



mario cucinella architects

MC A SOS

School of Sustainability

Press release

SOS Call for Ideas. Sustainable Thinking Evolution Day, Powered by PechaKucha.

Bologna, august the 28th, 2019 - On the occasion of the third evolution of "The Wall: Sustainable Thinking Evolution", the timeline dedicated to the history of Sustainability, the "Museo Novecento" in Florence, MC A - Mario Cucinella Architects and SOS - School of Sustainability present: **SOS Call for Ideas – Sustainable Thinking Evolution Day, Powered by PechaKucha.**

The Wall is a site-specific exhibition created by Sergio Risaliti, director of Museo Novecento, format that proposes the synthesis and visual processing typical of the infographic developed along a 12-metre wall. **The Wall: Sustainable Thinking Evolution**, curated by MC A and SOS, focuses on the theme of sustainability and is part of the Sustainable Thinking event organized by the **Ferragamo Museum** and the **Ferragamo Foundation** to focus on the increasingly topical issues of sustainability in the most diverse forms: from the environment to the urban landscape, from reuse to innovation and technological experimentation.

SOS Call for Ideas is open until **October the 16th, 2019**, is reserved for young professionals (under 30), recent graduates and graduating students (to be graduated by 30 July 2020), of all disciplines. MC A, SOS and Museo Novecento have the objective to involve young brilliant to try to giving innovative answers to the future challenges, developing propose that contributes to the achievement of one of the **17 Sustainable Development Goals of the UN 2030 Agenda**. The Call will allow participants to introduce their ideas to **companies that are "leaders in the sustainability sector"** and that will join the event together with **Mario Cucinella**, the director of the "Museo Novecento" **Sergio Risaliti** and the director of SOS **Massimo Imperato**, to select the inspirational papers submitted during the first phase and to evaluate the final presentations during the Sustainable Thinking Evolution Day, Powered by PechaKucha, thus decreeing the winners.

What is PechaKucha? It is a lightning talk method whose peculiarity lies in its format (20 × 20), which provides for the presentation of only 20 slides in 20 seconds each. That is, 6 minutes and 40 seconds in total.

In a first phase, choosing between four themes: **"Water is the new oil"**, **"Humanity as an urban species"**, **"After plastic, what?"**, **"Impact of digital technologies on public space"**, the candidates are invited to formulate possible solutions, compulsorily unpublished, without limits in terms of approach and scale, from wide-ranging strategies to innovative ideas even if circumscribed. Following a selection of the works, on October the 23th, 2019 the Finalists will be invited to present their proposal during the **Sustainable Thinking Evolution Day, Powered by PechaKucha of November the 6th, 2019**, which will take place at the Museo Novecento in Florence.

The winners of the 4 Topics and the Winner of the PechaKucha will see their concepts included in the third evolution of **The Wall: Sustainable Thinking Evolution**, on display at the "Museo Novecento" in Florence from **November the 20th, 2019 to January the 27th, 2020.**





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Up for grabs for the Winner of the Sustainable Thinking Evolution Day, Powered by PechaKucha a full scholarship for SOS7 (academic year 2020/2021). For the 2nd and 3rd classified, an internship at one of the "sustainability companies" involved is foreseen.

For more information about Rules & Terms of **Sustainable Thinking Evolution Day, Powered by PechaKucha** go to the web site of SOS – School of Sustainability.

#SustainableThinkingEvolution #pechakuchaSustainableThinking #pechakucha #pechakucha20x20

For information

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