

**PIAGGIO FAST FORWARD:  
MICHELE COLANINNO LECTURE AT HARVARD UNIVERSITY ON THE IMPACT OF  
ROBOTICS AND ARTIFICIAL INTELLIGENCE ON DAILY LIFE**

**Michele Colaninno: “Regulatory frameworks are required that, with due care and attention, encourage exchanges among everyone in Europe. We have to become a melting pot of multi-cultural experiences fostering new ideas of global interest and the development of innovative robotic technologies with practical applications for everyday life. Only then can a country become truly competitive.”**

***Boston, Massachusetts (USA) – 18 October 2017 – Michele Colaninno, CEO of Immsi S.p.A. and Chairman of Piaggio Fast Forward (PFF), the Boston-based Piaggio Group company responsible for group research into mobility of the future, delivered a lecture today at the Harvard University I-Lab (the facility set up by the US university to study new technology) on the impact of robotics and artificial intelligence on daily life. In his lecture, Mr Colaninno related the new innovations to the Piaggio Group’s Design Thinking process.***

*“Ideas and processes need to be correctly integrated in new products. The importance of the innovation process and the growing need for international teams representing a variety of cultures are becoming crucial for any successful business organisation,” said Michele Colaninno during the lecture, in which Professor Jeffrey Schnapp (CEO of Piaggio Fast Forward) also took part. The event was coordinated by Srikant Datar, Professor of Business Administration at the Harvard Innovation Lab.*

*“I am more and more convinced of the need for regulatory scenarios that, with due care and attention, provide incentives for exchanges among people. We have to become a melting pot of multi-cultural experiences fostering new ideas of global interest and the development of innovative robotic technologies with practical applications for everyday life. Only then can a country become truly competitive.”*

*“It is essential that we talk continuously with young talents and share their ideas and development theories: if we don't do this we shall miss extraordinary opportunities that are within our grasp,” continued Michele Colaninno. “It gives me great satisfaction to be here today with so many students to talk about an Italian company, Piaggio, in a setting like Harvard University, an extraordinary breeding ground of leaders and ideas.”*

**The lecture was attended by the Harvard Business School and Graduate School of Design.**

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***Piaggio Fast Forward***

PFF was founded in 2015 by the Piaggio Group to head its operations in smart mobility solutions for people and goods. Its mission is to help people move better, further, faster and more enjoyably. It develops robots and light transport solutions that can move together with a person. In the present era of artificial intelligence, autonomy and ubiquitous networks, PFF seeks to promote more vibrant cities filled with pedestrians, cyclists and skaters, whose mobility is enhanced by new varieties of smart vehicles. PFF is headquartered in Boston, Massachusetts.

PFF is headed by CEO **Jeffrey Schnapp**, together with **Michele Colaninno** (Chairman), **Greg Lynn** (Chief Creative Officer), **Sasha Hoffman** (Chief Operating Officer) and **Beth Altringer** (Chief Design Research Officer).

The members of the PFF Advisory Board are **Roberto Colaninno** (Chairman and CEO of the Piaggio Group), **Nicholas Negroponte** (Founder of MIT Media Lab), **John Hoke** (Vice President Global Design at Nike), **Doug Brent** (Vice President Technology Innovation at Trimble) and **Jeff Linnell** (former Director of Robotics at Google).

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