



**DigiBIC Award 2011**

Toulon, June 17

Fabrizio Palasciano

*“Creativity: Make new and useful  
connections between existing elements”*  
Henri Poincaré (1906)



Cliché Henri Manuel.



# MEDIA HAKA: A TACTICAL MEDIA COMPANY



We build Networks with a creative use of digital resources

**to**

innovate the production process

stimulate the birth of new economic models

**through**

Social Media Hacking, Systematurgy, Autopoietics Complex Systems

**in**

New Marketing Scenario for the Innovation Ecosystem: Clusters, Technology Parks, Research Centres.



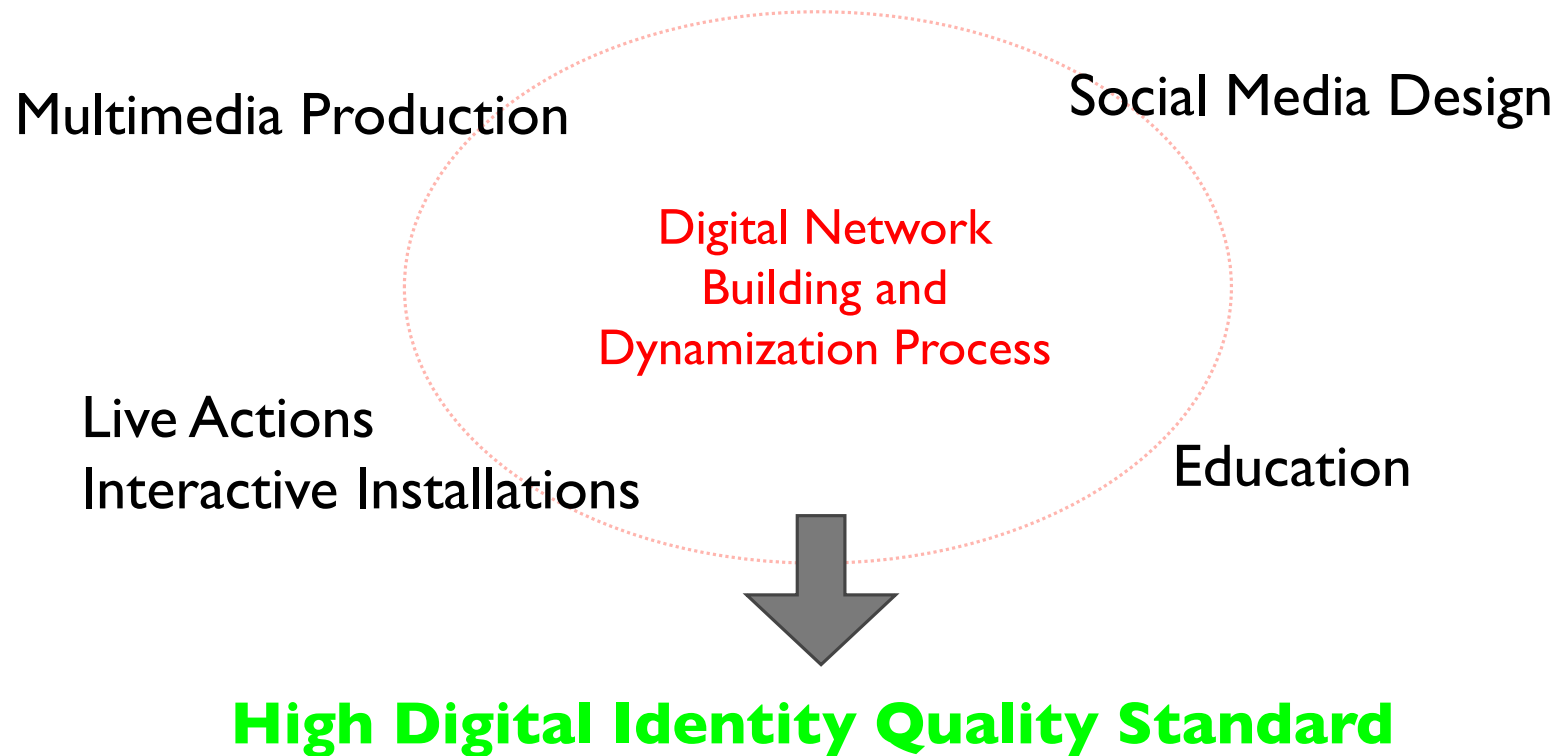
Creative Marketing Model developed in  
**CREAMEDIA**

Creative Industry Business Program  
BarcelonaActiva (Barcelona)

With the support of  
**Tecnopolis** (Bari)



## DIGITAL MODEL AND STRATEGIC PROCESS



# SOCIAL MEDIA: THE DIGITAL IDENTITY QUALITY STANDARD



DID (Digital Identity) measure the degree of maturity and penetration of networks on sharing and connective platforms.



# APSTI DIGITAL IDENTITY QUALITY STANDARD

Italian National Network of Scientific and Technological Parks

Area Science Park Parco Tecnologico Padano Vega Park	Environment Park Molise Innovazione Palmer
Friuli Innovazione PST Tecnomarche	Parco Scientifico Romano PST KR
Polo Tecnologico di Navacchio Pontech Kilometro Rosso Veneto Innovazione	Science Park RAF Servitec Star Verona Technapoli Tecnopolis
PST Galileo PST Sicilia Sardegna Ricerche	Toscana Life Sciences Umbria Innovazione
APSTI	Tecinnova Parma Tecnopolo

DID	Twitter + Facebook + Others
DID	Twitter or Facebook + Others
DID	Others
DID	Only RSS
DID	Without RSS
DID	Down



Other Case Studies:  
Wainova, Apte, Sardegna Ricerche,  
Tecnopolis

# APSTI: HIGH DIGITAL IDENTITY QUALITY STANDARD

Italian National Network of Scientific and Technological Parks

Area Science Park	Environment Park
Parco Tecnologico Padano	Molise Innovazione
Vega Park	Palmer
Friuli Innovazione	Parco Scientifico Romano
PST Tecnomarche	PST KR
	Science Park RAF
Polo Tecnologico di Navacchio	Servitec
Pontech	Star Verona
Kilometro Rosso	Technapoli
Veneto Innovazione	Tecnapolis
PST Galileo	Toscana Life Sciences
PST Sicilia	Umbria Innovazione
Sardegna Ricerche	
APSTI	Tecinnova Parma
	Tecnopolo

DID	Twitter + Facebook + Others
DID	Twitter or Facebook + Others
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Tecnopolis

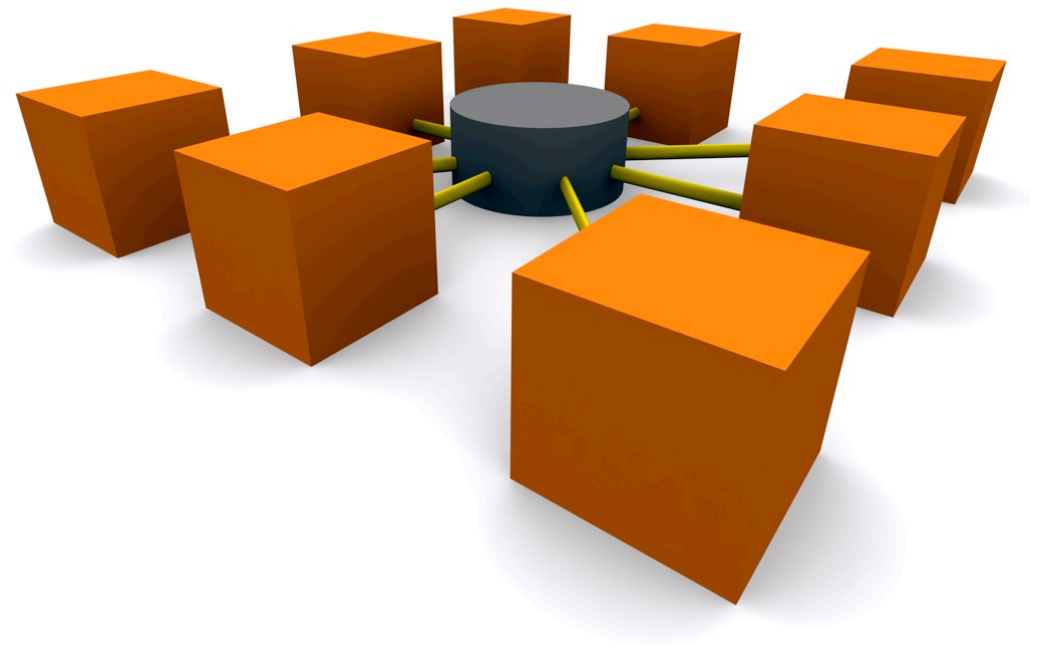
# NETWORK DYNAMIZATION

Creating an Autopoietic Complex System

Connect all the internal nodes of a network among themselves.

Connecting the network with other existing network enabling an autopoietic dynamic

*Autopoiesis and Autonomy of living systems*  
Francisco Varela and Humberto Maturana

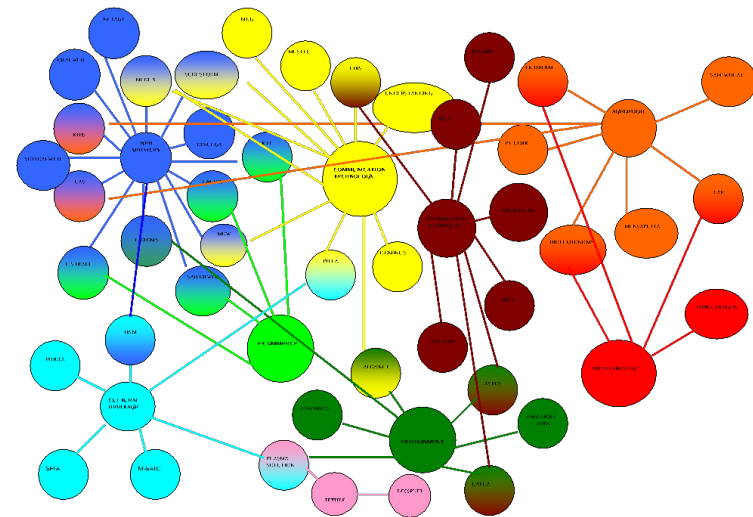
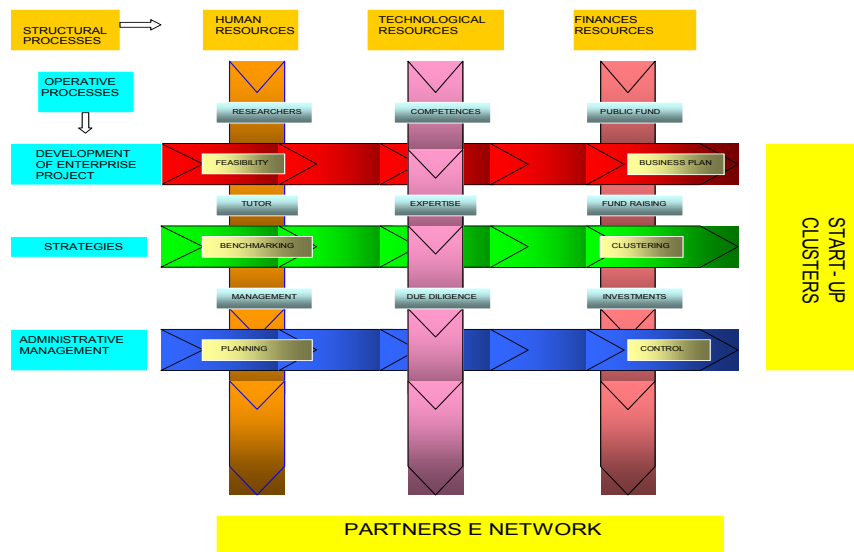




# CI-BARIUM: Media Haka + Tecnopolis = Epistemic Incubator (Budapest 2008)

A scale free network model for self-organization of start-up clusters.

The cluster could represent a new knowledge system with high complexity and “entanglement” so that becoming a self growing network of know-how and information flow.



# REMIP - RETE MEDICINA INTERNA PUGLIA

Digital Network building and dynamization



[www.remip.it](http://www.remip.it) a platform fully integrated with digital media tools

**Social Media Design:** Remip on Facebook and Twitter, Stumble, Delicious, Slide Share and Scribd

**Multimedia Production:** Scientific contents comes from nodes of the network REMIP and from a range of selected sources.

- Remip News: articles
- Remip Video: constantly updated video archive on Best Practices in Internal Medicine.
- Remip Map: Geolocalization Systems

## **Education**

Guides

E-books

# REMIP - RETE MEDICINA INTERNA PUGLIA

## Benefits



Partnerships

Synergies

Exchange

Best Practices

Research Visibility

Proximity

Digital identities

Training

A screenshot of the REMIP website interface, overlaid with a network diagram consisting of blue and green circles connected by black lines. The website features a map of Puglia with numerous location pins, a navigation menu, and several content sections.

**REMIP**  
Rete Medicina Interna Puglia

About | Rete Unità Operative Regione Puglia

REMIP Map

Visualizza REMIP Rete Medicina Interna Puglia in una mappa di mappa dimensioni

**REMIP Video**

**BEST PRACTICES**

**Surviving a Sudden Cardiac Arrest**  
By remip

**REMIP News**

**La Centralità degli Internisti**  
18/03/2011  
tyremip

Il «New England Journal of Medicine» pubblica regolarmente dal 2009 aggiornamenti sulla formazione medica e sull'organizzazione ospedaliera. Da una recente analisi è emerso che negli Stati Uniti, nel corso degli ultimi 13 anni (1996-2009) la presenza degli specialisti in Medicina Interna («gli hospitalist») all'interno degli ospedali è passata dal 5,6% al 19%, a differenza di quanto è avvenuto per altre figure specialistiche (gastroenterologia, cardiologia, nefrologia ecc.) che in termini di incremento non hanno registrato aumenti significativi nel periodo preso in esame. Il progressivo incremento dei medici internisti negli ospedali americani è andato di pari passo con l'innalzamento della vita media della popolazione e con il conseguente aumento di patologie

**REMIP Social**

**RESOURCES RADAR**

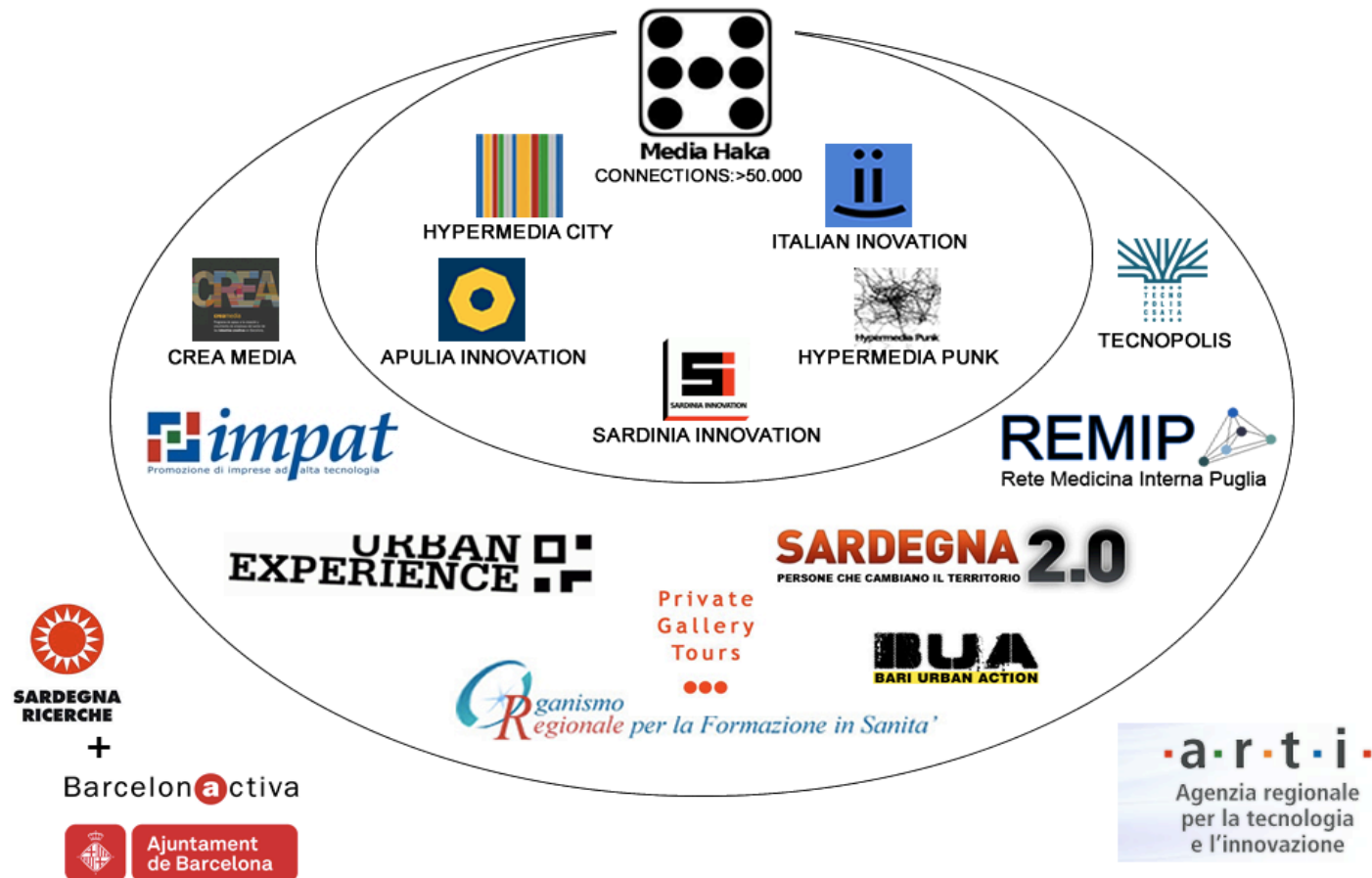
Alzheimer Calls Internal Medicine Lungi  
Microanatomy  
Nutrigenomics  
Radiopharmaceutics REMIP  
Research Thromboembolism

**REMIP SOCIAL WEB**

Remip su Facebook

REMIP Rete Medicina Interna Puglia

# MEDIA HAKA NETWORK OF NETWORKS

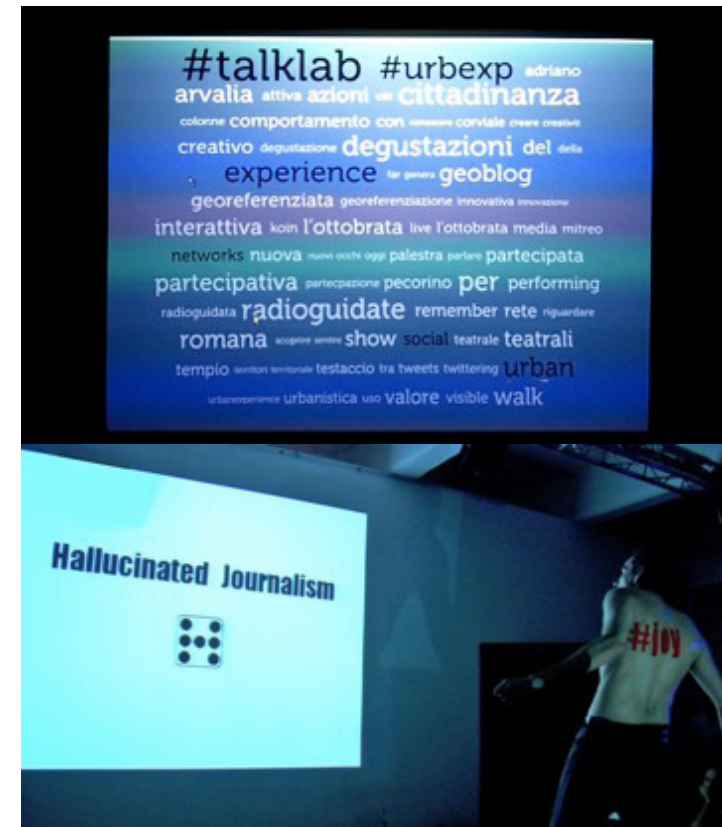


## EVENTS: real time coverage 2.0 and network creation



Innovation Journalism / Live Broadcasting /  
Infodesign / Dynamic Database Building / Buzz  
Real-Time networking / Low communication Cost /  
Lectures / Papers / Instant E-book /  
Instant Blogging / Videotagging / Geolocation /

Interaction Design / Data Art Visualization /  
Software Art / Web / Performances  
Social Media Dinamization / Crowdsourcing /  
Workshops



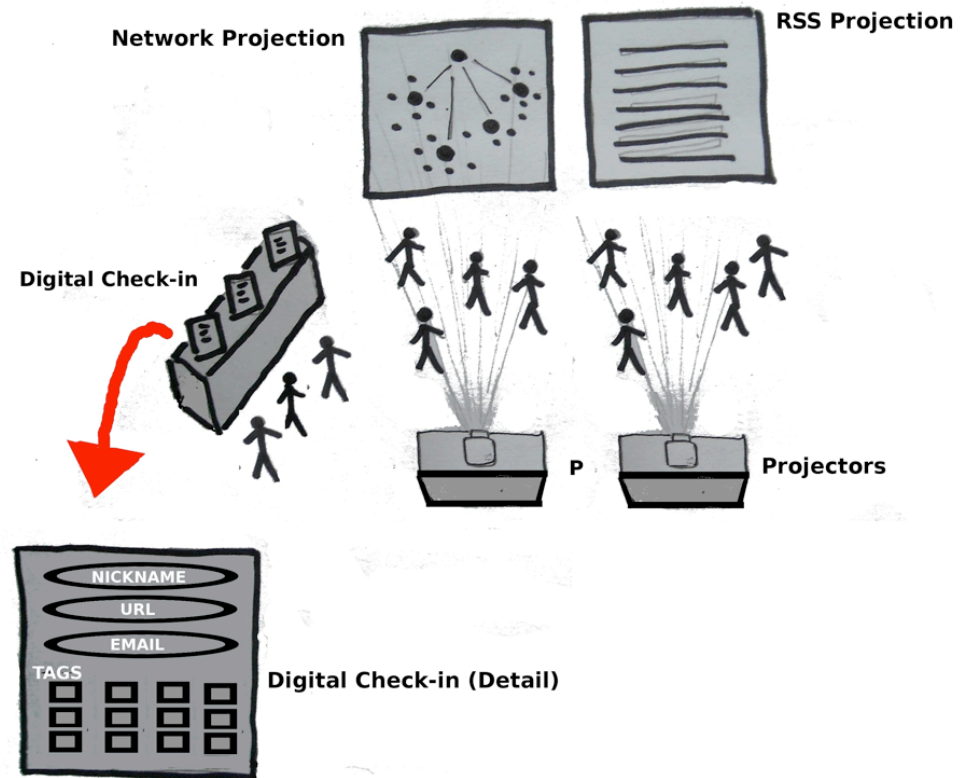
# SOCIAL MEDIA SCULPTURE

## Interactive Installation



Live Network modeling by tags and  
Data Art Visualization

User Specific  
Info-Sourcing model

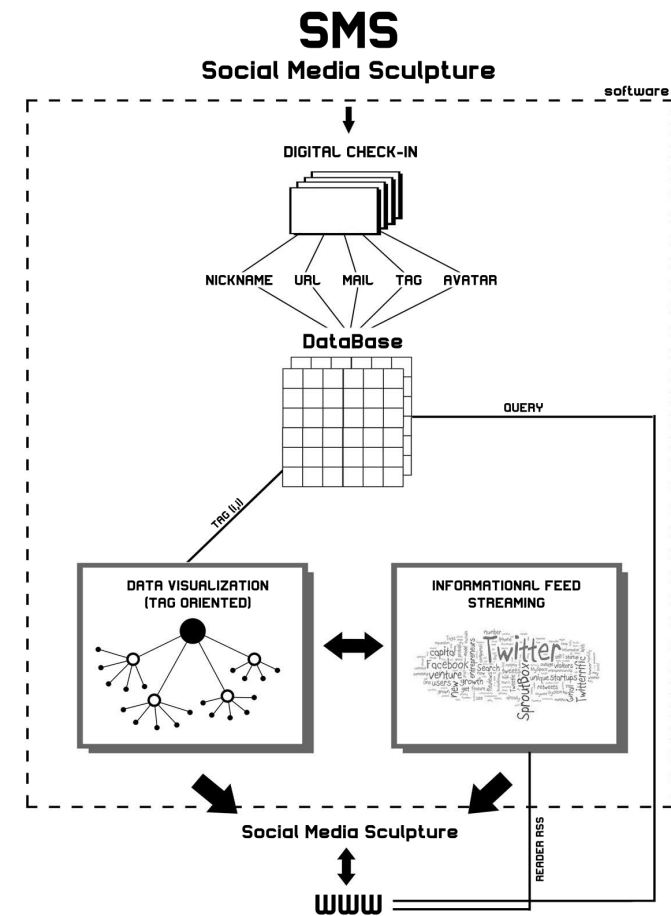




# SOCIAL MEDIA SCULPTURE

## Data Processing

Each user will receive by email the network URL list related to his specific interests (Tags)





## DIGITAL KAMATE

### Education Format

#### **Hybrid Social Media Training**

A live networking action that allows the participants to:

- Optimize their digital identity
- Learn how to use Social Media for their business
- Create a Real Time Network
- Make a Real Time Social Media Marketing Campaign

Lenght: 4h or 8h



OUR NETWORK IS (Y)OUR HOME



## Urban Experience: The "Ottobrata Romana" and the Multimedia City

Published on 2010/10/12



The "Ottobrata Romana" is a state of mind perceived by many Romans, but it was never raised as an event. Today, that sentiment is reinterpreted in a project of Urban Experience that aims to harmonize the traditions, through the staging of local memory, with the innovation of multimedia and social networking to establish a state of mind, a development model through the creative

use of the City.

[\(Read All\)](#)

## TICTAC : Trajectory of Ideas and Cooperations of Actors in the dynamic of Creation

Published on 2010/6/9

How the analysis of video image can help us understand the process of creativity? What specific tools do we have to develop to be able to skim through the recordings of a brainstorming and gather new ideas from it a posteriori ? The analysis of a creative session or an artistic creation through different reading grids and interests is at the core of the TicTac project.

[\(Read All\)](#)

## CLOSER: innovative interaction techniques like Augmented Reality

Published on 2010/6/9



The goal of the CLOSER project is to bring audiovisual archives in a more direct relationship with the audience, using innovative interaction techniques like Augmented Reality. Audiovisual cultural heritage collections nowadays are becoming accessible on a large scale through digital networks. Innovative ways of presentation and interaction can create an added value in disclosing these archives to the audience. CLOSER is a

Advertising Aerospace Art Barcelona Boston  
Bruxelles Budapest Cagliari Cccb-Lab Citid  
Digital-Art Digital-Culture Digital-Cultures Events  
Gent iMAL Interaction-Design Internet IRI  
Kitchen Marketing Milano MIT Mobile Ninja-Lab  
Oslo Paris Research Robotics Roma Rotterdam  
Sao-Paulo Sardegna-Ricerche Senseable-City-Lab  
[Smart-Guides](#) Stockholm Timelab  
Urban-Experience V2\_ Web-Design [\[All Tags\]](#)

## CRS4 - Centre for Advanced Studies, Research and Development in Sardinia

Published on 2011/6/12



The company pursues scientific research and technology development and innovation, delivers further scientific and technical education and training, and provides advanced services in the sectors of high-performance computing, scientific imaging, simulation, modelling, bioinformatics and ICTs in general.

[\(Read All\)](#)

## Urban Experience, the New Network Value of the Interactive Citizenship in Rome

Published on 2010/10/12



Urban Experience is a design that include not only spectacular events but an accurate consideration about possible new development models based on the creative use of the city from urban

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Hypermedia City



2,364 people like Hypermedia City.

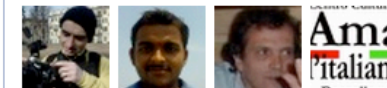


Sian

Tamer

Nol

Chà



Davide

Vishnu Janai

Moreno

Centro

## Complex City Ranking

[Roma](#)

[Stockholm](#)

[Cagliari](#)

[Paris](#)

[Milano](#)

[Sao Paulo](#)

[Boston](#)

[Barcelona](#)



## Media Haka a TecArtEco: l'Innovazione è green

Published on 2011/5/16



A Tec Art Eco, il Festival delle tecnologie applicate all'arte, in programma a Lugano dal 4 all'8 maggio 2011, la Tactical Media Company catalana proporrà le sue soluzioni di real-time info curation e info design in collaborazione con Urban Experience.

di Monica Mureddu

[\(Read All\)](#)

## ForumPA 2011: Il Walk Show alla scoperta del Cloud Computing

Published on 2011/5/12

40 radioline e un microfono. Ecco un nuovo modo per vivere l'expo di FORUM PA 2011 che presentiamo grazie ad una collaborazione con urban experience, un progetto di comunicazione per vivere lo spazio pubblico delle città. Cerchiamo di capire con l'ideatore e animatore del format Carlo Infante in cosa consisterà questa "passeggiata guidata tra gli stand"

di Tommaso Del Lungo



Art Barcelona Biotech Books  
Cloud-Computing CNR Culture  
Economy Education Energy  
Engineering English **Events**  
Festival-Creatività Firenze  
Food&Drink Green Health  
ICT Industry Internet Italttrade  
Librazioni Media-Haka Milano  
Mobile Mobility Nanotech PA  
Research Roma Science  
Security Smau Social-Network  
Software Sonda Start-Up  
Technology Urban-Experience [All  
Tags]

## uQR.me: la prima social utility per condividere contenuti web nel mondo reale con i QR

Published on 2011/3/30



Cos'è un codice QR: strani quadrati pixelati appaiono i

riviste, manifesti e quotidiani, ma molti non sanno che quei simboli si chiamano QR e possono riprodurre graficamente un indirizzo internet. I QR all'inizio erano alla portata di

## facebook



Italian Innovation



1,743 people like Italian Innovation.



Eugene's



Davide



Sabatino



Barbara



Andriy



Comune



Simone



Antonio



## Apulia Innovation al Festival dell'Innovazione tra Ricerca, Reti Complesse e Intraction Design

Published on 2011/6/12



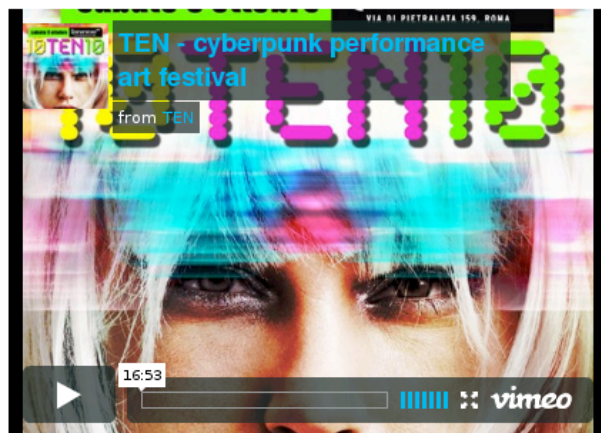
Il Festival dell'Innovazione 2010 in Puglia coincide con la prima uscita sul campo della troupe di citizen journalism Apulia Innovation. Apulia Innovation è un progetto di ricerca sviluppato dal dottorando Fabrizio



## Dal Cyberpunk all'Hypermedia Punk: il Citizen Journalism diventa Teatro

Published on 2011/6/12

In occasione di Ten10, la maratona Cyberpunk in programma a Roma il 9 ottobre 2010, il collettivo Hypermedia Punk ha presentato in anteprima "Hallucinated Journalism" una performance che mette in scena un dialogo tra "L'Artista" e il "Giornalista" in una dimensione spazio-temporale di cui si sono perse le coordinate.



TEN - cyberpunk performance art festival from TEN on Vimeo. [\(Read All\)](#)

## a #ForumPA 2011 si incontrano le reti per l'innovazione del Paese

Published on 2011/5/10

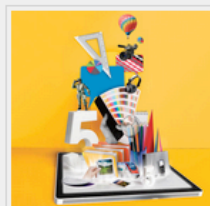


"Siamo tutti nodi della stessa rete": questo il tema guida della ventiduesima edizione di FORUM PA, in calendario alla Nuova Fiera di Roma da lunedì 9 a giovedì 12 maggio.

Aerospace Agronomics Art  
Bari Biotech Brindisi Calls  
Culture Education Electronics  
Energy Engineering English  
Enterprise EU Events  
Festival-Innovazione Fiera-  
Levante Foggia Green Hi-  
Tech ICT Industry  
Internationalization  
Internet Lecce Mediterranean  
Mobility Nanotech Patents  
Photovoltaic Research  
Salento Science Social-Networks  
Spin-off Technology-Transfer  
Tourism University Video  
[All Tags]

## Neural devices stimulate growing market

Published on 2011/6/12



A startup in San José, California, hopes to get regulatory approval soon to sell what could be its first of a family of

## facebook



Apulia Innovation

Like

1,729 people like Apulia Innovation.



Davide



Turismo



Giovanni



Alessandra



Capit Puglia



Elena Chiare



Andrea



ArtVillage



## Michel Maffesoli: "Technomagie" - Apulia Innovation Videotag

Published on 2011/6/12

L'intervista di Apulia Innovation Equipe a Michel Maffesoli durante il Public Camp 2010 al Festival dell'Innovazione di Bari (1-2-3 Dic 2010).







## Sicurezza Informatica: Hacker, VoIP e Smartphone

Published on 2011/6/11

Lunedì 13 giugno alle ore 15.00, presso l'Auditorium di Tiscali, si terrà il terzo appuntamento dei "Colloquia CRS4 2011", dal titolo: "Sicurezza Informatica". Il seminario, articolato in tre interventi, sarà curato da Raoul Chiesa, Hacker etico e dirigente presso la @Mediaservice.net, società leader in Italia per la sicurezza informatica, e da Alessio Pennasilico, esperto di sicurezza della Alba S.T.

[\(Read All\)](#)

## Summer school - NGS and GWAS for complex and monogenic disorders

Published on 2011/6/9

The Istituto di Ricerca Genetica e Biomedica (CNR-IRGB) and CRS4 are organizing a Summer School on Next Generation Sequencing and Genome Wide Association Studies from 5 to 9 September 2011.

[\(Read All\)](#)

## Lentiviral-Based Vectors: Development and Biotechnological Applications

Published on 2011/6/8



Park of Sardinia in Pula.

On 16 June 2011 at 11:00, a seminar entitled "Lentiviral-Based Vectors: Development and Biotechnological Applications", organised by the Sardegna Ricerche and promoted by Enterprise Europe Network, will be held at the Technology

[\(Read All\)](#)

## Sardegna Ricerche: Small Molecules in Bioinformatics

Published on 2011/6/7



the Science and Technology Park of Sardinia in Pula (Italy).

Sardegna Ricerche in collaboration with the European Bioinformatics Institute (EMBL-EBI) is organising a workshop on "Small Molecules in Bioinformatics". The workshop will take place on Wednesday 28 September 2011 from 09:30 at

[\(Read All\)](#)

<http://www.facebook.com/giuly.mirto>

Agronomics Alghero Art Barcelona  
Biotech Blog Books Cagliari  
Calls CRS4 Culture Education  
Energy English Enterprise  
Europe Events Food&Drink  
Genetics Green Health ICT  
Internationalization Internet Nanotech  
Nuoro Open-Source Oristano PA  
patents Porto Conte Research  
Sardegna Sardegna Ricerche  
Sardegna-2.0 Sardegna-Ricerche  
Sassari Science Start-up University  
[All Tags]

## Open Database Camp: Giuseppe Maxia racconta il mondo dell'Open Source

Published on 2011/5/10



Si è svolto in Sardegna il 6-7-8 maggio, il quarto convegno internazionale sui database aperti. Il convegno ha riunito esperti di database aperti da tutto il mondo. L'anima dell'iniziativa è Giuseppe Maxia, ben noto negli ambienti open source per essere stato il Community Manager di MySQL dal 2006 al 2010. Attualmente è QA Director di Continuent, Inc, un'azienda che produce software di replicazione dati con database

## facebook



Sardinia Innovation



5,310 people like Sardinia Innovation.



Moto



Simone



Casa Museo



Ester



Giuly



Giusi



Monica



Mike



**SARDEGNA 2.0**  
PERSONE CHE CAMBIANO IL TERRITORIO





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