



21min

KNOWLEDGE OF EXCELLENCE

INFORMAZIONE

YOU COME FIRST

www.21min.org



WHY 21 MINUTES?



21 minutes as the average attention threshold.

21 as in **minutes** available to each of the **21 guests** to share their contribution of meaning.

21 as the agenda twenty one, the program by the United Nations dedicated to **sustainable development**.

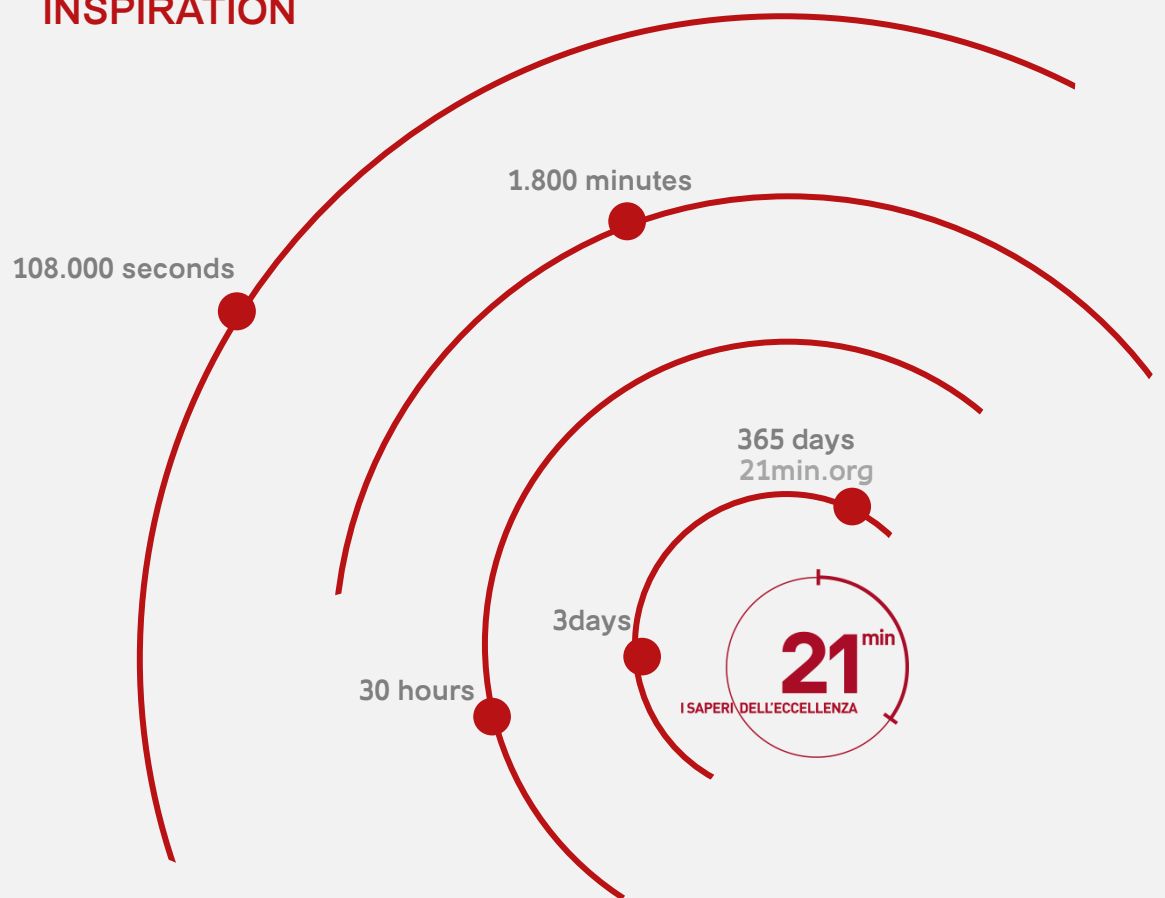
Article 21 of the Italian Constitution: 'free to manifest one's own thought...'

WHAT IS 21 MINUTES?

21 minutes is an **editorial platform**: a constantly updated observatory, which, in a meticulous way, selects the most brilliant minds of philosophy, art, science and economy with the mission to divulge innovative and sustainable **visions, creativity and strategies**. Knowledge that is surely not to be found in academic textbooks.

21min.org is the platform on which the **best performances** from the conferences are shared for free. More than one hundred videos are now available, whilst new performances and interviews are being uploaded periodically.

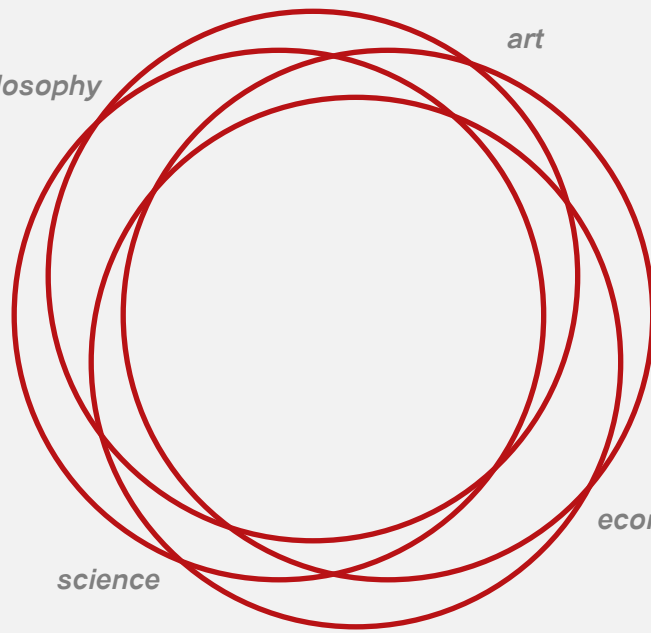
INSPIRATION



...reaches us at any times

philosophy

art



science

economy

...reaches us through anything



...reaches us through relationships

21 minutes, conceived by **Patrizio Paoletti**, is an **annual conference** dedicated to twenty-one stories of excellence told in three days by 21 international speakers who each have 21 minutes to share their own contribution of meaning through brief presentations, musical and artistic performances.

WHAT MAKES 21 MINUTES UNIQUE?

An innovative dimension aimed at the discovery of useful **strategies to constantly reinterpret the various solicitations that reach us in order to carry out successful actions.**



21minutes is not only an annual event but a **multidisciplinary platform** where one can meet models of excellence in order to share motivational strategies and paths able to sustain us in the attainment of our objectives.

21min.org rests upon four pillars, which are at the basis of human development: philosophy, art, science and economy.

21 minutes is a community, a network of individuals and of societies that have understood that the **power of ideas** and of **sharing** can promote a new way of thinking and move the world to a higher level.



WHO ARE WE





INFORMAZIONE

A society founded in 1999 specialized in **directional consulting** and in the study of **formative projects** created and personalized for each single client. InformaAzione has developed numerous activities in Italy and Europe, particularly courses, seminars and master programs in the field of management, characterized by a very involving style, breaking away from the business formation in the lecture hall.

The methodology of InformaAzione is based on an innovative system of formation of practical ideas and instruments orientated towards the development of the potentials of a company and the individual, **PTM®** (Pedagogy of the Third Millennium).

(www.informaazione.org – www.21min.org)



PREVIOUS EDITIONS

3

21minutes – 2009 edition



21minutes – 2010 edition



INSTITUTIONAL

MINISTRY OF FOREIGN AFFAIRS

MINISTRY OF YOUTH'

MINISTRY OF TOURISM

EUROPEAN YEAR OF CREATIVITY AND INNOVATION

MEDIA

RAI.TV

TVN MEDIA GROUP

CORPORATE

RENAULT

HONDA

ELECTROLUX

MONTBLANC

OKINAWA

CONTADI CASTALDI

DESALTO

FERRARI SPUMANTI

LUOGHI SPECIALI

ADACI

AREA SCIENCE PARK

SPEAKERS EDITION 2009



Starting clockwise from the top left: **Tegla Loroupe** – marathon runner; **Giovanni Bignami** – astrophysicist; **Giacomo Rizzolatti** – neuroscientist; **Patrizio Paoletti** – chairman 21 min; **Shlomo Ben ami** – historian; **Michael Gazzaniga** – neuroscientist; **Nives Meroi** – rock climber, **Claudio Gubitosi** – director of Giffoni Film Festival; **Davide Oldani** – chef; **Rita El Khavat** – Nobel Peace Prize candidate; **Erno Rubik** – designer; **Letizia Giuliani** – Prima Ballerina; **Raj Patel** – economist; **Mario Brunello** – Cellist; **Erin Gruwell** – teacher; **Pier Mario Vello** – manager; **Mario Cucinella** – architect; **Gilead Sher** – lawyer; **Sunnit Bunker Roy** – social entrepreneur; **Julio Velasco** – Coach, **Tara Gandhi** – social entrepreneur

SPEAKERS EDITION 2010



Clockwise from the top left: **Andeisha Farid** – founder of AFCECO; **Dan Serfaty** – CEO Viadeo; **David Gross** – Nobel prize winner in Physics; **Edoardo Boncinelli** – geneticist; **Emmanuel LePrince** – founder of Comite' Richelieu and Pacte PME; **Mara Galeazzi** – etoile London Royal Ballet; **Mario Calabresi** – writer and journalist; **Riccardo Donadon** – entrepreneur; **Sam Say** – social entrepreneur; **Oscar Giannino** – writer and journalist; **Susan Polgar** – Grand Champion of Chess; **Woodrow Clark II** – Nobel Peace Prize winner; **Giacomo Campiotti** – director; **Moshe Abeles** – neuroscientist; **Natasha Korsakova** – violinist; **Alberto Bertone** – CEO San't Anna; **Alessandro Sannino** – researcher; **Josefa Idem** – olimpic champion; **Luciano Mazzetti** – pedagogist; **Patrizio Paoletti** – chairman; **Alessandra Sensini** – olimpic champion



CONFERENCE 2011



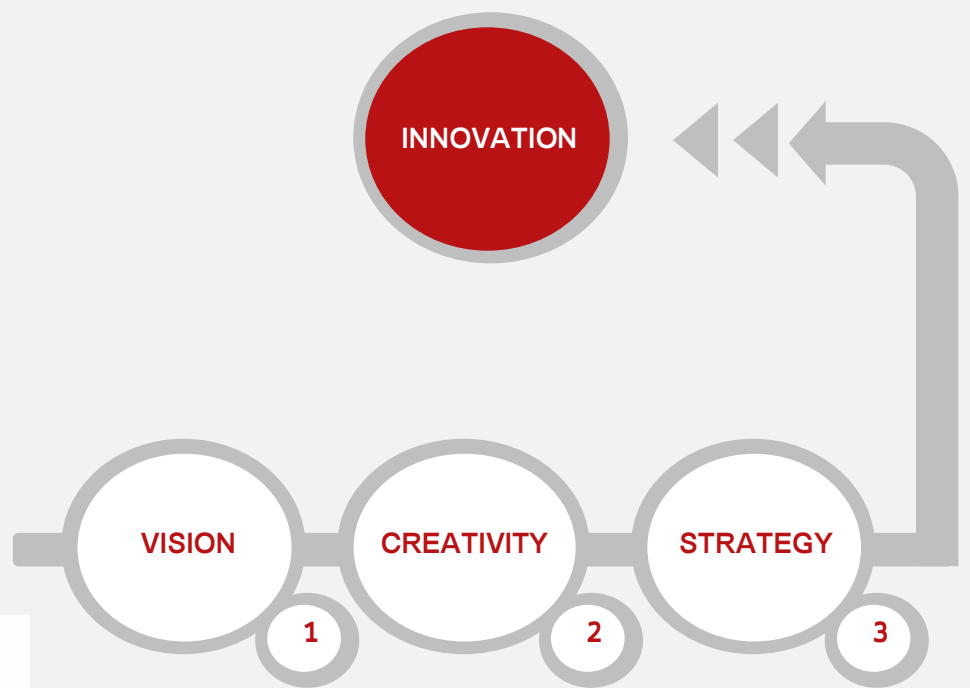
For **2011** we are assembling a cast of speakers able to bring to life in you as never before, vision, creativity and strategies. Scientific pioneers, writers, entrepreneurs, artists, philosophers and visionaries from all parts of the globe.

21MINUTES 2011 EDITIONS: SCIENCE

Imagine a **scientist** who describes one of the most astonishing surprises of nature. Imagine an **inventor** that reveals a new technological discovery. Imagine an **astrophysicist** who uncovers the secrets of the universe and a neuroscientist who reveals the secrets of the human mind.

Now open your eyes: you are at 21 minutes.

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MARTIN CHALFIE – biologist and Nobel-Prize winner for chemistry 2008

EMILIO BIZZI - neuroscientist

GIORGIO PASOTTI – actor and writer

PATRICIA CHURCHLAND – neuro-philosopher

MARIO LIVIO - astrophysicist

MARINA SALAMON - entrepreneur

CARLO RATTI – architect and engineer

CHARLIE AYERS – chef and entrepreneur

LORETTA NAPOLEONI - economist

SELENE BIFFI – social entrepreneur

PATRIZIO PAOLETTI - chairman

FEDERICO RAMPINI – journalist and writer




**PREVIEW
21MINUTES
A YEAR OF EXTRAORDINARY SCIENCE
MILAN
17 -18 -19 NOVEMBER 2011**



WHAT THEY SAY ABOUT US





21 minutes is an innovative idea in the world of communication and formation. It is a place of *capacity* and *resources*, essentially it is a place where the various knowledge produced by humankind until today, and particularly the most recent discoveries that humanity has made of itself and its functioning, can be *shared*.

- Patrizio Paoletti, chairman 21 minutes



An immense injection of enthusiasm from the remarkable messages transmitted by the exceptional speakers.

(Alberto Galgano – Presidente Galgano e Associati)

An intelligent format which leaves the participants with the desire to discover and act with excellence.

(Simona Vandelli - Head of Events and Sponsorship Media Relations and Corporate Communication, Vodafone)

A unique event among its kind that cannot but leave something new in who has participated!

(Federico Pellini – A.D. Pellini Caffè)

A grand event. Grand people. Exactly what is needed in this moment.

(Benito Guerra – Presidente Robur)

I listened to the lives of people who have made the difference. This event has been a moment of great inspiration for me and my collaborators. True sustainability is aspiring towards excellence.

(Oscar Di Montigny - A.D. Mediolanum Corporate University)

True thanks. I have learned, thought and I had fun. I cannot ask for more. My compliments. Patrizio is first-rate in how he manages the stage, the auditorium, the guests and the rhythm.

(Andrea Apàro - Scientific Advisor CTO , Finmeccanica Spa)

It reminded me that my origins are not necessarily my destination and that in each moment I have the responsibility to choose who I am and where I want to go... Thank you, I needed that!

(Francesca Natale - Head of HR Fastweb)

21 “know how’s’ of excellence” in order to improve the world.
(Corriere della Sera)

In order to find new and efficient keys to the reading for a more sustainable and humane growth.
(Donna Moderna)

21minutes, a unique occasion.
(Il Giornale.it)

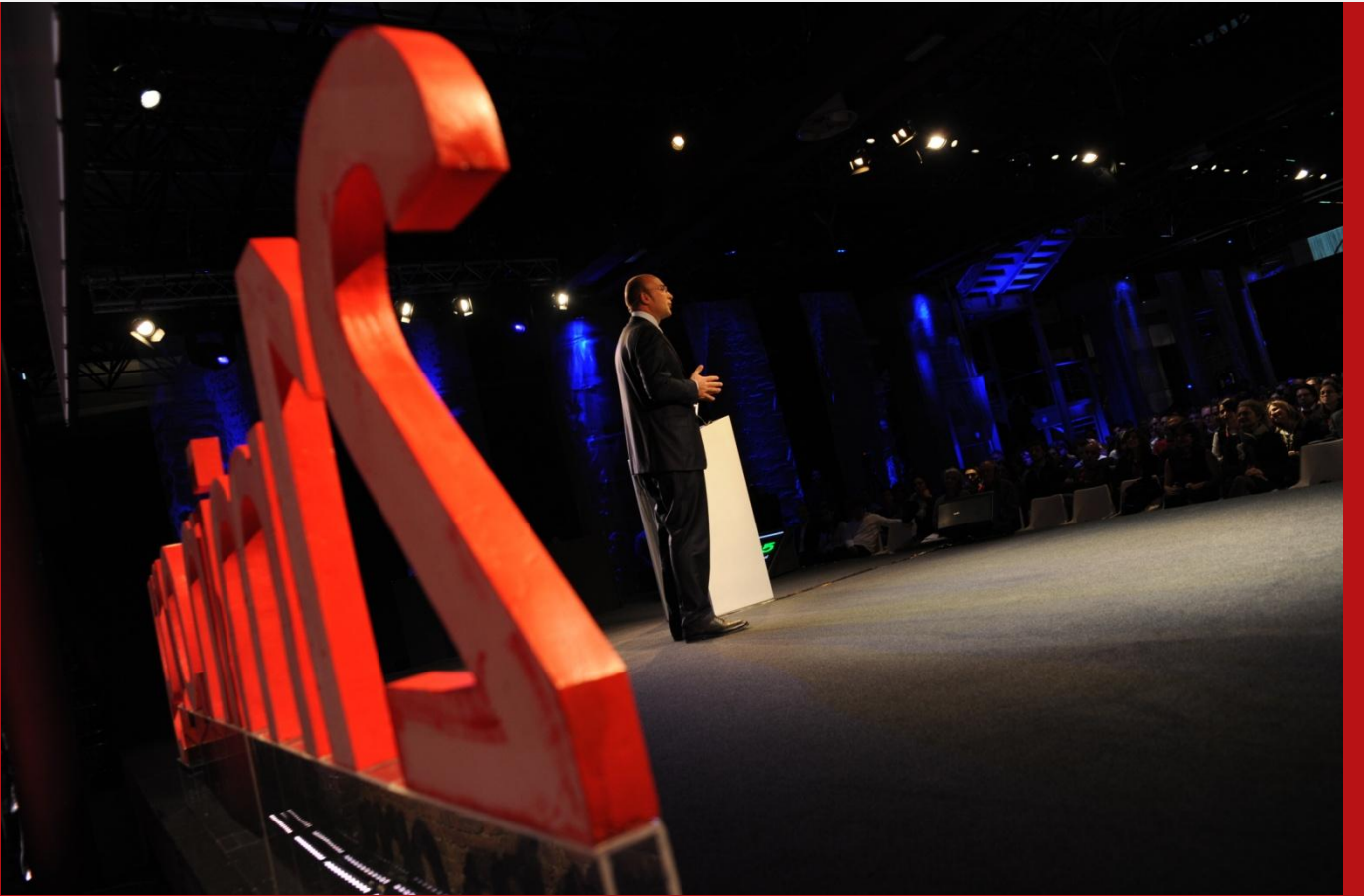
An open ‘Think Tank’ for anyone who would like to find new stimulus.
(Corriere del Web)

Twenty-one excellent minds, united in Milan, have traced the path of tomorrow. Starting from today.
(IO Donna)

Twenty-one excellent personalities to share their vision and their successes.
(Vanity Fair)

21 minutes is much more than an international conference: it is a thought, a method of working to inspire excellence.
(Libero Stile)

One returns home with a clear message in ones head: everyone of us has in themselves ideas and excellence.
(My Marketing.net)





PARTNERSHIP





21minuti – Renault zero emission



21min PARTNERSHIP

21minutes is a space for **businesses** that desire to **share** their **excellence**.

The Partnership with 21minutes makes the businesses real **agents of change** in an environment that realizes vision, creativity and strategy.

A long-term relationship with shared values contributes in a substantial way to the managerial formation for a **sustainable business**.



21minuti – Desalto



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