

## INTERNI EVENTI

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CO-PRODUCERS



Elena Baturina, Founder Be Open

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## BE OPEN

**BE OPEN is a creative think tank whose mission is to promote people and innovative ideas. It is a cultural and philanthropic initiative that aims to help the present and future gifted individuals in the arts, education, design, business, and the media, asking them to imagine and then build solutions for the future. Behind the creation of BE OPEN stands an international team joining Elena Baturina, the most successful Russian businesswoman, entrepreneur, celebrated maecenas and philanthropist.**

BE OPEN is an open communication space, a bridge between the international great minds of our time and the new, promising, young generations in Europe, Russia and the rest of the world. It is designed to provide and promote the best conditions for their joint endeavors.

As a long-term multidisciplinary, multi-faceted project, BE OPEN will host a system of conferences, competitions, exhibitions, master classes, cultural and art events. The key project, that will act as catalyst, will be a series of international conferences with creative leaders of the 21st century, hosting personalities and entrepreneurs who will showcase the projects that made them world famous. Alongside these, fresh startups will be invited to present their innovative ideas. Both will be able to seek support from BE OPEN to realize their projects.

Today's urban creative hubs - Milan, London, New York - are earmarked for the initial sessions of BE OPEN events. The topics for discussion will be related to current and future social, environmental and economic needs.

The umbrella theme of the inaugural events at Milan's FuoriSalone 2012 is "BE OPEN to the future". The events are realized in collaboration with INTERNI magazine. The three monographic BE OPEN conferences, in partnership with INTERNI LEGACY, will confront on specific and transversal reflective themes, devoted to finding innovative solutions for tomorrow's world in education, architecture, urbanism and design, art, fashion, innovation, web and publishing industry.

The speakers invited are leading progressive thinkers from all fields - professors, sociologist, architects, urbanists, designers, cinematographers, artists, journalists, writers, editors and entrepreneurs.

**Location:** Aula Magna of Università degli Studi di Milano, on April 17th, 18th and 19th.

Each conference will allow a glimpse into the future, in line with the INTERNI LEGACY project which offers a perspective on socio-cultural phenomena. Besides the conferences, BE OPEN will present, in the hall of Aula Magna, the Exhibition Verge, curated by Elena Selina. The exhibition will show some artworks by contemporary Russian artists and will last for the duration of Interni Legacy installation, 16th to 28th April.

## INTERVIEW

**Be Open is a long-term, versatile, multidisciplinary project that has already been in the making for several years, says Elena Baturina, creator of the Be Open Creative Think Tank.**

"After in-depth research, today Be Open makes its debut in a situation of great economic and political upheaval, which is also a moment in which there is a great need for 'regenerative' long-term thinking. Therefore – Elena Baturina continues – we have the aim of becoming a sort of 'bridge' between Russia and Europe, contributing to the evolution of the coming generations"

### **In which specific field do you operate?**

"I started my business in Russia, but now I continue to work in Europe, Asia and Africa. I work in the construction sector and constantly collaborate with architects and designers, including famous ones like Ricardo Bofill, Norman Foster, Hadi Tehran, and very well-known Russian architects as well. I like their 'alternative' outlook, their sensitivity to physical needs and the psychological concerns of human beings, their desire to improve what we already have, to make a better world. This approach is also reflected in the activities of the Be Open Foundation, whose mission is to develop the most brilliant ideas of creative intelligence of our contemporary world, both in architecture, in design, and – the main thing – in thought. I would like to gather these intellectual energies and direct them toward the main problems of our society that have yet to be fully solved".

### **What is the specific mission of Be Open?**

"Be Open is a creative think tank whose mission is to promote talented persons and prospective ideas. A cultural and philanthropic initiative to help present and future talents in the fields of art, design, marketing and media, asking them to imagine solutions for the future".

### **So the cultural interests of Be Open are very wide ranging?**

"Of course. In fact, it is no coincidence that I have decided, with my foundation, to be the partner with Interni in the event Interni Legacy, with a series of Be Open conferences that have these contents and objectives: a 'better future' through innovative and creative solutions. The speakers invited come from all the fields of progressive thinking – university professors, sociologists, philosophers, architects, urbanists, designers, filmmakers, artists, journalists, writers, publishers and entrepreneurs".

### **What are the objectives, including social initiatives, of the foundation?**

"The Be Open foundation finances a series of humanitarian initiatives with a single goal: to improve the world in which we live. To do this, I believe we have to turn to our greatest living minds, but also to future generations, talented young people who can urge us onward. Still my main interest is to invest in my motherland, Russia. So many of my initiatives are aimed at young Russians, our true hope for change and innovation in the future".