

MARKETING

Gucci supports AI growth in innovation festival

June 24, 2019



Exterior of Gucci Hub. image credit: Gucci

By STAFF REPORTS

Italian fashion label Gucci is powering a special event for thought leaders to look at the relationship between man and machine, focusing on the future of artificial intelligence.

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On July 9 to 11 in Milan and Florence, Gucci will sponsor the European Innovation Festival where this year, leaders throughout industries will come together to discuss the pitfalls and possibilities with AI. This year the festival has been named "The Dawn of Superintelligence" and includes speakers from various backgrounds including actors, economists, historians, entrepreneurs, scientists and more.

Innovation in business

Business magazine *Fast Company* puts on the festival and has assembled a variety of panels and discussions on the subject.

Those set to speak include historian Yuval Noah Harari, director Darren Aronofsky, actor/musician Jared Leto, Net-A-Porter founder Natalie Massenet, scientist Riccardo Sabatini, artist Dustin Yellin, Soho House chief creative officer Chloe Macintosh, Burning Man CEO Marian Goodell, mayor of Milan Giuseppe Sala and Gucci CEO Marco Bizzarri.

"We are at a real tipping point with AI becoming pervasive in our lives," Mr. Bizzarri said in a statement. "At Gucci we have established a culture of innovation fostering experimentation and new technologies, but always in support of creativity and the human touch.

"We are therefore delighted to help power this festival bringing together leading thinkers in conversations about the new paradigms in front of us," he said.



Image credit: Fast Company

The festival is to be held at Gucci's headquarters in Milan at its Gucci Hub. There, a special interactive exhibition will be featured named Sensorium, created by innovation platform H-Farm.

FCEIF will move to Florence for a select group of attendees on July 11 where they will get a tour of Gucci's ArtLab, a private visit to the Gucci Garden and dinner with the CEO.

"At *Fast Company*, we cover the intersection of design, creativity and leadership very human disciplines with technology and innovation, the engines of modern business and society," said Stephanie Mehta, editor in chief of *Fast Company*, in a statement. "Our inaugural European Innovation Festival will address the critical question of how to bridge technology and humanity.

"We also see this as a seminal moment for Milan, one of the world's most progressive cities, to be a hub for thought leaders and influencers, and we are delighted to work with Gucci, an iconic brand we consider to be both digitally savvy and creatively innovative, to facilitate this important discussion," she said.

Gucci is often hosting a variety of unique events its Hub. Recently, it looked to iconize the work of filmmaker Harmony Korine during Milan Men's Fashion Week in a unique exhibition.

In a different take on fashion week initiatives, Gucci is celebrating its latest ambassador through a series of screenings at its Hub in Milan. Mr. Korine, known for his directorial work in iconic films from the mid-1990s to now, recently participated in the fashion house's pre-fall campaign ([see story](#)).

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