

**PUSH.**

**2013**



***push report***

**2020**



*PUSH is a design lab for social and urban innovation.*

*Using a human-centered approach we develop solutions to improve the quality of life in cities and protect the environment.*



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## MANIFESTO

Currently, cities cover only 2% of Earth's surface and they are populated by **more than 50% of the world's population**, yet deplete over 80% of the available resources and produce more than 70% of pollution.

Those **resources**, which at first seemed to be infinitely available, in recent years began to run low, revealing the consequences of a reckless consumption.

The greenhouse effect, due to climate-changing gas emissions, increased the Earth's temperature, while the growing quantity of energy stored in the atmosphere, caused more frequent and destructive meteorological phenomena. While resources are relentlessly running out, **wars and famines** are becoming more frequent and they are generating deeper social fractures.

Somehow **cities** represent the **sick tissue** that is slowly devouring the planet.

For these reasons, in recent years **energy sustainability** in urban areas has become a crucial issue.

As seen in the past, every industrial revolution started from new energy vectors, today we are relying on renewable ones.

This new model is based on a distributed energy-architecture, the use of more efficient and environmental-friendly technologies and **ICT systems**, which help processing and sharing complex information at high-speeds.

The buzzword for describing cities as intelligent and metabolic beings is **Smart Cities**.

Even if the results of the experimentations are encouraging, they **do not seem scalable** in marginal contexts or in developing countries.

For at least 80% of the cities in the world, **the cost to redesign and renovate** the existing urban building heritage is **unsustainable**. The sporadic attempts made have led to poor results, due to ever so frequent events of corruption and management incompetence.

According to many, the **failure of the Smart City approach** is due to cultural differences as well as the model implemented. A simple **top-down approach** may certainly be able to modify the structure and some of the city features, but it will unlikely change the processes, meaning how the city lives and consumes.

The **revolution needed** for the future of humanity and for the entire planet, after having been planned, designed and implemented from the top, **has shown its limits** because it is not shared by the nervous system of the urban fabric: the citizens.

However, during the past 30 years, the **web revolution** put **human beings at the center** of the communication process again.

This global phenomenon doesn't have borders, it's sustainable, it doesn't need many resources and it doesn't give room for any kind of corruption. The **real change** was brought by the Internet, which today is being used for new applications in the Sharing Economy.

This is a completely different economic model that incorporates the principles of **distributed architecture** in the energy sector, and shifts it to the **social and relational** fields.

It is a **Network** based on the exchange of **information** in all directions and that is able to connect the world.

It is estimated that in 2015 approximately **49% of the population** have **access to internet**, and the trend shows a 4% growth factor per year.

An unstoppable phenomenon fueled from the bottom capable of simplifying access to the **service economy**. It created companies, after only a few years, that are able to compete and often to oust corporate giants.

Nevertheless, the web and new media have created amazing **business opportunities**, radically changing the relationship that citizens have with space and time.

Today we are experiencing **augmented reality** through computers, smartphones and wearables. Being always connected affects habits and generates new behaviors.

This edge of perception is undoubtedly the most fertile and receptive ground for designing new experiences and relationship dynamics with reality, **triggering new processes** and putting citizens at the center of ambitious environmental, energetic and social regeneration programs.

In order to transform cities we have to **change** the way **citizens establish relationships** among each other and with the city.

These are the principles PUSH is founded on.

By designing **creative and technological solutions** for social innovation we push citizens towards behaviors and actions that **improve living conditions**, thus contributing proactively to the city's welfare.

The **social innovation concept is used** sometimes to indicate a bottom-up approach. However, it has many similarities to the concept of Smart City.

In fact, they both share the same goals and actors, but not the same starting point.

Social innovation doesn't come from any material objects, infrastructures or procedures.

**It rises from people**, interfaces and relationships.

Therefore, we have decided to focus our activity within what is generally known as **marginal contexts**, the area that includes about half of the world's population.

Whether we are talking about developing countries, cities in the South of Italy or poor neighborhoods in the suburbs of European capitals, these places are generally characterized by **very poor resources** and pressing social needs: a perfect environment to operate in.

This approach starts from people and focuses on those who have fewer opportunities, **fewer rights** and **uncertain futures**.

The extremely complex nature of the context we operate in, has led to develop a research-action model based on a **multidisciplinary approach** and inspired by **Service Design, Design Thinking** and **Lean Management**.

PUSH lab is made of a **multi-talented group of designers** able to conduct complex analysis with the necessary skills to elaborate simple and strong ideas to face reality while changing it.

*Salvatore Di Dio, Domenico Schillaci*

*You never change things by fighting the existing reality.  
To change something, build a new model that makes the  
existing model obsolete.*

*Buckminster Fuller.*



# **Applied Research**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [723521]

# MUV

Digital platform turning sustainable mobility into a sport(s) game

June 2017 – Ongoing

[muvapp.eu](http://muvapp.eu)

## HIGHLIGHTS

MUV builds on the experience of our national funded project trafficO<sub>2</sub>. The project has been granted 4 million € by the European Commission under the call H2020 MG-4.5-2016 and it is currently developed by a multidisciplinary consortium of 14 partners.

MUV is currently played in 16 cities around the world, whose players have customized avatars co-created with local communities, can achieve special trainings sponsored by local partners and compete against each other in the context of Sustainable City Tournaments. At the end of the first edition of the Sustainable City Tournament (July 2019) we measured a reduction of almost 2 tons of CO<sub>2</sub> emissions.

All the mobility data collected throughout the project are evidences feeding a participation process to develop new urban policies in the cities involved.

## PARTNERS



## AWARDS



App4Sud Winner (2018).  
Forum PA.



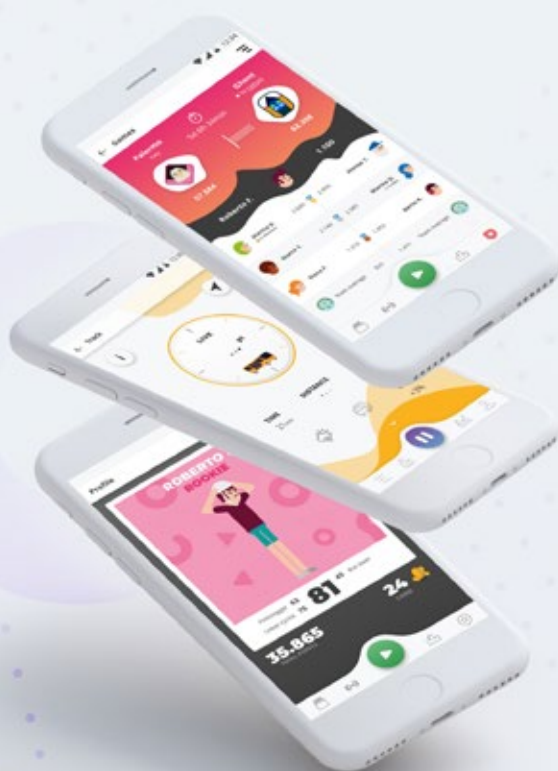
Connected Cities Finalist (2018).  
Talent Garden.



Better Together Award Winner  
(2019). German Ministry for the  
Environment, GIZ and Impact Hub  
Berlin.



Smart City Innovation Awards  
(2015). MIT Enterprise Forum and  
BNL/BNP Paribas.



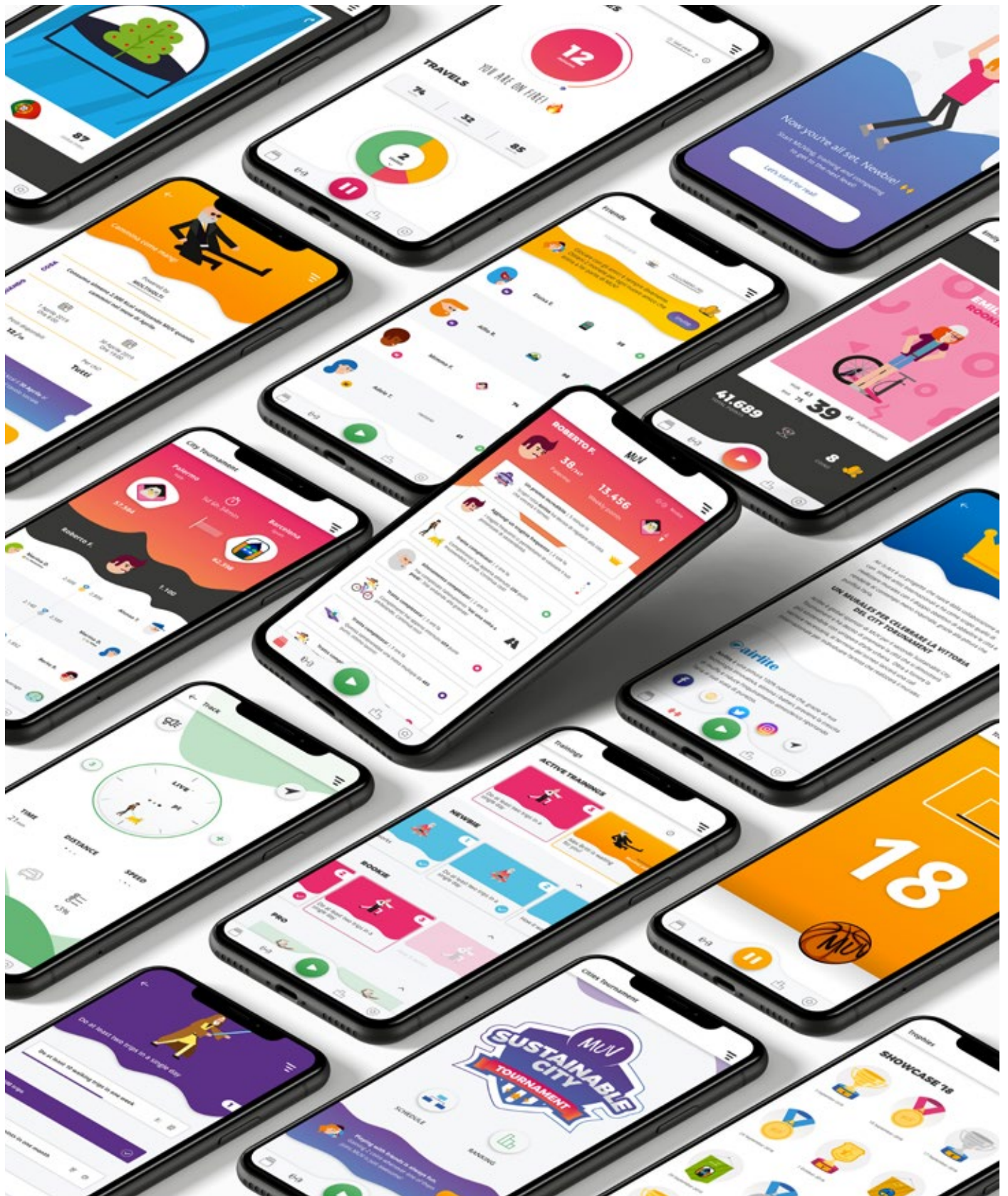
**MUV**  
TO THE NEXT LEVEL

MUV stands for “**Mobility Urban Values**” and is a digital platform turning **sustainable mobility** into a **sports game**. With the previous national experiment TrafficO<sub>2</sub> funded in 2012 by the call “Smart Cities and Communities and Social Innovation” promoted by the Ministry of Education, University and Research, PUSH had tested the game approach in Palermo involving about 2000 users and about 100 local sponsors.

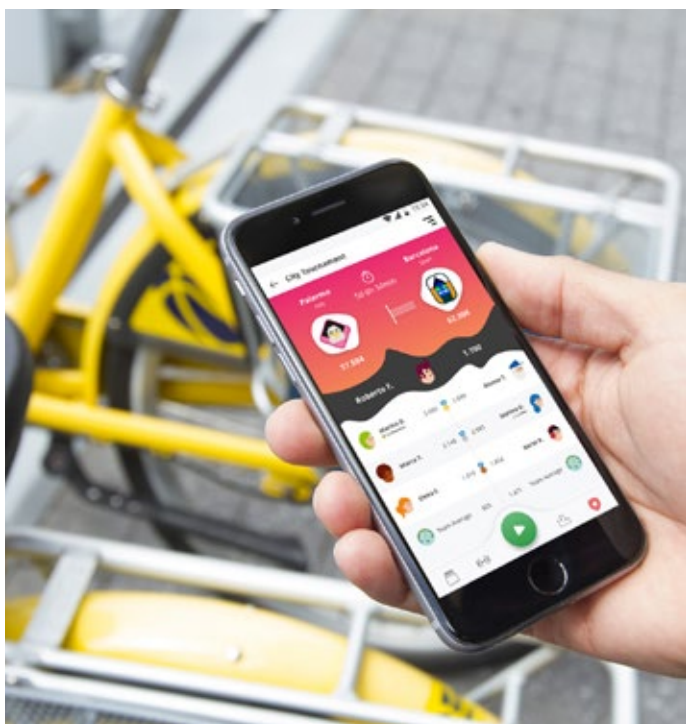
Thanks to the project, the players reduced their ecological footprint on average by 54% of CO<sub>2</sub> equivalent. With MUV it is now possible to play in all over the world using a **mobile app** available on Android and iOS stores ([muvapp.eu](http://muvapp.eu)) and get points for every sustainable trip recorded around the city: walking, cycling or using public transports. Citizens become with MUV **sustainable mobility athletes** able to make **cities better places to live in**. MUV promotes thus a shift towards more sustainable and **healthy mobility choices** by engaging in a positive way local communities, local businesses and policymakers: **Citizens** become sustainable mobility champions and are rewarded for joining challenges in the game. **Local organizations** and shops become sponsors and get access to an innovative communication

system to reach (new) customers. **City planners and mobility managers** become trainers and lead MUVers to the final victory. Moreover, they are provided with data about human-transit collected through the app (anonymized and aggregated) and environmental data collected by a set of monitoring stations installed around the MUV neighbourhoods.

Over the first two years, through an iterative process, the solution has been co-created, tested and refined with the help of the local communities of 6 EU pilot cities: Amsterdam (NL), Barcelona (ES), Fundao (PT), Ghent (BE), Helsinki (FI) and Palermo (IT). More cities have joined MUV throughout the project thanks to international Open Calls: Cagliari (IT), Gliwice (PL), Katowice (PL), Milan (IT), Munich (DE), Ostend (BE), Rome (IT), Sabac (RS), Sosnowiec (PL) and Teresina (BR). In all these urban contexts site specific game dynamics were co-created and tested to address very different and urgent local mobility challenges. For City Planners MUV is an agent-based mobility data tool, providing information about human-transit and not just car-transit: the only way to design better people-driven and not car-driven policies.















# Slowscape

Project for the requalification and conversion of the Apulian coastal defense tower system

May 2013 – September 2014

## HIGHLIGHTS

*The project, finalist of the call ars ideaTRE60 and promoted by Fondazione Italiana Accenture, was adopted as a policy through the pilot actions of the Regional Landscape Territorial Plan of the Puglia Region.*

*The project was supported by the entire Puglia innovation network, and by the companies and associations that deal with the conservation of knowledge and traditions.*

*On May 13rd, 2014, a Memorandum of Understanding was formalized between PUSH and ISMB with the mayors of the municipalities of Nardò, Porto Cesareo and Galatone for the startup of the project.*

## AWARDS



Finalist at the call "ARS" by ideaTRE60, promoted by Fondazione Italiana Accenture.

## PARTNERS







Slowscape is a project about the requalification of the **Apulian coastal defense towers system** and their **re-purposing**: from a diffused infrastructure of defense and sighting, to a wide system for sharing information, an engine of innovation and a place for the slow fruition of the territory.

The Bourbon defense system includes **127 sighting towers** built between the XIII and the XVII century; among these 58 are public property of which the 80% is in a **state of neglect**.

Slowscape involves the entire infrastructure: some towers will be converted in **meeting and sharing** places as innovation and cultural centers, others will be a system for diffused hosting, and others in **panoramic spots** integrated with green areas and natural parks.

Moreover, the towers will be connected through a system of **slow bicycle and pedestrian paths**, and virtually connected with an high speed wireless backbone covering 560 km of coastline.

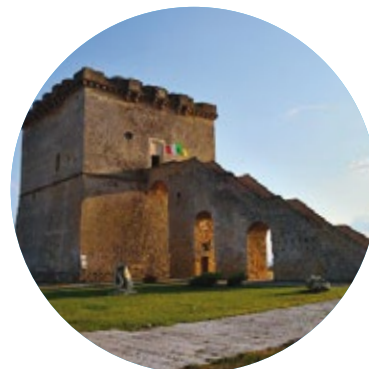
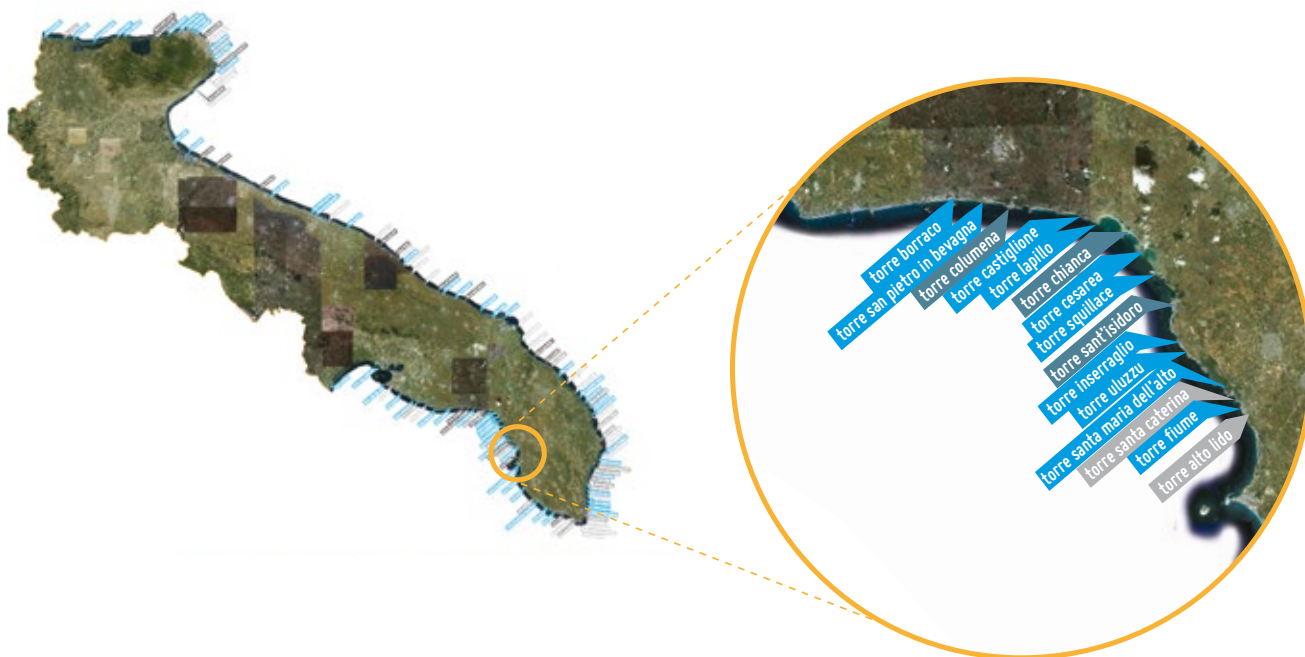
This network of introspective defense systems will turn into a slow mobility system and some innovative services for the territory.

In one word: **Slowscape** (slow+landscape).

Slowscape converts the towers based on the territory's main resource: **tourism**. It also offers services related to new businesses and startups, those companies or associations aiming to the conservation of knowledge to innovate and to **keep the tradition alive**.

Thanks to the Internet and new technologies all of that is now possible and it makes this transformation possible, especially in the South of Italy.

In 2013 the project was finalist (within over 500 proposals) of the call ARS ideaTRE60, promoted by **Fondazione Italiana Accenture**; in 2014 it has also generated the interest of the **Puglia Region** that is integrating Slowscape among the pilot actions of the Regional Landscape Territorial Plan, and within the proposals of the regional development plan "SAC Arneo Costa dei Ginepri". In 2015 a traveling exhibit has been held to present the project to the residents of the areas around the towers, and a publication was produced and published by Adda.







# Super Partes

Educational videogame teaching the fundamental principles of law to young students

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September 2016 - March 2017, Palermo

[www.super-partes.it](http://www.super-partes.it)

The project aimed to develop an innovative and fun educational tool, in the form of a videogame, to bring young people closer to the complex world of law and teach them the basic legal principles.

In the videogame developed, a young lawyer exposes his defensive arguments to protect the parties involved while a judge exercises his decision-making power by accepting or rejecting his theses.

The working and private affairs of the main character, the lawyer Berto Dipregio, makes the narrative more entertaining and engaging while players are invited to answer to quizzes and take decisions to verify their progresses.

## PARTNERS





# Super Partes

la legge è un gioco per tutti



*The pseudoscience of planning seems almost nevrotic in its determination to imitate empiric failure and ignore empiric success.*

*Jane Jacobs.*

# Urban Innovation

# Street Art Factory

A platform to find and support street art and social activities

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December 2016 – Ongoing

[streetartfactory.eu](http://streetartfactory.eu)

## HIGHLIGHTS

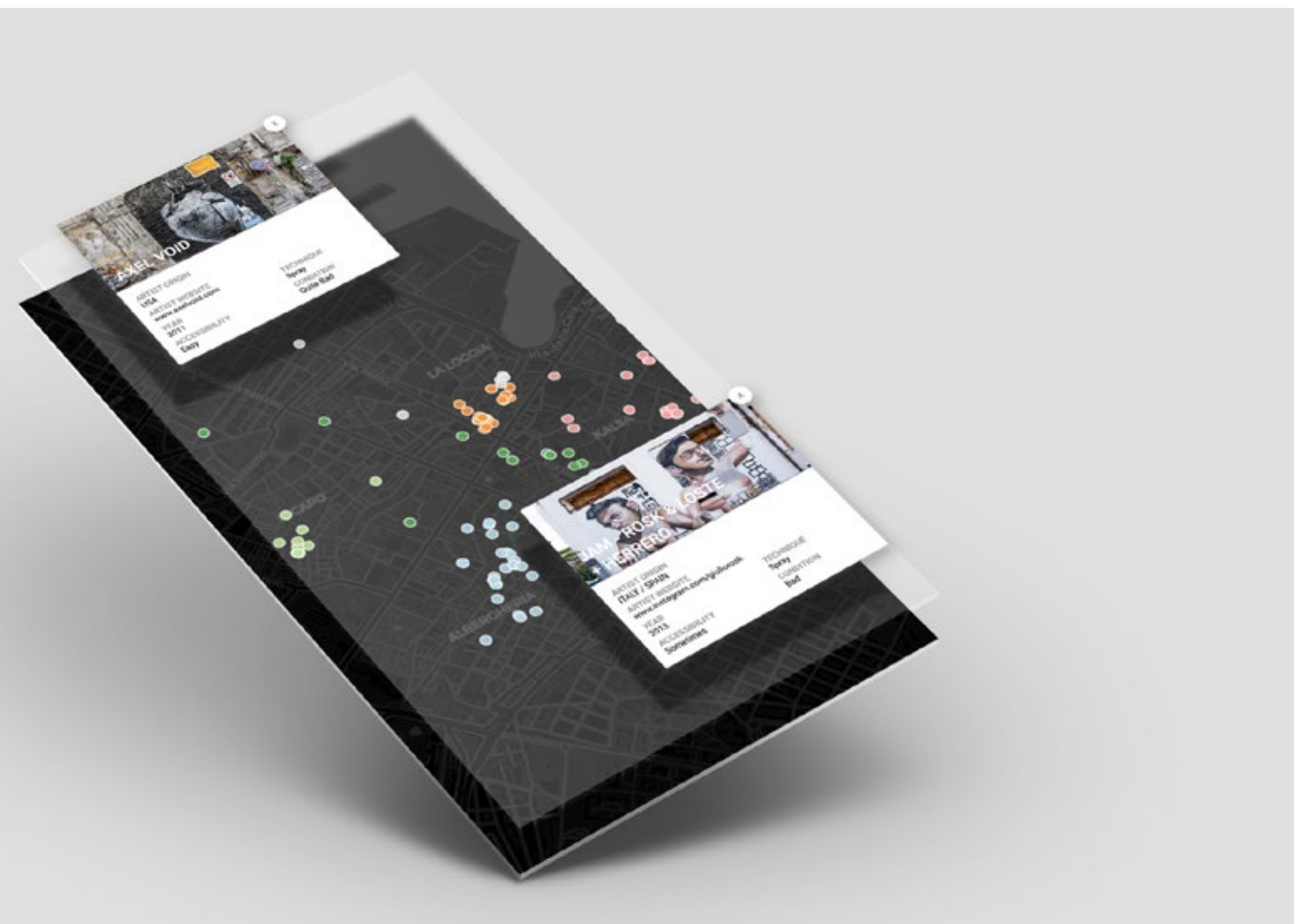
*The platform is currently on beta testing, nevertheless a first campaign, to support a poster art workshop held by the artist Poki for the children of the clinic of Emergency in Palermo, has been already successfully completed. More than 200 urban artworks have been mapped in the city of Palermo, and 5000 paper maps, A2 format, were printed and distributed for free in touristic information points, museums and cultural institutions.*

*Launched with a pilot project in the area of Palermo, the project aims to expand to other Italian cities, growing its network of artists in order to support more and more social activities related to art throughout the territory. SAF has also already started collaborations with some Sicilian festivals dedicated to street art.*

## PARTNERS







In recent years the phenomenon of **Street Art** has registered big interest from the media, and this trend generated new urban routes for curious and passionate citizens, visitors and travellers.

**Locating artworks** and learning about **authors** and projects, however, is not always easy, due to the lack of ad-hoc services and good mappings. Moreover, urban art interventions, whether **fostering social purposes** and bottom up urban reactivations, often suffer a lack of resources and adequate support.

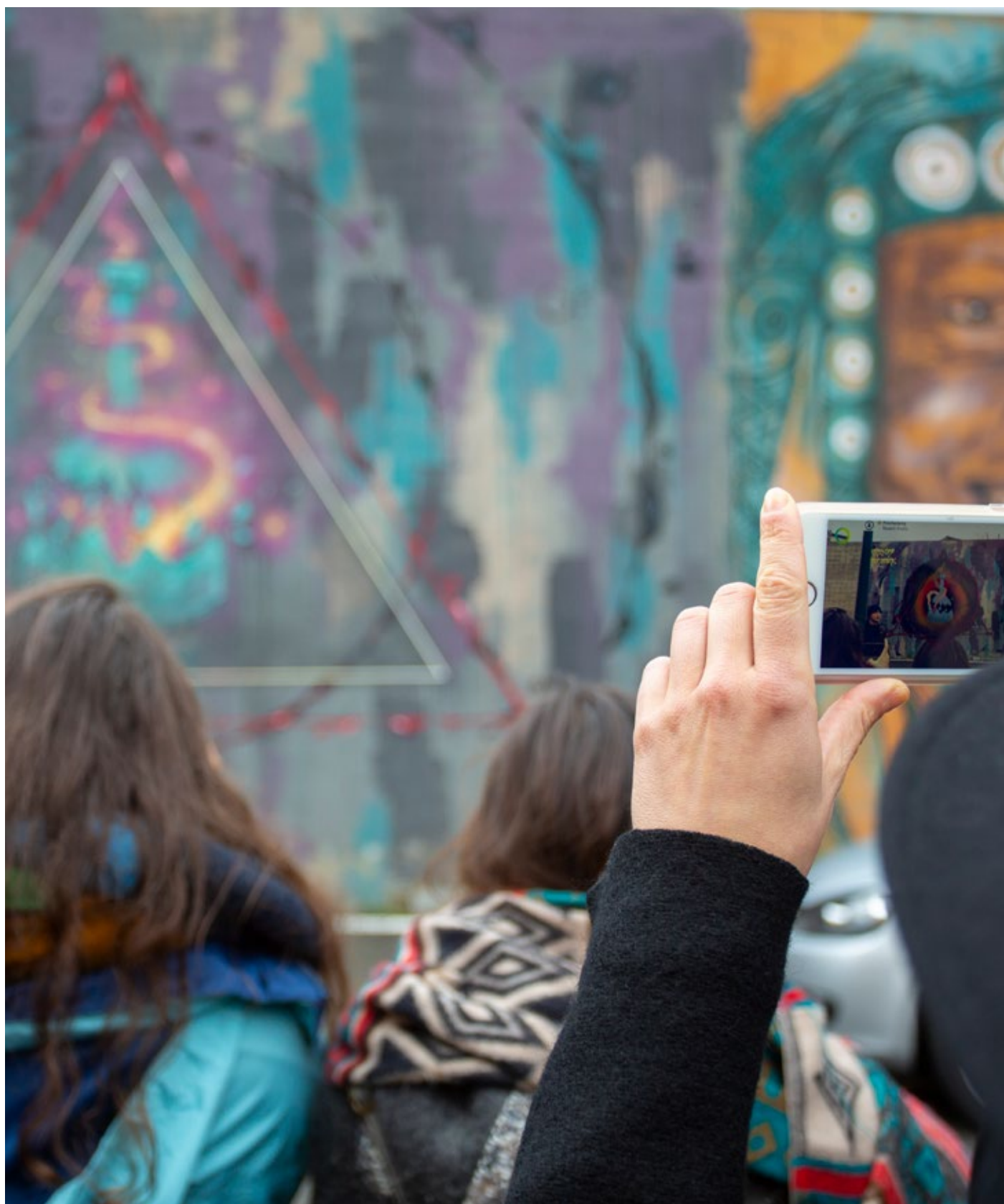
**Street Art Factory** allows to locate street art works, get information about the artists and buy their signed artworks and screenprints in order to support local artistic and social projects.

A **map**, filterable through different criteria, indicates the location of the street art works in town, an **e-commerce** section allows to buy artworks created on traditional supports by street artists, and through a specific section about social projects, it is possible to devolve a **donation** to support local activities related to art and education.

The service also provides some new **Augmented Reality** contents created in collaboration with Bepart.







# Borgo Vecchio Factory

Crowdfunded painting workshop for children made by street artists

September 2014 – April 2016

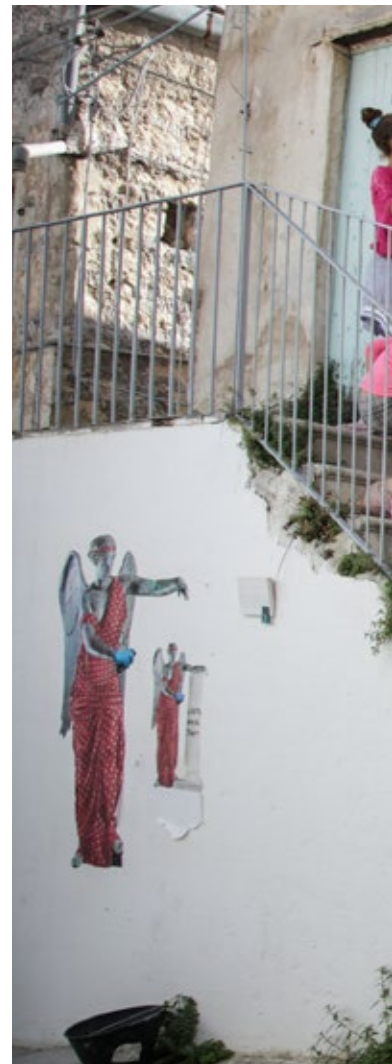
[borgovecchiofactory.tumblr.com](http://borgovecchiofactory.tumblr.com)

## HIGHLIGHTS

*The crowdfunding campaign had a goal of 5.000 € and collected overall 8.350 € thanks to the support of 211 donors.*

*6 different artists created 25 graffiti on the walls of the neighborhood.*

*In 2015 Borgo Vecchio Factory became a film, produced by The Piranesi Experience.*



## AWARDS



Awarded with mention of honour for the XXV Edition of the ADI Compasso d'Oro International Award.



Selected by ADI - Associazione per il Disegno Industriale as one of the best social design projects and published in the Design Index 2016.



The movie produced by The Piranesi Experience won the best short film award at Farm Film Festival 2016.



Selected among 40 finalists at the call CheFare3.

## PARTNERS



the **piranesi** experience



The **Borgo Vecchio** neighborhood is a historical area of Palermo where most of the families live in poverty, unemployment reaches 40% and access to education is extremely low. The neighborhood is hit by **social exclusion**, due to an absence of public services and high crime rates. One of its biggest issues is the school non-attendance.

Started in 2012 by the organisations "Arteca Onlus" and "Per Esemplio Onlus" in partnership with street artist Ema Jons, the project engaged 20 children and teenagers in **after-school creative workshops**.

The drawings and paintings produced in these workshops were used to decorate buildings in the neighborhood.

The project was successful, so we decided to start a crowdfunding campaign to extend it for six more months, involving new artists and new areas.

The Indiegogo campaign reached its goal in just **two weeks**, getting the attention of local and national media and gathering the support of hundreds of donors from 15 countries all around

the world. Overall the amount collected exceeded **67%** of the fixed amount: this allowed to expand the project, involving other artists and taking care of the requalification of the neighborhood **football field**.

Borgo Vecchio Factory showed that through art and by involving the local urban community it's possible to generate a strong impact, both visually and socially, in the poorest areas.

In 2015 Borgo Vecchio Factory became a **film**, made by The Piranesi Experience. It also gave life to a new project, **Street Art Factory**.









# Open Tour

Collaborative project to create a distributed city sights database made by users and based on Open Data

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August 2015 – September 2018

[open-tour.org](http://open-tour.org)

## HIGHLIGHTS

*Open Tour has recently partnered with the project Urban Farmer, promoted by FARM Cultural Park, with the aim to create a big community that may embrace both projects.*

*The project is completely open source: on the website it's possible to download the source code of the app and the datasets of the available cities.*

*Currently the active communities are Palermo, Milan and Turin: we are now developing new datasets.*

## AWARDS

SMAU **MOB APP AWARDS**  
MILANO 2014

Winner of the "Mob App Awards 2014" at SMAU Milan for the category "Travel and Tourism".

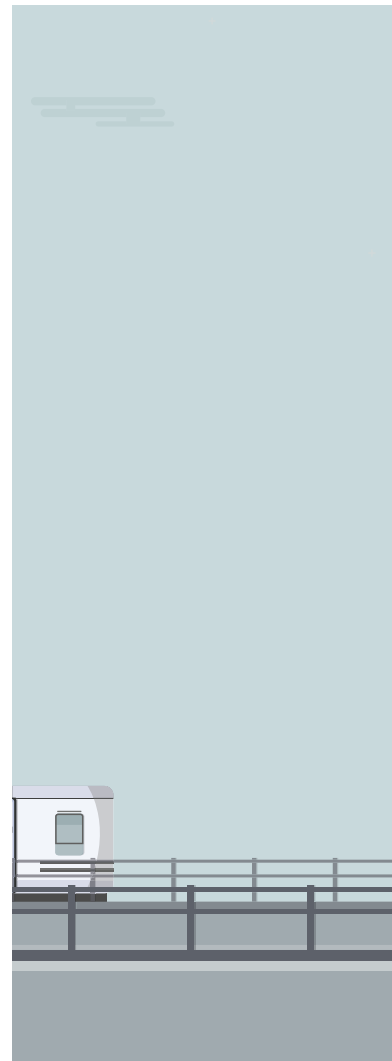
**AppPalermo**  
OPEN DATA CONTEST

Winner of the second prize of the "AppPalermo" contest sponsored by the municipality of Palermo.

## PARTNERS



FARM CULTURAL PARK







Open Tour is a **collaborative project** that aims to develop an international community for the creation and dissemination of **tourist sites'** datasets in Open Data format.

To operate we involved volunteer organizations or informal groups - locally active - that can **organize the information** about the tourist sites of their own city and **share** them, while creating a **specific dataset**.

Developed for Android operating systems, the mobile app represents **the interface** where tourists can download the datasets of the city they're interested in, creating **real-time personalized itineraries** based on user's time available, his interests and position.

The data produced regularly by community members can be downloaded **for free**: the app code is open and anyone can use it or contribute to its development.

The project is based on an Open Data template for the description of city sites, named **Open Tourist Sites**. OTS is an open standard for the cataloging and management of tourist sites within a given

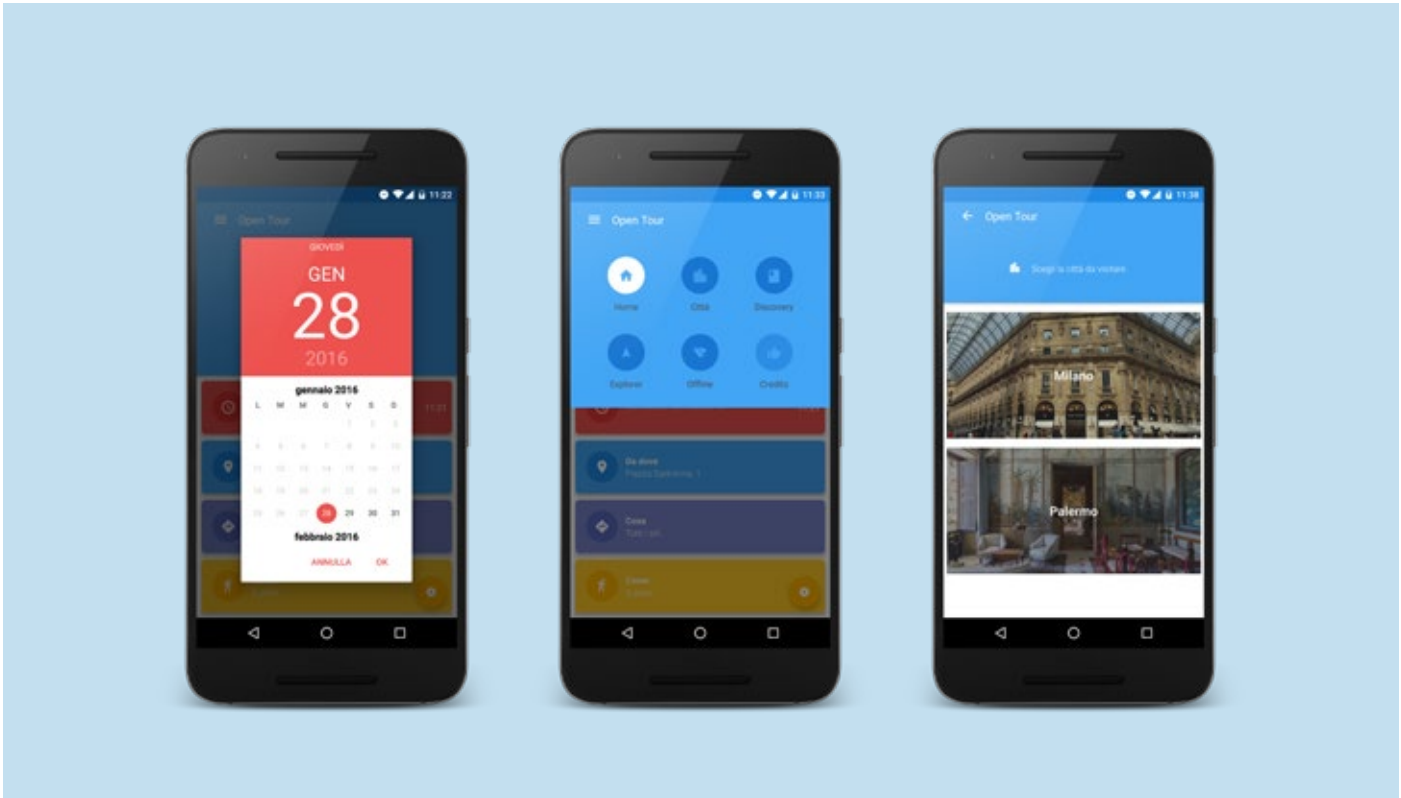
city. The OpenTour standard is characterized by an **Attribution-ShareAlike 4.0** International Creative Commons license (CC BY-SA 4.0).

Currently we have the datasets of **Palermo** and **Milan** (Rome and Turin are under review) and we are currently developing **Datathons**: workshops for the co-creation of datasets made with the support of local communities. Through Datathons we are involving small, medium and big cities that not only will have a dedicated app for their tourist but also can rely on a group of **enthusiastic citizens**, ready to cooperate and to keep the touristic information always up to date and available for everyone.

Open Tour is the evolution of the award-winning **"Palermo onTour"**, project designed for the promotion of Open Data on tourism and promoted by the Municipality of Palermo.

The development of the project was made possible thanks to a private donor who chose to invest on the ambitious project of creating the first open portal of tourism and promote it globally.





# Sant'Anna Jamming

Creative marathon for the renew of one of the most beautiful squares in Palermo

November 2015 – May 2016

[santannajamming.it](http://santannajamming.it)

## HIGHLIGHTS

*Sant'Anna Jamming was included by the World Urban Campaign in the list of Urban Solutions which have proved to be a real changing factor in the urban contexts.*

*The design workshop involved 30 participants among future architects, planners and designers from University of Palermo.*

*The experience of Sant'Anna Jamming gave life to Urban Jamming, format that aims to repeat the same co-designing process in other european contexts.*

## PARTNERS



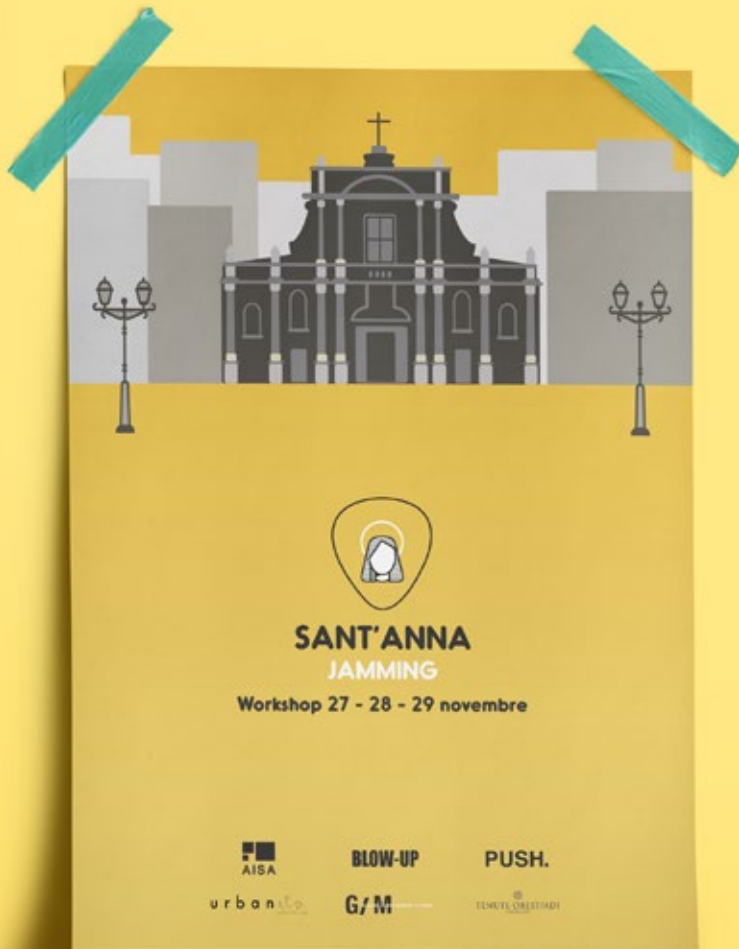
## AWARDS



Nominated for the XXV ADI  
Compasso d'Oro International  
Award



Selected by ADI - Associazione  
per il Disegno Industriale as one of  
the best social design projects and  
published in the Design Index 2016.



Sant'Anna Jamming is a **co-design** experiment that involves students, citizens and the municipality. It aims to design original, innovative, sustainable and possible solutions to start a process of participatory **regeneration** of Piazza Sant'Anna, in the historic part of Palermo.

**Sant'Anna Square** in Palermo takes the name from its Baroque church; after many years of being abandoned and neglected, one year ago it became part of the **pedestrian area** of the old town. It is finally free from the cars that used to fill it up and it can show its majestic beauty, but after its pedestrianization it unfortunately remained mostly empty and unused.

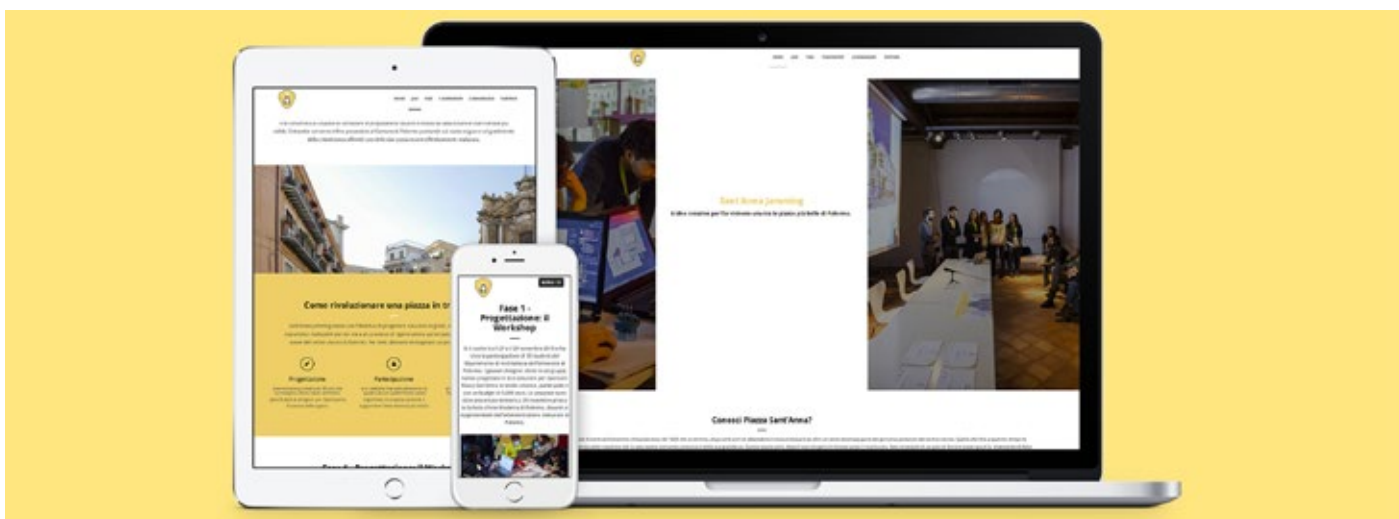
In order to solve this problem we chose to organize a **thematic workshop** involving the students of the Architecture department of the University of Palermo, with the aim to design creative and low cost ideas for the regeneration of the space.

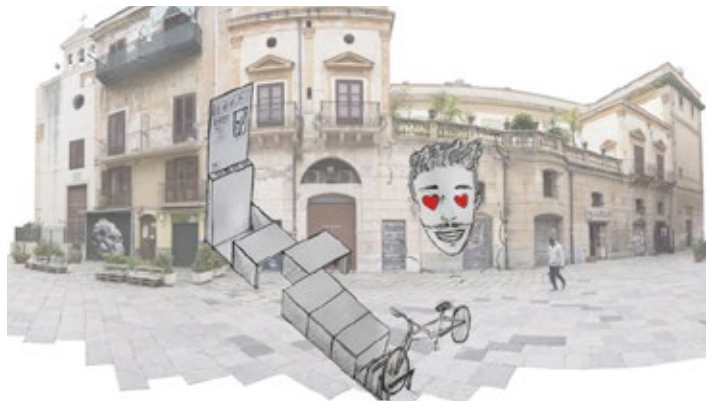
The **works** produced by the 6 groups of students had a budget of 5.000€ each; we uploaded them on a **website** to let the citizens **know all the proposals and vote them**. The three most voted were finally presented to the **Municipality of Palermo**. Since

they were low-cost and appreciated by the citizens, they have been submitted to the judgment of the administration, which will choose the most deserving, allowing its realization.

Sant'Anna Jamming offers an **innovative approach** to urban planning through the participation and involvement of university students, the use of the web and a direct dialogue with the Public Administration. An **experimental process** divided into three main phases (planning / participation / regeneration) which is **reproducible** in any urban context.







## OTHER PROJECTS

### 2019

#### Sizily

Sizily is a Switzerland based foundation which aims to promote sustainability and continuity to projects with a strong social impact for young people in Sicily. Among the sicilian organization selected to co-create the first pilot, SIZILY choosed PUSH and the project Borgo Vecchio Factory was selected to test and experiment the model.

#### MICRO || COSMI

MICRO || COSMI was a Manifesta 12 collateral event which consisted in a artist residency of the street artist BR1 in the neighborhood of Ballaro and has produced an open exhibition of urban posters and a final photographic exhibition held by Arci Porco Rosso. The main goal of the project was to reflect on the relationship between private and public environments lived by all the international communities settled in the area.

#### #Cambiagesto

Campaign that aims to tackle the phenomenon of littering by creating awareness on its risks and providing the necessary infrastructures for the collection of butts on Italian beaches. The project is sponsored by the City of Palermo, promoted by Philip Morris Italia and developed in partnership with PUSH and E.R.I.C.A.

#### The Bridge

The Bridge Project has been funded by the program Tandem Europe and sets out the mission to build a bridge between Mytilene (Lesvos) and Palermo. By inviting participants from both local communities, this fictional game aims to achieve a paradigm shift in the attitude, mentality and self-confidence in skills and talents of Europe's "Lost Generation."

### 2018

#### Frame.it

From April 22 to May 12 2018, the Municipality of Frazzano' (Messina), supported by NEU, hosted five national and international street artists in residence and provided them some walls of the village for the realization of large wall paintings in the middle of the Nebrodi landscape.

#### Convitto ArtLab

From September 2017 to January 2018, the school Convitto Nazionale Giovanni Falcone (Palermo), in collaboration with Fondazione Orestadi and the service design lab NEU, promoted a cultural project aimed at spreading contemporary creativity and at giving new life to the spaces of the historical headquarters of the School.

#### Rambla Papireto

Artistic project promoted by Accademia delle Belle Arti, Parrocchia S.Agnese V.M., Circ'all, NEU, Caravanseraì and Circ'Opificio, aimed to social promotion and inclusion that has provided for the organization of street art workshops, circus and juggling activities with the aim of bringing value and engaging the population of the marginal neighbourhood of Danisinni (Palermo).

#### Netwalking

Online game developed with students of secondary and high schools to create awareness on all issues related to the responsible use of the web and the risks directly and indirectly related to it: online purchase of smart drugs, cyberbullying, privacy, fake news, darkweb, etc.



## 2015

### Farm Bombing

A project that connects guerrilla gardening to service design, urban strategy and social innovation. It was developed by PUSH and OrtoCapovolto during EXPO Milano 2015 in order to support the realization of the first Children's Museum of Sicily.

## 2014

### Tweet 4 Score

Developed during the World Cup Brazil 2014, it is a social listening project that measures the level of popularity of the national teams and their players. It works with an algorithm that we designed specifically for the occasion.

### Cìcìro

Cìcìro is a web platform that aims to promote the Sicilian territory through its food excellences. It allows users to try, taste and buy best Sicilian food products using the restaurants of the network as an hub for purchasing local groups.

### Open House Roma App

Developed during Open House Rome 2014 and 2015, the mobile app allowed users to gather information on more than 170 tourist sites and book guided visits.

### Poop4Farm

Poop4Farm is a communication campaign created for FARM Cultural Park and developed in only 24 hours during the creative marathon CultuRun. Users can download a DIY kit from the website, create their own "happiness flag" and post it on Instagram.

## 2013

### uMayor

uMayor is a crowdsourcing app that allows citizens to report - in a simple and fast way - every inefficiency and urban problem directly to the competent municipal authorities.

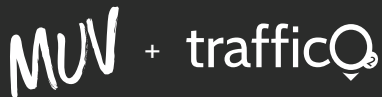
### weSteady

The project aims to create an online and up-to-date database of the collapse risk buildings. A mobile app allows to identify a building, make a photographic survey and fill out a complete but synthesized form that indicates the priority level of the needed intervention.

### Top of the Popes

In order to bring young people closer to such an important event like the election of the new Pope and to promote the debate and the information on the theme, we developed a game that lets users find out their ideal Pope by answering to a simple test and share the result online.

## PRIZES AND RECOGNITIONS



**2019**

Winner with the Municipality of Palermo of the **"Better Together Award"** on behalf of the German Ministry for the Environment and promoted by GIZ and Impact Hub Berlin.

**2018**

Finalist of the **"Connected City Challenge"** promoted by Talent Garden.

**2018**

Winner of the contest **"APP4Sud"** promoted by ForumPa.

**2015**

Mentioned in the **Legambiente Best Practices 2015** report among the good urban practices in the sustainable mobility section.

## BORGO VECCHIO FACTORY

**2018**

Awarded with mention of honour for the XXV Edition of the **ADI Compasso d'Oro International Award**.

**2016**

Selected by **ADI** - Associazione per il Disegno Industriale as one of the best social design projects and published in the **Design Index 2016**.

## slowscape

**2013**

Finalist at the call **"ARS"** by ideaTRE60, promoted by Fondazione Italiana Accenture.

## Open Tour

**2014**

Winner of the **"Mob App Awards 2014"** at SMAU Milan for the category "Travel and Tourism".

**2015**

Award winning of the first edition of the **Smart City Innovation Awards**, promoted by MIT Enterprise Forum and BNL/BNP Paribas.

**2014**

Winner of the first edition of the **Social Innovation AROUND Award**.

**2013**

Included in the European Union Campaign on sustainable mobility **"Do the right mix"**.

**2012**

Winner of the **Smart Cities and Communities and Social Innovation call**, promoted by the Italian Ministry of Education and Research.

**2016**

The movie produced by The Piranesi Experience won the best short film award at **Farm Film Festival 2016**.

**2015**

Selected among 40 finalists at the call **CheFare3**.

**2014**

Winner of the second prize of the **"AppPalermo"** contest sponsored by the municipality of Palermo.

## SANT'ANNA JAMMING

2018

Nominated for the XXV ADI **Compasso d'Oro International Award**.

## EdwArD

2019

Winner of the **DESIGNSCAPES** Open Call for feasibility studies.

## W steady

2014

Selected among the finalists of the first edition of **Scintille** (2014), call for ideas promoted by the Italian National Council of Engineers.



2014

Finalist in the second edition of the **Social Innovation Tournament**, sponsored by the European Investment Bank Institute.

## SOCIAL MARKET

2013

Selected as one of the 20 best ideas worldwide for the FI-WARE **Smart Cities Challenge 2014** contest.

2016

Selected by **ADI** - Associazione per il Disegno Industriale as one of the best social design projects and published in the **Design Index 2016**.

## PUSH.

2014

Winner of the **DESIGNSCAPES** Open Call for feasibility studies.

## cìcìro

2013

Second place at the **Startup Weekend Palermo**.

2013

Winner of the **AAA Architetti Cercasi** contest, promoted by Confcooperative and Generali.

*The only way to win is to learn faster than anyone else.*

*Eric Ries*



# **Training Programs**

# Design Sprint for Urban Innovation

Master "Techs4Change - Design for Social and Technological Innovation in Development" promoted by Politecnico di Torino, September 17 2019

Master "Relational Design" promoted by Abadir, May 14-18 2018

World Urban Forum 9 organized by UN Habitat in Kuala Lumpur (MAL), February 12 2018

Master "Mundus Urbano" promoted by the Technische Universität Darmstadt (DE), October 23-27 2017

Modular training format that combines service design, social innovation and urban contexts.

A workshop adaptable for different educational purposes, variable for length and topics, in which participants are guided through a process that aims to solve a challenge using the approach and tools of service design.

## PARTNERS





# Intensive Schools

Service Design training program for social innovation in urban contexts

September 25 / October 3 2015, Erice

April 17 / 22 2017, Palermo

The Intensive School is a training programme designed and organized by PUSH, focusing on service design for urban innovation.

Two editions of this format have been organized so far in Sicily: the first one, in 2015, lasted nine days and was hosted by the charming town of Erice; the second one, in 2017, took place in Palermo and was a six days full immersion.

During both editions the young participants coming from all over the world were guided by mentors and professionals in service design who shared tools and methodologies to propose innovative services for cities. The participants worked together to elaborate, prototype and validate concrete proposals designed for the urban contexts where the schools took place but applicable to any other cities in the world and able to offer new inputs and benefits to the local communities.

## PARTNERS



live|work

**NEU/**





# We Live in a Sustainable 2030.

A 3 days Design Fiction workshop aimed at the achievement of the SDGs through a product or service of the future.

In 2015 the United Nations approved the Agenda 2030 for a sustainable future based on 17 Sustainable Development Goals (SDGs). While the national governments from all around the world are the main actors of this commitment, private agencies, companies, and associations can still play a major role in their achievement. Therefore, we developed a Design Fiction Module where we stimulate the innovative ideas of the participants in thinking about a better future for all. Participants are divided into groups of 4 to 6 people and receive an envelope with 3 SDGs that need to be achieved through their solution. Participants are guided along with different exercises, from a structured brainstorming to a "Design Landscape", from the development of different types of futures to the final prototyping phase.

Groups are asked to build their prototypes as "evidence from the future" and then showcase them in the "Future Gallery", an exposition site where everyone can explore all the solutions and understand how they helped to achieve the initial objective. This model has been used by NEU during a training program called "Hack the Future" within an international company with more than 100 participants from different countries. The workshop strengthens soft skills such as communication and cooperation among colleagues from different departments while sensitizing them on global sustainability issues.

## PARTNERS



# We Are Part of the Solution.

Based on the Design Sprint approach it tackles participants with a variety of challenges and accompany them in defining reliable solutions.

The module focuses on the resilience, cooperation, and creativity of the participants while reinforcing connections and fostering communication among them. It can be easily adapted to the unique needs and suggestions of the participants as well as its duration and rewards mechanism. It starts with the identification of a clear Problem Statement, the analysis of the stakeholders involved, the design of an Empathy Map for the selected target users and a Crazy Eight brainstorming to try to properly address it. Groups then develop a Value Proposition that helps them to better understand their target values to better design the products or services that they want and they start prototyping it.

The conclusion is dedicated to the preparation and rehearsal of the 3 minutes presentation where they have to present their product, an object or a service, that answers to the problem statement identified and respond to the need of a specific target.

This model has been developed within Universities workshops and lately exploited by NEU during multiple training programs within different Companies in different countries. Experience shows that the best teams are those in which the members are open to discussion, to ear each other's opinion and to positively accepting suggestions and constructive criticisms.

## PARTNERS

common  
ground

paco  
integrating people of equal families

## OTHER TRAINING PROGRAMS

### 2019

#### *Climathon*

*Global Shapers Palermo, Creative Morning Palermo, Ballarak Magione, Palermo (IT)*

Mentorship (D. Schillaci, G. Spataro, H. Rasper)

#### *Up to Youth Palermo*

*Microlab, Palermo (IT)*

Mentorship (D. Schillaci)

### 2018

#### *Manifesta 12 Hackathon "Accountable Networks"*

*Manifesta, Consorzio Arca, Palermo (IT)*

Mentorship (P. Sacco, D. Schillaci)

#### *Manifesta 12 Education Hub*

*Manifesta, BR1, Palermo (IT)*

Mentorship (M. Filippi)

#### *Erasmus + KA1 "Vocational training for young specialists for developing key competencies and skills in the ICT sector"*

*Europroject Foundation, Palermo (IT)*

Mentorship (S. Di Dio, M. Filippi, D. Schillaci, G. Spataro)

#### *Electronic Town Meeting - Partecipativi*

*NEXT, Forum PA, Lattanzio, CLAC, Palermo (IT)*

Mentorship (R. Filippi, G. Spataro, A. Torre)

#### *Workshop "Design Sprint for Urban Innovation" @World Urban Forum 9*

*World Urban Campaign, Kuala Lumpur (MAL)*

Mentorship (S. Di Dio, D. Schillaci)

#### *Citofonare PUSH "Introduzione pratica all'human-centered design"*

*Innovation Network Palermo, Palermo (IT)*

Mentorship (S. Di Dio, D. Schillaci)

### 2017

#### *Erasmus + KA1 "Communicating Migration - Creating Possibilities"*

*ARCI Comitato Territoriale, Catania (IT)*

Mentorship (D. Schillaci)



*Startup: profili giuridici e consulenza d'impresa*

*Startupcourse.it, Università degli studi di Palermo, Palermo (IT)*

Mentorship (F. Massa)

*Startup Weekend Messina*

*Startup Weekend Messina, Messina (IT)*

Mentorship (R. Filippi, F. Massa)

## **2016**

*DPU SummerLab - Emergent Migrant Topographies. International Laboratory of Urban Design*

*The Bartlett, University College London, Palermo (IT).*

Workshop's didactics and logistics by urbanita and PUSH (M. Filippi, S. Di Dio, D. Schillaci)

*HUL-BRIC. International Workshop on management and valorization of urban heritage*

*CNR & UNESCO, Palestrina (IT).*

Mentorship (S. Di Dio, C. Esposito)

## **2015**

*ApplyIED. Workshop to design mobile entertainment app*

*IED University, Rome (IT)*

Mentorship (S. Di Dio, M. Filippi, D. Schillaci)

*NETKITE. Acceleration Program for entrepreneurs in the Mediterranean area*

*Consorzio Arca, Palermo (IT).*

Mentorship and support for final pitches (M. Filippi, D. Schillaci)

*Bivona School. High level training course on territorial innovation*

*Università degli Studi di Palermo, Bivona (IT).*

Mentorship (D. Schillaci)

## **2014**

*Startup Weekend. Startup competition*

*Consorzio Arca e Google Developer Group, Palermo (IT).*

Mentorship (D. Schillaci)

## **2013**

*Mobility Behaviours: Apps. Workshop to design mobile apps on sustainable mobility*

*Università degli Studi di Palermo, Palermo (IT)*

Mentorship (S. Di Dio, C. Esposito, M. Filippi, R. Filippi, F. Massa, D. Schillaci)

*The only way to win is to learn faster than anyone else.*

*Eric Ries*

# **International Events**

# Countless Cities

4 days in rural areas of Sicily to share, debate and co-design a sustainable future for cities.

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26 / 29 June 2019

[utc.wepush.org](http://utc.wepush.org)

The **Urban Thinkers Campus** Countless Cities, promoted by PUSH and Farm Cultural Park under the umbrella of **UN Habitat**, was the opening event of the namesake biennial that hosted in Favara over 20 cities from all over the world to reflect on issues related to **Sustainable Urban Development** and the **New Urban Agenda**.

The Campus was an open space for exchange among **researchers, professionals, politicians** and **citizens**, invited to discuss on the **future of Mediterranean cities** and in particular of **marginal ones**.

Countless Cities proposed a dialogue based on urban transformation and good practices already experimented in Favara, in relation to the following topics:

**Governance and Leadership:** How capacity-development oriented and human-centered strategies have to be promoted;

**Urban Resilience:** Is this concept applicable to small and disperse cities?;

**Youth Woke:** How youth movements can be empowered to drive the society? How this can happen in marginal cities?

## PARTNERS



WORLD  
URBAN  
CAMPAIGN

FARM CULTURAL PARK













# Right to the Future

International conference on the implementation of the New Urban Agenda

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6 / 8 April 2017

*utc.wepush.org*

Thanks to the experience acquired in the field of urban policies, to the organization of City as a Service (2015) and to the participation to the United Nations Conference Habitat III (2016), PUSH has been invited to organize the second Urban Thinkers Campus in Palermo. Right to the Future was one of the 75 Campus selected by the United Nations to promote a debate on the implementation of the New Urban Agenda.

The word Right was chosen for its double meaning.

Right like the projection to new opportunities in a city that loses hundred of young people every year because of the lack of a chance for employment.

Right like the demand for a better future in this very moment of social unrest and cultural buzz, when a strong vision is strongly needed in order to build a resourceful and innovative scene.

Right to the Future event was thus born with the objective to generate, discuss and elaborate concrete proposals, based on the New Urban Agenda, for the future of Palermo.

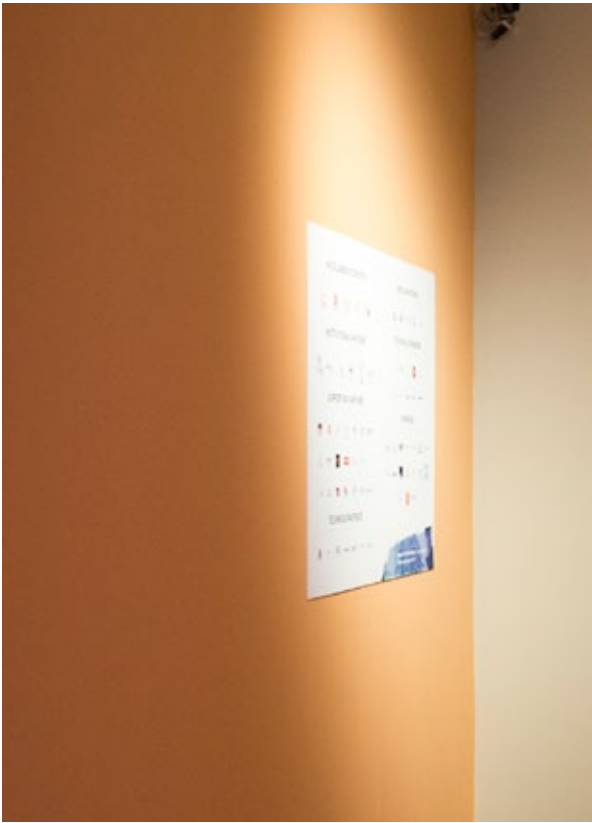
## PARTNERS













# City as a Service

International preparatory conference toward Habitat III

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8 / 10 October 2015

[utc.wepush.org](http://utc.wepush.org)

As an associate member of the **World Urban Campaign** and its initiative "I'm a City Changer", PUSH has been selected to coordinate the organization of the first **Urban Thinkers Campus** in Palermo.

City as a Service was one of the **28 campus** selected by the **United Nations** with the aim of preparing contents to be presented during **Habitat III** (Quito, 2016). The event took place in Palermo, at Cantieri Culturali alla Zisa, on October 8-9-10 2015. The debate focused on the **impact of digital services** on policies proposed by World Urban Campaign.

Through an international open call, **50 abstracts** have been selected and about **100 speakers** were involved during the three days.

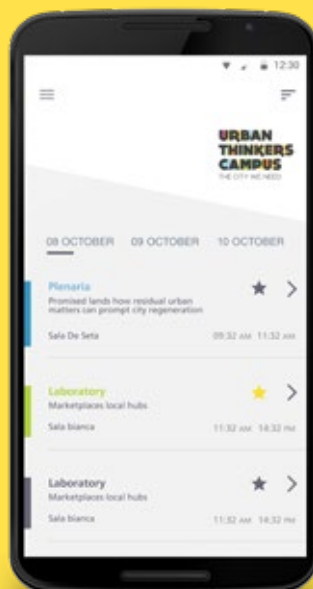
In order to allow an easy access to the information and network of organizations and guests, PUSH developed **two mobile apps** (iOs and Android) and produced a **program book** with the details about all the events.

## PARTNERS



NEU/













# WIAD

World Information Architecture Day

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15 February 2015 / 20 February 2016

The World Information Architecture Day (WIAD) is an annual event promoted by the **Information Architecture Institute** in order to promote the Information Architecture through experiences and projects developed by the experts in this field. PUSH decided to bring this **international format** to Palermo and took care of the event organization in 2015 (**Architecting Happiness**), while in 2016 collaborated with local organizations such as PMO coworking, FabLab Palermo and Open Data Sicilia, to organize the last edition of the event (**Information Everywhere, Architects Everywhere**).

More than **130 people** participated to both editions and an had excellent success online as well, with over 200 online viewers for the live streaming.

## PARTNERS



- PEOPLE - PROJECTS - COMMUNITY -





# Global Service Jam

Creative marathon to design services for the community

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21/23 November 2014, Palermo

7/9 March 2014, Palermo

The Service Jam is an **international format** taking place at the same time in more than **100 cities in the world**. It aims to bring together people with different skills in order to redesign a **new generation of services** conceived around citizens' need. During the three days of the event, different **innovative services** are developed by professionals with different backgrounds and a common passion for ideas generation, coordinated by a team of international experts in the field of **Service Design**.

PUSH collaborated with the association Palermo Jam for the organization of both events: the Global Service Jam, focusing on the design of services for the city of Palermo and the Global Sustainability Jam, creative marathon focusing on sustainability issues. Both events created interest among citizens. On the **global platform** it is possible to consult all the projects and also reuse them as they are distributed under open license.

## PARTNERS

m • It'v • It'





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## OTHER EVENTS

29<sup>th</sup> March 2019, Palermo

### *"Sostenibilità con un click"*

*Innovation Network Palermo*

Networking event organized in collaboration with Innovation Network Palermo gathering together professionals and young innovators active in Palermo and Sicily in general. Aim of the event was to present and debate on three emerging digital services fostering sustainability: MUV, Ecofood Prime, Product Heroes.

11<sup>th</sup> December 2018, Palermo

### *In My Name - Un appello ai Parlamentari dell'ARS*

*PUSH, Moltivolti, Farm Cultural Park, Mediterranea Saving Humans, Palazzo Cafisi, Global Shapers Palermo Hub*

A flash event organized with the goal to write letters to the 70 Sicilian Parliament Deputies. The objective was to raise attention of politicians on the situation of migrants crossing the mediterranean sea and ask for their support to the activities of Mediterranea Saving Humans.

2<sup>nd</sup> December 2018, Turin

### *Diventa animation designer in realtà aumentata*

*Bepart, AVANZI, BASE Milano, Camera Centro Italiano per la Fotografia, IUR Innovazione Urbana Rigenerazione, Terre di mezzo Editore*

During this workshop, aimed to grow up content creators and AR Makers, photos of street art works are digitally processed, animated and transformed into digital art works through augmented reality. The best works will become part of the Turin edition of MAUA, a publication in AR and a travelling exhibition.

26<sup>th</sup> September 2018, Bari

### *OPEN TOUR Datathon: Create the open source map of Bari"*

*Spazio 13, E.S.E. - Erasmus Students Experience*

Open Tour Datathon is a workshop for the co-creation and development of a virtual map of the city of Bari, to be included in an innovative network of open-source maps.

14<sup>th</sup> May 2017, Palermo

### *Urban Creativity Day*

*Emergency Palermo, Bepart, Sguardi Urbani*

A day of activities devoted to urban creativity: augmented street art tours, photograph exhibitions, screening of Borgo Vecchio Factory movie, presentation of the book "Street Art in Sicilia".

18<sup>th</sup> February 2017, Palermo

### *WIAD 2017 - World Architecture Information Day*

*FabLab Palermo, UX Bookclub Palermo, PMO Coworking*

The annual event is supported by the Information Architecture Institute to disseminate and promote the themes "Information Architecture" discipline.



27<sup>th</sup> January 2017, Athens

### *Light Path - Augmented Reality Exhibition*

*Tandem Europe, Bepart, Mjestimice svjetlo*

A photographic exhibition in augmented reality, supported by the Tandem Europe Program, to show the results of the workshop "Call For (AR)tist".

13<sup>th</sup> June 2015, Palermo

### *En Marche, Au Marché*

*Edizioni Precarie, Le Cagibi*

En marche, Au marché is a project about the theme of micropublishing and art printings. With the main goal of building an original underground graph-zine, the publishing house Edizioni Precarie and the French collective Le Cagibi have made a network with other local organizations, including PUSH, in order to develop an itinerary with several "stops" to create piece by piece a small independent edition.

3<sup>rd</sup> March 2015, Palermo

### *Digital Invasion - #acasaWhitaker*

*Invasioni Digitali, Irìde Work in Pixel, Instagramers Palermo, Social Influencers Palermo*

Digital invasion of Villa Malfitano, now houses of the Whitaker Foundation, organized in the context of the Italian initiative promoting artistic and cultural heritage through digital tools.

12<sup>th</sup>/16<sup>th</sup> February 2015, Palermo

### *ASOC - A Scuola di Open Coesione*

*Ministero dell'Istruzione dell'Università e della Ricerca, Europe Direct, I.S.S. Ferrara, Mobilita Palermo*

ASOC is an innovative program based on inter-disciplinary didactics for secondary schools promoted by the Italian Ministry of Education, University and Research and the Department for Development and Economic Cohesion. Selected among different local associations, PUSH guided the students of the School I.I.S.S. Francesco Ferrara of Palermo to generate ideas in the field of tourism and cultural heritage.

20<sup>th</sup> June 2014, Milan

### *Expo delle Startup*

*Regione Lombardia*

PUSH has been selected among 200 applicants to take part to Expo delle Startup, Milan, 19<sup>th</sup> and 20<sup>th</sup> of June 2014, Palazzo Lombardia. The event took place during Cross Creativity, kermesse aimed to foster innovation, culture and creativity organized by Regione Lombardia, a great opportunity for exchange and network among young Italian innovators.



27<sup>th</sup> September 2013, Naples

### *Light 2013 - What's up with science?*

*Consiglio Nazionale delle Ricerche, Triplan*

Light 2013 is an event included in Researches' Night, a European event that takes place simultaneously in 350 different cities with the goal of soliciting visitors' interest in science and technology. PUSH took part to the event suggesting a new way to think about each one's urban mobility choices and the impact they generate. The team, after analyzing visitors' habits with regard to public transportation, have shown, through an app developed for the occasion, how a slight change to each one's behavior in terms of mobility generate tremendous value if maintained during the year. They took souvenirs pictures to the visitors in order to encourage them to remain loyal to the promise of sustainability.

17<sup>th</sup> June 2013, Milan

### *Expo delle Startup*

*Gruppo 24 Ore in collaborazione con Sole 24 Ore, Radio 24, Startuppami, Startupbusiness*

PUSH, with trafficO<sub>2</sub>, was among the 100 startup selected to take part to the event that took place at the headquarter of Sole 24 ore, via Monte Rosa, Milan.

17<sup>th</sup> April 2013, Palermo

### *Digital Invasion - #GAMInvasion*

*Invasioni Digitali, Ars Mediterranea, Iride Work in Pixel, Instagramers Palermo*

Digital invasion of the Gallery of Modern Art (GAM) organized in the context of the Italian initiative promoting artistic and cultural heritage through digital tools.

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#### Digital Transport Days 2019

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Presentation of MUV

(S. Di Dio)

#### Smart City Expo World Congress 2019

Barcelona (ES)

Presentation of MUV

(S. Di Dio)

#### Walk 21 Conference

Rotterdam (NL)

Walkshop "MUV - An innovative approach to new urban mobility behaviours"

(D. Schillaci)

#### U-Mob Life II Conference

University of Technology, Krakow (PL)

"The MUV University League: who's gonna win the first EU sustainable mobility championship?"

(S. Di Dio)

#### European Mobility Week 2019 Palermo

Cre.Zi Plus, Palermo (IT)

Presentation of MUV

(S. Di Dio)

#### Advocate Europe Community Meeting

Ustanova kulture „Stari grad“, Belgrade (RS)

Presentation of PUSH

(A. Torre)

#### TIAS School for Business and Society Tilburg University @ ARCA

Consorzio ARCA, Palermo (IT)

"MUV Game"

(M. Filippi)

#### III Festival dello Sviluppo Sostenibile Ri-Genera Palermo

Cantieri Culturali alla Zisa, Palermo (IT)

"MUV - Mobility Urban Values"

(F. Massa)

#### Urban design course "Großes Entwerfen Palermo"

Städtebau Entwerfen, Wien (AT)

"Citizen-centred Service Design practices to address crucial urban issues"

(M. Filippi)

#### KlinikéTéchné. Relazioni umane e società digitali

Cre.Zi Plus, Palermo (IT)

"Behavioural Change in MUV"

(G. Spataro)

#### Raccontare l'eccellenza - Evento ANSA

Villa Zito, Palermo (IT)

Presentation of PUSH

(D. Schillaci)

#### EU-Give Demo Day

Cre.Zi Plus, Palermo (IT)

Presentation of MUV

(S. Di Dio)

## 2018

### *Serious Game Gala Conference*

*Palazzo Riso, Palermo (IT)*

*"MUV: a game to encourage sustainable mobility habits"*

(S. Di Dio)

### *Prima conferenza nazionale SNPA "The national system and services for citizens"*

*Palermo (IT)*

*"A sustainable innovation approach to make cities happier"*

(D. Schillaci)

### *M12 Educlub*

*Teatro Garibaldi, Palermo (IT)*

*"How can Social Practice Change Cultural Initiatives?"*

(M. Filippi, D. Schillaci)

### *Social Innovation Tournament Alumni Meeting*

*Copenhagen (DK)*

*Presentation of PUSH and last projects*

(M. Filippi)

### *CIVITAS Forum 2018 "Mobility for U and me"*

*Umea (SE)*

*"Co-creation approaches in neighbourhood mobility context"*

*"Join the MUVement: Improve urban mobility in your neighbourhoods by joining forces with the CIVITAS MUV Project"*

(M. Filippi, D. Schillaci)

### *IEEE RTSI 2018 "Innovation to shape the future"*

*Scuola Politecnica, Palermo (IT)*

*"PUSH: Innovation through design"*

(D. Schillaci)

### *URBACT Interactive Cities Final Conference "Cities and social media"*

*Palazzo Tursi Genoa (IT)*

*"Digital communication: using social media responsibly"*

(D. Schillaci)

### *Innovability: games, social media and data to innovate mobility*

*CreZi Plus, Palermo (IT)*

*"MUV: a game to foster sustainable mobility"*

(F. Massa)

### *Transportation Research Board 97th Annual Meeting*

*Washington DC (US)*

*"Trends, Projections, and European Case Studies About How Sharing Economy Solutions Can Foster More Sustainable Transportation"*

(S. Di Dio)

### *Maker Faire Rome - The European Edition*

*Fiera di Roma, Rome (IT)*

*"MUV: move around the city like real athletes - the research project turning mobility into a sport".*

(D. Schillaci)

## 2017

### *No Smog Mobility*

*University of Palermo, Palermo (IT)*

*Presentation of MUV*

(S. Di Dio)

### *CIVITAS Forum 2017*

*Torres Vedras (PT)*

*"The neighbourhood promise - Wishful thinking or breakthrough approach?"*

(S. Di Dio)

### *Sicily Digital Day*

*Unicredit Bank, Palermo (IT)*

*"PUSH: committing to social innovation in Sicily?"*

(D. Schillaci)

### *AFTER Festival - Futuri Digitali*

*Modena (IT)*

*Participation to a roundtable on digitisation of rural areas*

(G. Spataro)

#### *AFTER Festival - Futuri Digitali*

Modena (IT)

Participation to a roundtable on digitisation of rural areas  
(G. Spataro)

#### *URBACT - Mobility, Innovation, Participation*

San Mattia dei Crociferi, Palermo (IT)

Presentation of MUV  
(S. Di Dio, D. Schillaci)

#### *Advocate Europe Community Meeting*

Warsaw (PL)

Presentation of PUSH  
(A. Torre)

### **2016**

#### *UN Habitat III Conference*

Centro Cultural Benjamin Carrion, Quito (EC)

Service design for urban innovation  
(S. Di Dio, M. Filippi, D. Schillaci, G. Spataro)

#### *DPU SummerLab - Emergent Migrant Topographies*

The Bartlett, University College London, Palermo (IT)

Social innovation in marginal contexts  
(S. Di Dio, M. Filippi, D. Schillaci)

#### *TR35 Giovani Innovatori 2016*

Commonground, Siracusa (IT)

Designing creative and sustainable solutions in the southern part of the world  
(S. Di Dio, D. Schillaci)

#### *Google 30 Weeks*

Hyper Island, New York (USA)

MUV - Commute to the next level  
(S. Di Dio)

#### *Back Casting Exercise - FoTTRIS H2020*

Paris (FR)

Presentation of PUSH  
(D. Schillaci)

#### *Palermo Italian Capital of Youth*

Santa Maria dello Spasimo, Palermo (IT)

Presentation of PUSH  
(D. Schillaci)

#### *I-Design*

Galleria di Arte Moderna, Palermo (IT)

Presentation of PUSH  
(F. Massa)

#### *DPU SummerLab - Emergent Migrant Topographies*

The Bartlett, University College London, Palermo (IT)

Social innovation in marginal contexts  
(S. Di Dio, M. Filippi, D. Schillaci)

#### *GIÀ - Giovani InnovAzioni*

Libera, Catania (IT)

Innovazione sociale ed automprenditorialità.  
Il caso di PUSH  
(D. Schillaci)

#### *Service Design South*

MIT Technology Review Italia, Bologna (IT)

trafficO<sup>2</sup>: the research and the results  
(D. Schillaci)

#### *TEDxSSC*

Catania (IT)

Il futuro è dappertutto  
(S. Di Dio)



## 2015

### *TEDxSSC*

*Catania (IT)*

Il futuro è dappertutto

(S. Di Dio)

### *Urban art, participation and development of spontaneous public spaces*

*Arts for the City, Saint Petersburg (RU)*

Urban art fostering community building and renovation of marginal contexts: the case of Borgo Vecchio Factory in Palermo

(M. Filippi)

### *Panorami d'Italia*

*Panorama, Palermo (IT)*

Fare startup in Sicilia si può

(D. Schillaci)

### *MobyDixit*

*Euromobility, Palermo (IT)*

trafficO<sup>2</sup> : move, play, win!

(F. Massa)

### *City as a Service Palermo Urban Thinkers Campus*

*PUSH, Palermo (IT)*

Urban Art as an Engine of Transformation for Cities

(M. Filippi)

### *Smart Cities in southern Europe*

*Spanish-Hellenic Chamber of Commerce, Athens (GR)*

Social/citizens networking for growing urban smartness

(S. Di Dio, D. Shillaci)

### *Cascina Triulza - EXPO 2015*

*Milan (IT)*

Coophousing - il Social Housing di Federabitazione

(S. Di Dio, D. Shillaci)

## 2014

### *Behavior, Energy and Climate Change*

*Washington (DC, USA)*

Mobility and behaviors: trafficO<sup>2</sup>

(S. Di Dio)

### *YOU.CO.DE. Exchange of good practices on Community Development*

*CEIPES, Palermo (IT)*

Borgo Vecchio Factory

(M. Filippi)

### *Conscious City Gela*

*Tu BERLIN, Gela (IT)*

Impact through Design

(S. Di Dio)

### *UrbanPromo Social Housing*

*INU, Turin (IT)*

CoopHousing: il Social Housing di Federabitazione

(D. Schillaci)

### *City as a Service Palermo Urban Thinkers Campus*

*PUSH, Palermo (IT)*

Open Tour: how to bring the collaborative tourist app in your city

(D. Schillaci, M. Mignini)

### *Design, social media and technology to Foster civic self-organisation*

*Hasselt (BE)*

The serious game of trafficO<sup>2</sup>

(S. Di Dio)

### *EGS Bootcamp 2015*

*Mind the Bridge Foundation, Verona (IT)*

PUSH: how to save the world in just 4 moves

(S. Di Dio, D. Shillaci)

### *(B)ORDER/DISORDER*

*Ghent (BE)*

How PUSH fosters smart citizenship and urban renewal through design

(M. Filippi)

### *Pioneers Festival*

*Vienna (AU)*

PUSH in 90'

(M. Filippi, D. Schillaci)

### *Social Media Week*

*Rome (IT)*

Innovation and mobility

(S. Di Dio)

### *Architects meet in Selinunte*

*Selinunte (IT)*

Service Design meets urbanism

(S. Di Dio, M. Filippi)

### *CommTech Talks*

*Politecnico di Milano, Milan (IT)*

Social Innovation in Smart Cities

(D. Schillaci)

### *FIWARE Smart Cities Challenge*

*Campus Party, Sao Paulo (BR)*

Social Market

(C. Esposito, M. Filippi, A. Tosatto)

## **2013**

### *City of mAPPS*

*Open House Roma, Rome (IT)*

The Lean Urban Design

(S. Di Dio)

### *Smart City Exhibition*

*Bologna (IT)*

The citizens' play: gamification techniques in trafficO2

(S. Di Dio)

### *Smart City Exhibition*

*Bologna (IT)*

The citizens' play: gamification techniques in trafficO2

(S. Di Dio)

## **2012**

### *Smart City Exhibition*

*Bologna (IT)*

trafficO<sup>2</sup>, your app for smart mobility

(D. Schillaci)

### *Smart Mobility World*

*Turin (IT)*

trafficO<sup>2</sup>: move, play win!

(S. Di Dio)

### *Urban Thinkers Campus*

*UN World Urban Campaign, Caserta (IT)*

City as a Service - Urban Lab

(S. Di Dio, M. Filippi, D. Schillaci)

### *Blank-Disrupt*

*Catania (IT)*

The Lean Urban Design

(S. Di Dio)

### *Smart City World Congress*

*Barcelona (ES)*

trafficO<sup>2</sup>: move, play, win!

(D. Schillaci, M. Filippi)

### *Greentech*

*Pisa (IT)*

The Lean Urban Design

(S. Di Dio)

### *Congresso Nazionale AICA*

*Salerno (IT)*

Smart mobility & Social Innovation

(S. Di Dio)

### *SiciliAmbiente Documentary Film Festival*

*San Vito Lo Capo (IT)*

Nuove idee per la mobilità sostenibile

(D. Schillaci)

### *Urban Code*

*MIT Senseable City Lab, Cambridge (USA)*

The Thessaloniki's Umbrella

(S. Di Dio)

*Ever tried. Ever failed. No matter. Try Again.  
Fail. Fail again. Fail better.*  
Samuel Beckett

# Spin-Offs





## **NEU / INTEGRATED DESIGN**

[www.studion.eu](http://www.studion.eu)

Service Design and Open Innovation consulting firm

NEU / Integrated Design is a cooperative that offers an innovative approach to consulting activities, combining the methodologies of Design Thinking and Open Innovation.

Born in 2010 and entirely refurbished from 2014, NEU designs and delivers digital services and training programmes, working with companies, public bodies, research institutions and professional associations.

NEU's partners have strong expertise in the areas of service design, software development, digital communication, project management, participation and facilitation, adopting an integrated, multidisciplinary and result-oriented perspective.

*Selected clients: Manifesta International Foundation, Comune di Milano, Poliedra - Politecnico di Milano, ENI, Innova Camera - Comune di Roma, Confcooperative Habitat, We Are Social.*

*Turnover 2018: 168.000 €*

*Turnover forecast 2019: 212.000 €*

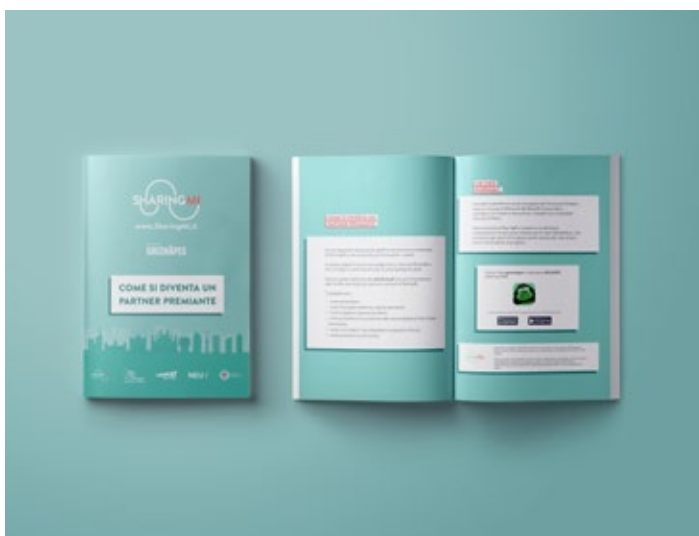


### The Six-legged Hack

TSLH was a training program in the form of a corporate competition developed for ENI in collaboration with Innovacamera. It consisted of 9 events around the world, during which the selected employees, divided in teams, challenged each other 3 days developing ideas able to face the sustainability challenges identified by ENI. The winners of each round ultimately met in Rome for the last chapter of TSLH in which the finalists were asked to design a service to reach one of the global Sustainable Development Goals and the winning team was nominated.

### Manifesta 12 mobile app

The official Manifesta 12 mobile app was designed with the aim of offering a better experience to the visitors of the Palermo edition of the nomadic biennial of contemporary art. It represented the main digital tool of the 6-month event, providing geo-localised and customisable information on all the exhibitions and locations that were part of the Manifesta 12 program. The app, available for both Android and iOS operating systems in two languages (English and Italian), will be renewed and adopted for the next editions of Manifesta.



### Digital Social Market

In the framework of the Sharing Cities 'lighthouse' project, the Digital Social Market was a software solution designed to reward citizens' sustainable behaviours through gamification. NEU was responsible for the User Research, which was functional to the identification and involvement of the stakeholders of the platform and the Service Design phase, carried out with the aim of defining the system's functions, user experience and main touchpoints.

# the **piranesi** experience

## **THE PIRANESI EXPERIENCE**

[www.piranesiexperience.com](http://www.piranesiexperience.com)  
Cross-media production company

*Piranesi Experience is an innovative startup established in 2014 focusing on the production of films about art, architecture and design.*

*Working with agencies, architects, developers and designers, The PirEx uses cinema tools to produce videos and multimedia contents for movies, advertising, exhibits or publishing industry.*

*The company is specialised in generating creative and tailored solution thanks to its eclectic team of film-makers, directors, 3d artists, musicians, photographers, graphic designers and producers.*

*Selected clients: PWC, BNP Paribas, Pichler Fassaden, Wicono, Tatweer Misr, ETH Zurich.*

*Turnover 2018: 187.000 €*

*Turnover forecast 2019: 200.000 €*



### **Baikonur: Earth. (Feature Film 90')**

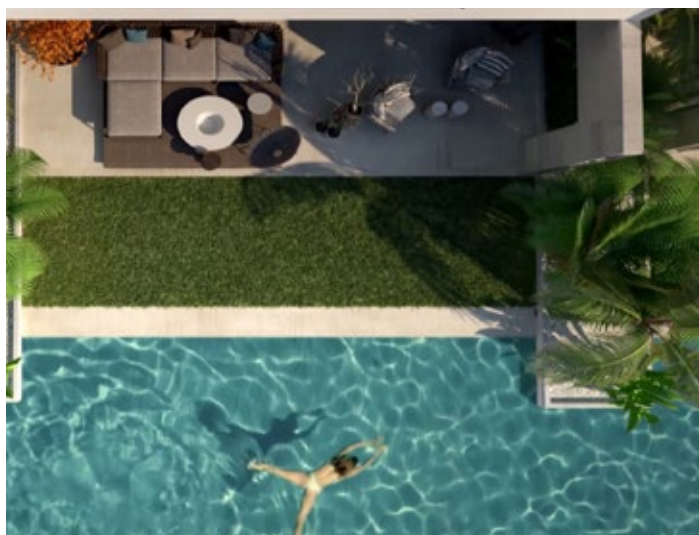
Baikonur, home to the old Soviet Space Program, is still the place where astronauts begin their journey to the International Space Station. Andrea Sorini's remarkable documentary, all of whose images are spectacular in their formal rigour and compositional beauty, depicts the region's ruins and its exotic strangeness (cows inhabit a colourful modernist bus stop, camels roam the streets), as well as the ongoing use of the space centre and the launch of a manned rocket heading to the ISS. With Lumen Films and Rai Cinema ([raicinema.rai.it](http://raicinema.rai.it)) in partnership with Il Saggiatore ([ilsaggiatore.com](http://ilsaggiatore.com)).

World premiere at Vancouver International Film Festival 2018.

### **Il Monte Galala. Sokna. (Advertisement 2')**

Galala. A film by Ernesta Caviola for 5+1AA and Tatweer Misr. Tatweer Misr has found inspiration in the sky lit mountains of Portofino in Italy and how architectural sophistication and natural simplicity blend together in perfect harmony. It has carefully listened to the whispering of crashing waves, allowing the glistening of constellations to guide its vision all the way to the breathtaking cliffs of the Red Sea to transform "Il Monte Galala" into a waking Italian dream.

Winner of the best residential low-rise project in emerging markets by Cityscape Global Dubai 2016.



### **Art For Change. (Original Series of 4 documentaries 100')**

Set in Madrid, Bari, Rome and Palermo, Art For Change is a series focused on stories which are geographically distant from each other, but closely connected through the artistic research developed into 'ghettoized' communities which find into art a place where reflect on their own future. A series about common people, dreamers and artists that are trying to change their places with tiny but extraordinary revolutions.

Selected in more than 15 international film festivals among which IDFA Amsterdam and Chicago Arthouse Film Festival. Winner the Best Doc Award at the Farm Film Festival, Italy.



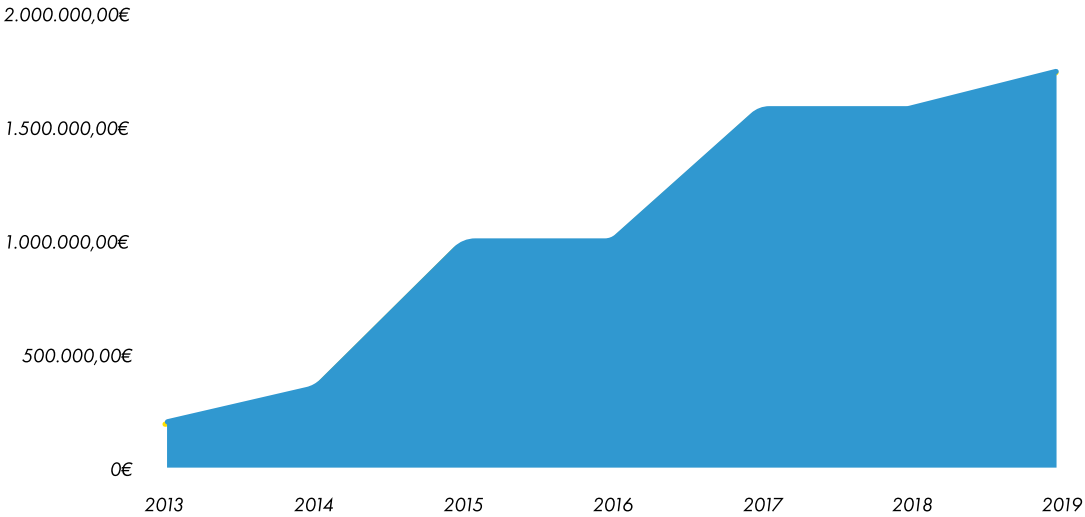
*Maximise the value. Minimise the waste.*  
*Tahichi Ohno.*

# **Economic Results**

Since the beginning PUSH was able to obtain significant funding that have ensured its sustainability.  
This positive trend, confirmed in the following years, allowed PUSH to grow and develop increasingly ambitious projects.

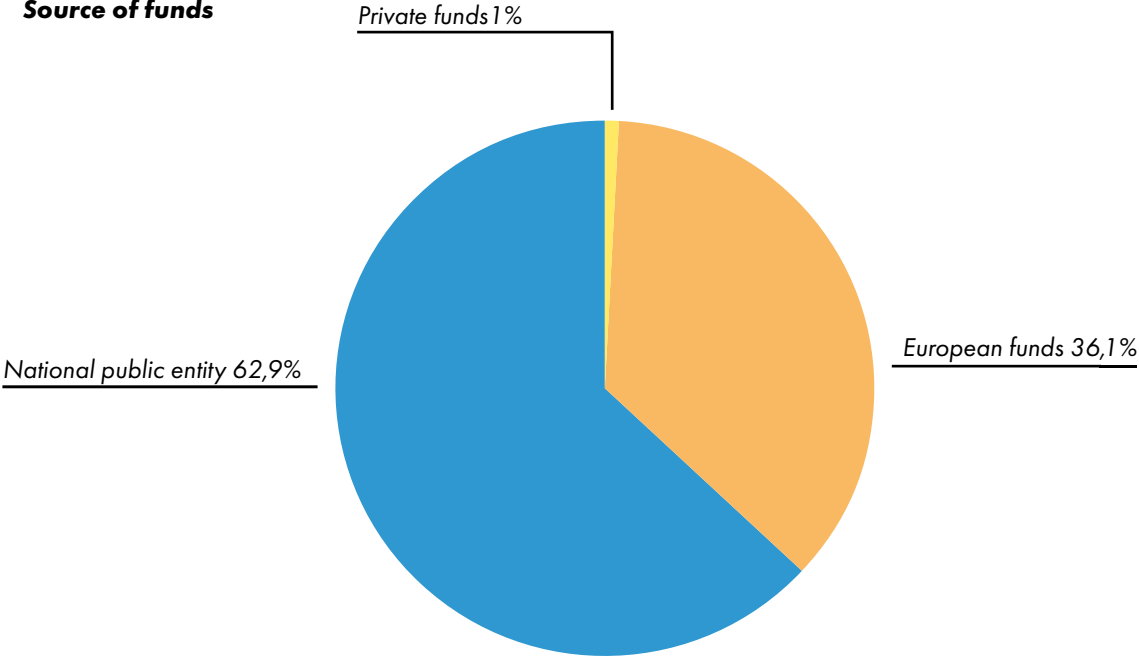
During its activity, PUSH managed projects with a total budget of more than 5.5 million euros.

**Cumulative fundraising**



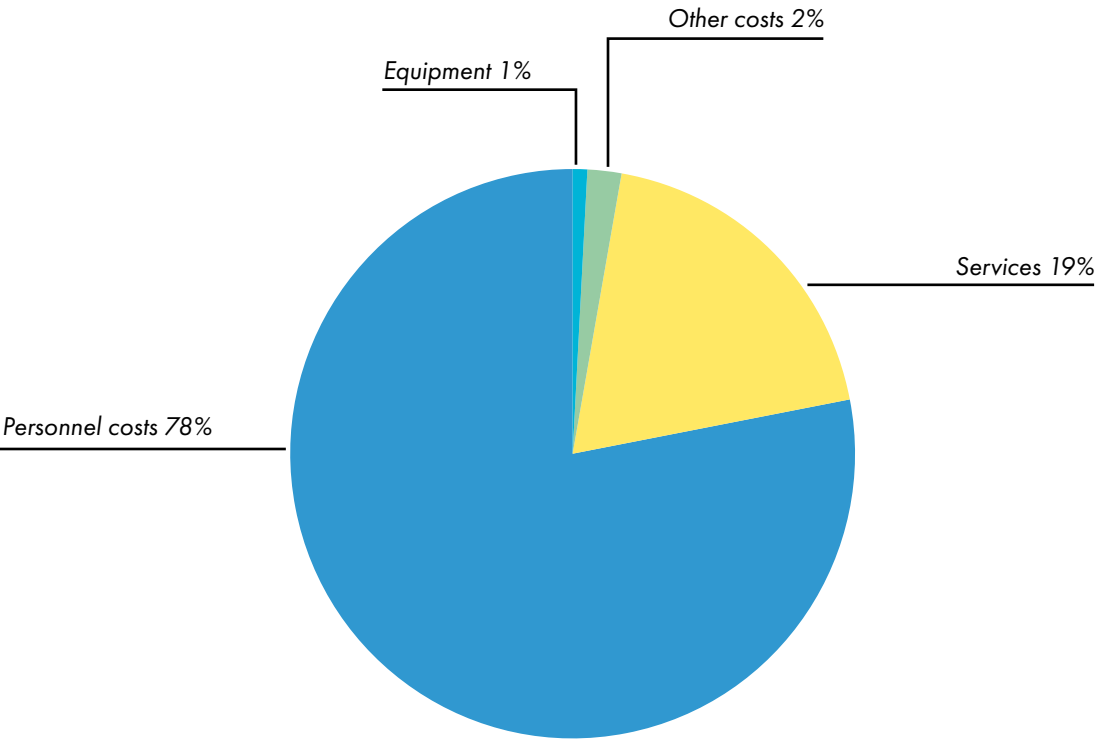
The main source comes from public tenders.  
A small share came from investment by private actors that chosen to support the development of a specific, and usually local, project.

**Source of funds**

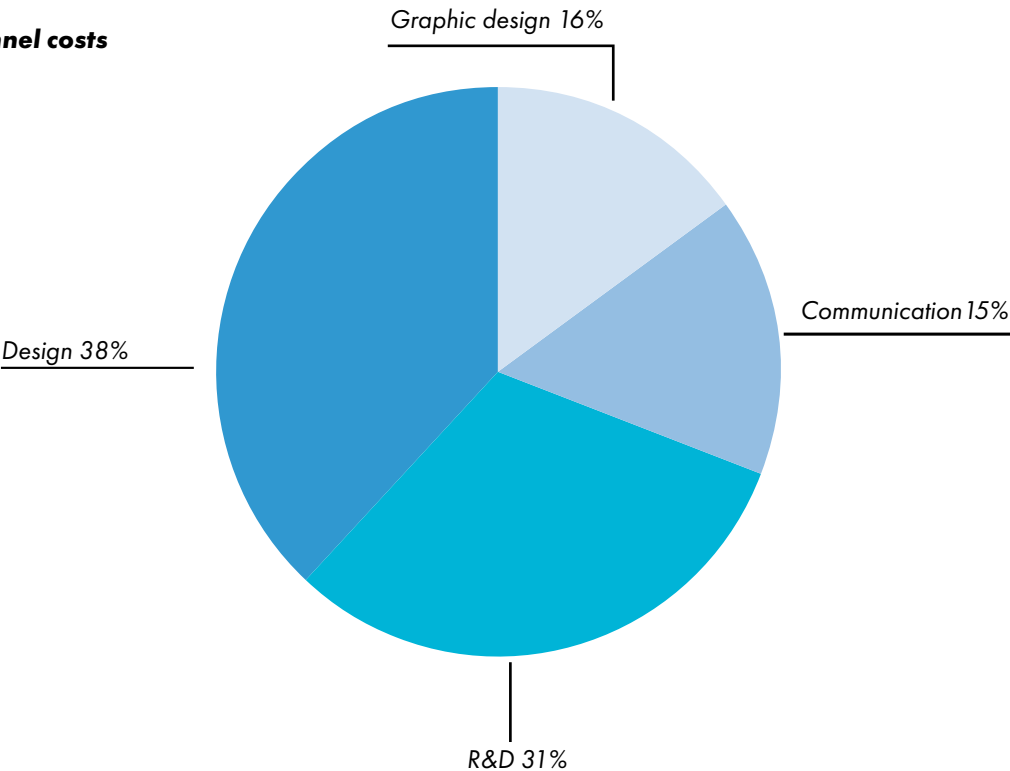


A substantial budget portion is allocated to personnel costs.  
By investing on growth and education of young professionals, PUSH today boasts a multidisciplinary team able to handle the entire project development cycle.

**Allocation of funds**



**Personnel costs**





*We must pass through the threat of that chaos  
where thought becomes impossible.*

*Gregory Bateson.*

**Team**



## DIRECTORS



### Salvatore Di Dio, Ph.D.

*Managing Director, Co-founder*

Born in Palermo in 1983, he has a background in engineering, energy and design. During his Ph.D in Energy and Environmental-Technical Physics, run between the University of Palermo and the MIT of Boston, he developed a thesis about the impact of the lean approach in urban policies' design for improving sustainability in deprived contexts. The thesis, "From Smart to Lean" has been published in 2018. His research is at the fringe of social innovation, technology and design. In his career he has coordinated applied research projects funded by the Italian Ministry of Education and Research and by the European Commission Horizon 2020 program. He is co-founder and Managing Director of PUSH, partner of the service design firm NEU and the cross-media production company The Piranesi Experience.

### Domenico Schillaci

*A. Managing Director, Co-founder*

Born in Palermo in 1983, he is a researcher, designer and entrepreneur with a background in engineering, information technology and social innovation. He holds a master's degree in telecommunications engineering from the Polytechnic University of Milan in 2010, where he held position, from 2011 to 2012, as research fellow focusing on wireless mesh networks. Since 2012 he is co-founder and director PUSH, where it manages and coordinates various applied research projects and training programmes. His research activity focuses on the integration of communication and information technologies and design methodologies to produce urban and social development. He is also partner of the service design firm NEU and the cross-media production company The Piranesi Experience.



### Roberto Filippi

*Art Director, Co-founder*

Born in Palermo in 1981, he is an expert in graphic design, web development, UX and UI. He holds a degree in modern languages for the web from the University of Palermo and one-year research experience at the Istituto Superiore Mario Boella in Turin with a research focus on UX design for the web. Since 2012 he is co-founder and art director of PUSH where he has gained over the years extensive experience in the field of graphic and web design. During his career he also worked as teacher of HTML, CSS and Computer Science and co-founded the cross-media production company "The Piranesi Experience".

### Francesco Massa

*Business Manager, Co-founder*

Born in Palermo in 1983, he is an expert in financial management and data analysis & visualization. He holds a degree in management engineering with a thesis on product design in the field of IoT.

In 2012 he co-founded PUSH, whereby he developed a wide experience in the management and the reporting processes of applied research projects.

He is also one of the co-founders of the cross-media production company The Piranesi Experience and, since 2015, partner of the service design firm NEU.





## PROJECT MANAGERS

### Mauro Filippi

*Project manager, Co-founder*

Born in Alcamo in 1987, he is an architect, photographer and expert in advanced technology of documentation and representation for the conservation and fruition of cultural heritage and experienced in Knowledge Intensive Business Services (KIBS). He studied at the University of Palermo, the Camilo José Cela of Madrid and was visiting researcher at the Carleton Immersive Media Studio of the University of Ottawa. Since 2019 he is adjunct professor of Media Design and Representation in the Industrial Design course of the Department of Architecture of UNIPA. In 2012 he co-founded PUSH where he is the main responsible for the management and coordination of the artistic and urban projects, communication and photo/video production.



### Alessia Torre

*EU Project Manager*

Born in Erice in 1987, she is an expert in EU policies and programmes. In 2012 she obtained a master degree in Public Administration Science from the University of Siena and in 2013 an executive master in EU Studies from the Institut d'études Européennes in Brussels, where she also worked as Junior Research Executive at TNS Opinion and Social. Over the years she has gained experience as external consultant for Public Administrations on EU funding programs. Since 2014 she works in PUSH as Project Manager, dealing with research of national and EU fundings, design on calls for proposals, creation and coordination of national and international consortia and project communication and dissemination.

### Giuseppe Spataro

*Project Manager*

Born in Erice in 1985, he is a certified project manager. He achieved a degree in international economics at the University of Bologna and holds a Master in Project Management at MIP Politecnico di Milano Graduate School of Business. Over the years he has gained experience in international cooperation in Israel and Palestine, was responsible for the coordination of EU-funded projects at European Consulting Brussels and external digital consultant for RAI - Radio Televisione Italiana. Since 2015 he works in PUSH as Project Manager with hands-on experiences in managing social and urban innovation projects, service design research and facilitation of training programs.



### Giulia Sala

*Project Manager*

Born in Monza in 1987, she is a licensed Urban Planner graduated in 2011 from the Polytechnic University of Milan. She holds a double Master degree in International Cooperation and Urban Development from the Technical University of Darmstadt and the University of Grenoble. Expert in sustainable cities, she worked as Research Associate at the Laboratoire CRATerre - ENSAG (Grenoble) and as a Coordinator of urban planning and housing projects in Europe and Africa.

Since 2018 she is a Project Manager in PUSH, dealing with sustainability challenges through a service design approach.

## STAFF

### Alessandro Riva

#### *Graphic Designer*

Born in Palermo in 1989, he is a graphic designer experienced in user interface and motion graphic. He studied at the Fine Arts Academy of Palermo. In 2012 he joined the Teatro Garibaldi Aperto where he was the main responsible of the communication team. After an experience as a designer in the music field in 2013 he joined PUSH with a focus on developing user interfaces and motion graphics.



### Angelo Sanfilippo

#### *Software Developer*

Born in Bagheria in 1992, he is a software developer, passionate about technology and computer science. He holds a master's degree in Computer Engineering from the University of Palermo and, during his studies, he gained different skills in the field of robotics and artificial intelligence as well as an in-depth knowledge of high and low level programming languages. Since 2018 he works in PUSH as Software Developer.

### Pasquale Sacco

#### *Software Developer*

Born in Palermo in 1991, he is a full-stack application developer. In 2014 he started to develop his first web projects and his natural attitude for problem solving brought him from "hello world" web pages to multi platform data driven projects and, as supporter of PHP language, he started to be part of the Laravel Framework community. During his career he improved his technical skills facing technologies such as AR and VR. Since 2018 he works in PUSH as mobile application developer.



### Simona Sunseri

#### *Account*

Born in Palermo in 1983, she is an expert in Marketing and Communication. With a degree in Modern Languages and Cultures from the University of Palermo, over the years she has gained significant experience in sales. Between 2012 and 2016 she lived in Rochester NY (US) where she worked as Welcome Center Lead Assistant at the Rochester Museum & Science Center with focus on Marketing & Communication.

When she moved back to Palermo she founded a local community to help working mothers to build a strong network and exchange experiences on how to coordinate family and work life. She joined PUSH in January 2019 where she works as Account.

## FORMER INTERNS

**Alessandro Abbruzzo / Maud Adriaenssens /**  
**Gaetano Belvedere / Pietro Belvedere /**  
**Roberto Bonanno Giada Bucciante / Elena Cappellino /**  
**Erica Cicero / Daria Costanzo / Marco Di Bella /**  
**Elisa Di Gangi / Rosaria Di Rocco / Diego Facta /**  
**Lorena Falcone / Giuseppe Filippone / Louise W. Flou /**  
**Alessio Giovenco / Veronica Gizzi / Lorenzo Gomez Paloma**  
**Keanu Goossens / Maria Chiara Granata / Andrea Grotto /**  
**Nitita Khemarungsarit / Caterina Laurenzi /**  
**Giuliana Lucchese / Roberta Matranga / Fabiola Moscato /**  
**Emilia Pardi / Pierluigi Pascuzzi / Antonino Pettineo /**  
**Luca Pirrera / Federica Provenzano / Stefano Puccio /**  
**Salvatore Riccione / Riccardo Russo / Alessandro Scelso /**  
**Pietro Sideli / Roberto Smiriglia / Rossella Sollazzo /**  
**Anna Squillace / Marco Tusa / Enrico Vicari /**  
**Federica Villanti / Maria Letizia Vinci /**

## FORMER STAFF

**Eliana Amato / Antonella Cammisa / Gregorio Candolo /**  
**Antonio Coppola / Elena De Francisci / Diego Facta /**  
**Angelo Marchesin / Agostino Messina / Mirko Mignini /**  
**Francesco Pillitteri / Hanna Rasper / Silvia Rignanese /**  
**Roberto Smiriglia / Giorgia Teresi / Claudio Terzo /**  
**Andrea Tosatto / Giuseppe Valenti /**

## PARTNERS



Abadir - Accademia di Design e Arti Visive  
[www.abadir.net](http://www.abadir.net)



Bepart  
[www.bepart.net](http://www.bepart.net)

**BRH+**

BRH+  
[www.brh.it](http://www.brh.it)



Commonground  
[www.commongroundpeople.com](http://www.commongroundpeople.com)



Comune di Palermo  
[www.comune.palermo.it](http://www.comune.palermo.it)



Consorzio ARCA  
[www.consorzioarca.it](http://www.consorzioarca.it)



Ellery Studio  
[www.ellerystudio.com](http://www.ellerystudio.com)



FARM Cultural Park  
[www.farmculturalpark.com](http://www.farmculturalpark.com)



Global Shapers Palermo Hub  
[www.globalshapers.org/hubs/palermo-hub](http://www.globalshapers.org/hubs/palermo-hub)



KAD - Kalsa Art District  
[www.kalsaartdistrict.com](http://www.kalsaartdistrict.com)



Lega Contro la Droga Onlus  
[www.lcdonlus.it](http://www.lcdonlus.it)

Manifesta 12  
16.06-04.11.18  
Palermo, Italy

Manifesta 12  
[m12.manifesta.org](http://m12.manifesta.org)



Mediterranea | Saving Humans  
[www.mediterranearescue.org](http://www.mediterranearescue.org)



Moltivolti  
[www.moltivolti.org](http://www.moltivolti.org)



Orto Capovolto  
[www.ortocapovolto.com](http://www.ortocapovolto.com)



Per Eempio ONLUS  
[www.peresempionlus.org](http://www.peresempionlus.org)



Politecnico di Torino  
[www.polito.it](http://www.polito.it)



## SELECTED PRESS RELEASE

### PUSH.

October 2019

"PUSH: Giovani ricercatori ridisegnano la città per renderla più felice"

ItaliaCheCambia.org

December 2018

"Laboratorio Palermo"

Vanity Fair

May 2018

"La creatività diventa PUSH"

Panorama

November 2015

"La via siciliana verso le startup"

Panorama.it

September 2015

"PUSH: app per le città del futuro"

I Love Sicilia

May 2015

"La nuova città: Ridesharing, Bike Messenger, Last minute alimentare. Tante idee per cambiare le metropoli"

Gattopardo

April 2015

"Tecnologia e innovazione made in Sicilia"

Wind Business Factor

November 2014

"Social innovation, le app della solidarietà digitale"

Corrierecomunicazioni.it

July 2014

"Imprese giovani, con le startup ti crei un lavoro"

Oggi

### MUV

September 2019

"Mobilità sostenibile: al via il secondo torneo tra città di MUV"

La Gazzetta dello Sport

September 2019

"Mobilità sostenibile: parte torneo MUV tra città nel mondo"

ANSA

May 2019

"Al via il primo torneo al mondo tra città"

adnkronos

May 2019

"Con MUV la mobilità sostenibile diventa uno sport"

Nòva - Il sole 24 ore

May 2019

"Cosa ci riserva il futuro? Cinque storie di giovani imprenditori per cinque sfide da vincere - MUV"

Corriere Innovazione

October 2017

"Nel futuro il traffico diventerà un gioco da ragazzi grazie a MUV"

The New's Room

July 2017

"Vai a piedi, in bici o in metro? Ecco la app che incoraggia la mobilità sostenibile con un gioco a premi"

La Repubblica Economia & Finanza

### TRAFFICO2

April 2015

"Studenti in bici, a piedi o con il car pooling: ecco la mobilità sostenibile"

Repubblica Palermo

April 2015

"Audi, traffico addio in un'app"

Wired Italia

April 2015  
"Traffico made in sud, Palermo diventa smart"  
StartupItalia

November 2014  
"Dall'app per ridurre il traffico al co-sharing condominiale, idee e realtà per l'Innovazione Sociale"  
adnkronos

August 2014  
"La mobilità urbana di TrafficO2"  
L'Arancia

September 2013  
"Lasci a casa l'auto? c'è uno sconto per te"  
Corriere del Mezzogiorno

November 2013  
"TrafficO2, scusi, qual è la strada che inquina di meno?"  
Wired Italia

July 2013  
"TrafficO2, l'applicazione che aiuta l'ambiente rendendo la mobilità urbana smart e divertente"  
Corriere informazione

## BORGIO VECCHIO FACTORY

March 2015  
"Borgio Vecchio, si colora il futuro"  
Cafebabel

January 2015  
"Con un tocco di colore anche le macerie diventano arte"  
Giornale di Sicilia

October 2014  
"Palermo. Sei mesi di pittura creativa con Borgio vecchio factory. Pronti con il pennello dal prossimo novembre, per dipingere la storia del Borgio"  
Caleidoscopio

October 2014  
"Se i bambini raccontano il disagio con un murales"  
Donna Moderna

September 2014  
"Rispondere alla dispersione scolastica con pennelli e colori"  
Welfare Società Territorio

September 2014  
"Borgio Vecchio Factory Italy"  
London Street Art Design Magazine

September 2014  
"Gatti giganti e cavalli a pois - Pittura creativa al Borgio Vecchio"  
Corriere del Mezzogiorno

## PUSH EVENTS

April 2017  
"Al via Right to The Future per pensare la Palermo dei prossimi anni"  
Generazione Urbana

January 2016  
"Giovani architetti per piazza Sant'Anna - Tra panchine smart, wi-fi e differenziata"  
Meridionews

October 2015  
"Urban Thinkers Campus: a Palermo per nuovi modelli di business"  
Ninja Marketing

September 2015  
"I segnali di futuro degli urban thinkers"  
Avanzi.org

January 2015  
"WIAD 2015: per la prima volta a Palermo la Giornata Internazionale dell'Architettura dell'Informazione"  
Cose da Fare in Sicilia

February 2014  
"Global Service Jam, Palermo e Bologna ci sono"  
Startup Italia

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