# 01/10/26

## 9:00 - 17:00

## Museo della Grafica

**Lungarno Galileo Galilei 9, Pisa**

# Digital Signs

## Human and artificial intelligence for the arts and the creative industries of the third millennium

**Speakers:** Giovanni Federico Gronchi (University of Pisa), Alessandro Tosi (University of Pisa), Antonella Fresa (University of Pisa), Gabriele Goretti & Caterina Dastoli (University of Pisa), Veronica Neri & Daniella Iannini Lelarge (University of Pisa), Andrea Baldini (Peking University), Xiang Yong (Peking University), Peng Feng (Peking University), Lorenzo Cantoni (Università della Svizzera Italiana), Vincenzo Napolano (Osservatorio Gravitazionale Europeo), Savio Firmino (Furniture & Interior Design company), Daniele Fiesoli (Fashion company), Supermateria (Parametric Design & Digital Development for the Fashion Industry and product design)

UNIVERSITY OF PISA · DESTEC DIPARTIMENTO DI INGEGNERIA · Università della Svizzera italiana · UNESCO Chair on Creativity and Sustainable Development in Rural Areas 联合国教科文组织乡村创意与可持续发展教席 Institute for Cultural Innovation, Peking University 北京大学文化产业研究院 National Research Base for Culture and Tourism 文化和旅游部文化和旅游研究基地 · unesco Chair · EGO European Gravitational Observatory · MUSEO DELLA GRAFICA · SISTEMA MUSEALE di ATENEO

**Museo della Grafica**
Lungarno Galileo Galilei 9, Pisa

**October 01, 2026**

# Digital Signs

**9:00-9:30 | Opening Remarks and Institutional Welcome**
Anna Monreale (University of Pisa), Alessandra Guidi (University of Pisa), Alessandro Tosi (University of Pisa), Veronica Neri (University of Pisa), Gabriele Goretti (University of Pisa), Andrea Baldini (Peking University)

**9:30- 12:00 | Session I – Concepts and Perspectives**
*Round Table: AI, Creativity, and New Perspectives for the Arts and Cultural Heritage*
**Chair:** Caterina Dastoli (University of Pisa), Mengy Cai (University of Pisa)
**Speakers:** Alessandro Tosi (University of Pisa), Antonella Fresa (University of Pisa), Gabriele Goretti & Caterina Dastoli (University of Pisa), Veronica Neri & Daniella Iannini Lelarge (University of Pisa), Andrea Baldini (Peking University), Xiang Yong (Peking University), Peng Feng (Peking University)

**12:00-14:00 | Lunch Break**

**14:00-16:00 | Session II – Practices and Applications**
*Round Table: AI in the Creative Industries and Cultural Innovation*
**Chair:** Gabriele Goretti (University of Pisa), Matteo Meacci (University of Pisa)
**Speakers:** Savio Firmino (Furniture & Interior Design company), Daniele Fiesoli (Fashion company), Supermateria (Parametric Design & Digital Development for the Fashion Industry and product design)

**16:00-16:15 | Coffee Break**

**16:15-16:50 | Session III – Future Directions**
*Round Table: Human and Artificial Intelligence for the Future of Creativity*
**Chair:** Daniella Iannini Lelarge (University of Pisa)
**Speakers:** Giovanni Federico Gronchi (University of Pisa), Alessandro Tosi (University of Pisa), Antonella Fresa (University of Pisa), Gabriele Goretti & Caterina Dastoli (University of Pisa), Veronica Neri & Daniella Iannini Lelarge (University of Pisa), Andrea Baldini (Peking University), Xiang Yong (Peking University), Peng Feng (Peking University), Vincenzo Napolano (Osservatorio Gravitazionale Europeo), Lorenzo Cantoni (Università della Svizzera Italiana), Savio Firmino (Furniture & Interior Design company), Daniele Fiesoli (Fashion company), Supermateria (Parametric Design & Digital Development for the Fashion Industry and product design)

**16:50-17:00 | Closing Remarks**
Giovanni Federico Gronchi (University of Pisa), Alessandro Tosi (University of Pisa), Gabriele Goretti (University of Pisa), Andrea Baldini (Peking University)

**Organizing committee:** Andrea Baldini, Gabriele Goretti, Veronica Neri, Alessandro Tosi, Daniella Iannini Lelarge
**Scientific Committee:** Andrea Baldini, Lorenzo Cantoni, Peng Feng, Vincenzo Napolano, Gabriele Goretti, Giovanni Federico Gronchi, Alessandra Guidi, Xiang Yong, Anna Monreale, Alessandro Tosi, Veronica Neri

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