On Media Group

Since 2004, the company has aimed to spread digital culture by managing and coordinating communities, supporting sharing activities, and carrying out strategic and operational consulting, with the Search On Consulting Department, in the field of Digital Marketing and Digital Transformation for large companies.

From the experience and professional assets of Search On Media Group, were later born the Education Business Unit, which organizes and curates the WMF and other training events, and the ibrida.io platform, which hosts online, hybrid, and offline events in a highly customizable and flexible environment.

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