



TEDx Ortygia

Our director Sonia will be one of the speakers at TEDx Ortygia in Siracusa, Sicily. She will be speaking about Food and Design.

The TEDx Program is designed to help communities, organizations and individuals to spark conversation and connection through local TED-like experiences. TEDx events are produced independently of TED conferences, each event curates speakers on their own, but based on TED's format and rules, whose main goal is: spread good ideas! The principle theme of the TEDx Ortygia is contamination (in the sense of crossover, exchange, mixing) as a result of the encounter between cultures, or between cultural forms.

The speakers come from the world of entrepreneurship, economy, communication and science and include: Giovanni De Lisi (entrepreneurship), Lorenzo Marini (Art Director), John Peter Sloan (communicator), Riccarda Zezza (social entrepreneurship), Sonia Massari (Director of Gustolab International and human-food and interaction designer), Gregorio De Felice (Chief economist of Intesa Sanpaolo), Maria Pia Abbracchio (University of Milan scientist), and Luca Colombo (Italy Country Manager of Facebook).