



UniSR
Università Vita-Salute
San Raffaele



I.R.C.C.S. Ospedale
San Raffaele
50 anni di Ricerca.



Advanced Technology
in Health and Well-Being



IRCCS San Raffaele Hospital and Vita-Salute San Raffaele University together in Venice with the Neuroaesthetic Photography project NEFFIE, 50 years after FRANCO VACCARI's iconic Photomatic

Milan, October 21, 2022 - From Tuesday, October 25 to Saturday, October 29, the Research Center for Advanced Technology in Health and Well-Being of IRCCS San Raffaele Hospital, in collaboration with ICONE, the European Research Center in History and Theory of the Image of Vita-Salute San Raffaele University, will be present in the heart of Venice, at the prestigious Beatrice Burati Anderson Gallery, with the Neuroaesthetic Photography project **NEFFIE**.

The project, in its new *Virtual Exhibition in real time no. 4*, is an explicit tribute to the Franco Vaccari's iconic artistic operation presented fifty years ago at the Venice International Art Biennale (1972).

The protagonist is a complex technological platform, which, through the use of specific biosensors and an **Artificial Intelligence** algorithm, reprocesses the emotional-cognitive responses of the observer activated by the sight of one of the NEFFIE photographs, defined as “metapictures”, generating a tangible representation of what was seen and perceived. The result is a **Cognitive Photograph (COFFIE)**, produced by the photo booth, associated with and **NFT** and interconnected to the others in ETT's collective **Metaverse**, accessible through the website www.neffie.eu designed by Engitel, with the support of the digital image management platform of Memoria.

The exhibition will be enriched by some talks dedicated to the complex and ramified relationships that today connect artistic expression, science and new technologies, with

the aim of highlighting the crucial role of Neuroaesthetic Photography as an experimental and experiential laboratory of techno-aesthetic innovation in the socio-technological ecosystems of the future.

On Wednesday, October 26, at 4:30 p.m. in the spaces of Palazzo Vendramin Grimani, venue of the Albero d'Oro Foundation, will be held an artistic-cultural dialogue dedicated to the theme of *Art&Science*. The protagonists will be gallery owners Beatrice Burati Anderson and Lorenzo Cortesi, artist Stefano Contiero, art historian and critic Annamaria Orsini, AI expert and founder of Art-Tech Diana Vicinelli Landi and Marco Landi as president of the EuropIA Institute, who will confront each other with Francesca Pola and Alberto Sanna with the aim of bringing out possible keys regarding the future of the relationship between image and new technologies.

In line with the innovation promoted by VeniSIA and Strategy Innovation Forum activities and initiatives, *Kairos*, the innovative automatic machine created by Rhea together with opera and drama director Davide Livermore that transforms the coffee break into a 32-second multi-sensory journey into the beauty of images, the power of sounds and the pleasure of taste.

Engineer Alberto Sanna, both author and director of the Research Center Advanced Technology in Health and Well-Being of IRCSS San Raffaele Hospital, and Francesca Pola, associate professor of Contemporary Art History at the Faculty of Philosophy Vita-Salute San Raffaele University, and art-historical curator of the NEFFIE project with ICONE, the European Research Center in History and Theory of the Image of Vita-Salute San Raffaele University directed by Andrea Tagliapietra, comment: *“The fruitful interdisciplinary collaboration between the Research Center for Advanced Technology in Health and Well-Being and ICONE offers the possibility to rethink artificial intelligence, metaverse, NFTs as valuable horizons for the creation of an authentically participatory and relational art, based on the awareness and dialogue between the individual and irreproducible visual identities that populate the world. Their active cooperation on the research level highlights the importance of a renewed ethical – and*

not only aesthetic – responsibility of art, which inspires conscious behaviors and generates new visions of the world, concretizing the fundamental mission of San Raffaele Hospital and University to promote and ensure the Health of Human Being understood as a state of physical, emotional and relational Well-Being.”

Vita-Salute San Raffaele University

Vita-Salute San Raffaele University (UniSR) is a university of excellence inaugurated in 1996 and internationally recognized for the high quality of its research and teaching. With more than 4,000 students enrolled, UniSR offers bachelor's and master's degree programs, specialty schools, postgraduate master's programs and doctoral programs. Since its inception, the University has been characterized by a strong integration between research in the biomedical field and that in the socio-psychological and philosophical fields, in the belief that the improvement of the human condition cannot disregard any of these three dimensions. UniSR's biomedical research activity-translational and high-tech is conducted in synergy with IRCCS Ospedale San Raffaele, among the most important research hospitals in the country. Both institutions belong to Gruppo San Donato, the largest private healthcare group in Italy.

Website <https://www.unisr.it/>

Research Center for Advanced Technology in Health and Well-Being, IRCCS San Raffaele Hospital

The Research Center for Advanced Technology in Health and Well-Being at San Raffaele Hospital in Milan is focused on disease prevention and the promotion of well-being with Information Technology applications in Health: the eServices for Life and Health. Through Information Technology, Automation, and Robotics and in cooperation with leading industries in the medical, pharmaceutical, food, ICT, scientific research institutes and policy makers markets, it aims to enable and promote healthier and eco-sustainable and conscious lifestyles by lowering the invisible cultural, organizational, economic and environmental barriers that hinder stakeholders' efforts toward more responsible behaviors in everyday life.

Website <https://research.hsr.it/en/centers/advanced-technology-in-health-and-wellbeing.html>

ICONE - European Research Center in History and Theory of the Image

The European Research Center in History and Theory of the Image (ICONE) at the Vita-Salute San Raffaele University of Milan aims to promote the study of the figural and symbolic dimension understood as a vehicle for the vast heritage of allegories, metaphors and forms of expression that constitutes the heart of European civilization, its identity and self-understanding, as well as the cultural reservoir from which thought draws in its continuous critical and creative activity. It investigates both the traditional forms of expression of image culture (the plastic and figurative arts, architecture, theater, dance, and music) and the theoretical interrogation of photography, cinema, and the new electronic-digital media of expression.

This is the ideational fulcrum from which the Master's Degree Course in Theory and History of the Arts and Image of the Faculty of Philosophy of the Vita-Salute San Raffaele University of Milan was born, offering a training course that is unprecedented in the national university scene, based on the interweaving of the history of the arts with the theoretical knowledge and critical tools of the disciplines of the philosophical and aesthetic areas. From A.Y. 2022/2023, the course includes the launch of an innovative digital teaching project.

Website ICONE <https://www.unisr.it/ricerca/centri/icone>

Master's Degree Course in Theory and History of the Arts and Image

<https://www.unisr.it/offerta-formativa/filosofia/corso-di-laurea-magistrale-in-teoria-e-storia-arte-immagine>

IRCCS San Raffaele Hospital

San Raffaele Hospital is a research hospital and university polyclinic founded in 1971 to provide specialized care for the most complex health conditions, recognized as early as 1972 as an Institute for Hospitalization and Treatment with Scientific Character (IRCCS) for diabetology. In 1991, basic research activities began, with the inauguration of the Department of Biotechnology (DiBiT), while in 1996 the Vita-Salute San Raffaele University was established. As a consequence of the expansion of the research area, which now has more than 150 laboratories, IRCCS status was extended in 2001 to the entire field of molecular medicine. In 2012, San Raffaele became part of Gruppo San Donato (GSD), the largest private hospital group in Italy. The medical and scientific excellence of San Raffaele Hospital stems from the triple identity of the institute, a place where research, clinical and university education interact daily. Diseases are tackled at 360°, thanks to the presence of different specialists who combine their expertise in the service of the patient. From surgical robots to precision imaging and radiotherapy tools: at San Raffaele Hospital, cutting-edge technologies enable increasingly early diagnosis and more personalized treatment.

Website <https://www.hsr.it/>

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