



## IF TECHNOLOGY IS FEMALE: PRESENTING WOMEN&TECHNOLOGIES® 2009

*The "techno-visionaries" will be arriving in Milan on 9<sup>th</sup> November*

**Monday, 9<sup>th</sup> November 2009 – from 9.30 to 18.00**

**"Leonardo da Vinci" National Museum of Science and Technology  
Via San Vittore 21 – Milano**

### WHAT

During the European Year of creativity and innovation, Milan will come to life with the second edition of the **"International Women&Technologies® Conference"**, to claim – against every stereotype – that technology is also "female". It provides, in other words, a vision of the relationship between women and technologies that does not resort to gender-based arguments, but rather serves as a tool to identify and highlight brilliance in research, technological development and innovation at a time when Milan is preparing for the Expo 2015.

### WHO

People, with their experiences, professional histories and cultural backgrounds, will take centre stage. Among others: Patrizia Grieco – CEO of Olivetti, Telecom Italia Group; Maria Grazia Filippini – Vice President of Sun Microsystems Italia; Letizia Melina – Head of Digital Innovation for MIUR; Alessandra Perrazzelli – CEO of Intesa Sanpaolo Eurodesk; Isabella Rauti – Head of the Cabinet's Equal Opportunities Department; Serenella Sferza – Co-director of the MIT Italy Program; Rita Forsi – Director of the Higher Institute for Communications and Information Technologies. The full list is available at: [www.womentech.info](http://www.womentech.info).

Gianna Martinengo, Founder and Chairperson of the Conference, claims that: "women, as bearers of a vision that always perceives the "humanistic" components of any given problem, can make an original contribution to innovation, where innovation is understood as the ability to integrate different perspectives to generate new questions and new solutions".

### WHY

Three questions will guide the debate:

- **not just technologies but people**: what **skills** and abilities are needed to face the transformation of organisational, communication and economic models as we're currently witnessing it?
- can the **cross-disciplinary quality of technologies** represent an ideal meeting point for different disciplines, both scientific and humanistic?
- how can we orient young adults, the **"2015 generation"**, towards professional choices based on this quality?

### WHERE

*The National Museum of Science and Technology, project partner, will host the Conference. To represent an ideal place for the discovery of scientific phenomena and their technological and practical applications: this is the mission of the Museum dedicated to the genius of Leonardo da Vinci.*

### THE TECHNO-VISIONARIES

The conference will once again host the handing out of the **Women&Technology Award**, the acknowledgement designed for women who are able to "invent the future" by creating technologies: last year's awards went to **Fiorella Operto** (School of Robotics Association, Genoa), **Nik Nailah Binti Abdullah** (National Institute of Informatics, Tokyo) and **Fiorina Facchinetti Berti** (President of Faber Systems S.r.l.). You can already vote for this year's techno-visionaries at [www.womentech.info](http://www.womentech.info).

