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PROMPT

MAGAZINE



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WMF We Make Future 2024. The International Fair and Festival on AI, Tech & Digital Innovation was a record-breaking success: over 70,000 attendees from 90 countries.



The three-day event, held from June 13 to 15, 2024, in Bologna, Italy, was conceived and organized by Search On Media Group, a company that has aimed to spread digital culture since 2004. It confirmed itself as a global epicenter of opportunities and future development: an unmissable event for big tech, brands, startups, professionals, NGOs, and innovators. It recorded over 70,000 attendees from more than 90 countries and brought together 700 exhibitors and sponsors, more than 1,000 speakers on 90 educational stages, 130 institutional representatives, and over 3,000 startups and open innovation stakeholders. It reaffirmed the event's role as an international reference on innovation topics. Multiple themes were addressed, from Artificial Intelligence to tech transfer, aerospace to legal-

“A global platform for meeting, exchange, and building the future.”

ity, sustainability to the creator economy, and from accessibility to global innovation policies. Among the guests, Enrico Mentana and Milena Gabanelli were highly successful, as were Floriana Bulfon, Nestor Maslej, and Alec Ross. The event was supported by the MAECI - Ministry of Foreign Affairs and International Cooperation and ICE - Agency for the promotion abroad and internationalization of Italian companies. WMF, the only certified international fair on innovation in Italy, had Ford Italia as the Main Sponsor and enjoyed the patronage of the Emilia-Romagna Region and: Rai Regione Emilia-Romagna, the Regional School Office for Emilia-Romagna, ADCI - Art Directors Club Italiano, and saw the Ministry of Tourism and Visit Emilia-Romagna as Main Partners.

Durdust © WMF - WeMakeFuture



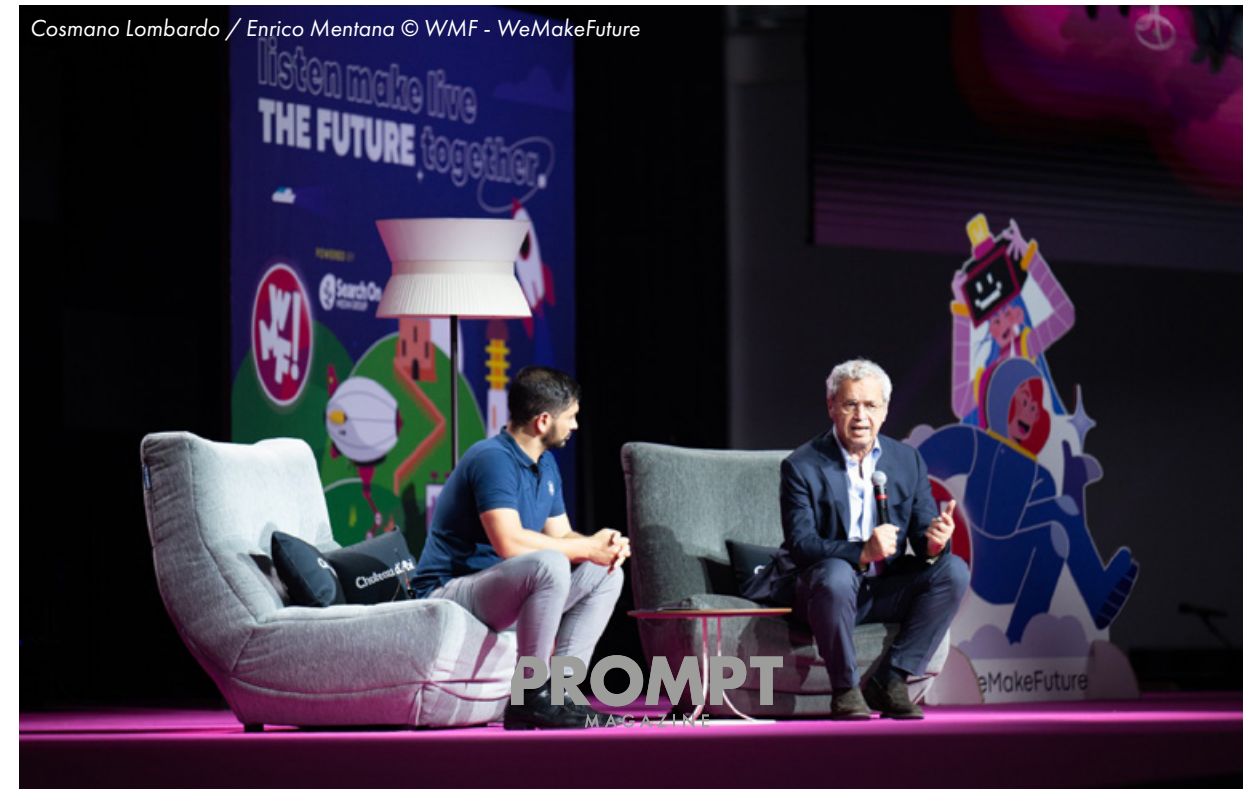
“Year after year, WMF increasingly operates as a global platform for meeting, exchange, and building the future. It is a tool and an opportunity that is in demand internationally, and the record-breaking success of this edition proves it”



Cosmano Lombardo © WMF - WeMakeFuture

Explains Cosmano Lombardo, Founder and CEO of Search On Media Group and creator of WMF: “There are many stakeholders who, during the event’s planning, asked us for opportunities to connect with markets and entities that are otherwise difficult to reach. Together with each of them, we worked to build a platform that truly connects the entire world, creating new synergies across all latitudes.” He concludes, “It was undoubtedly

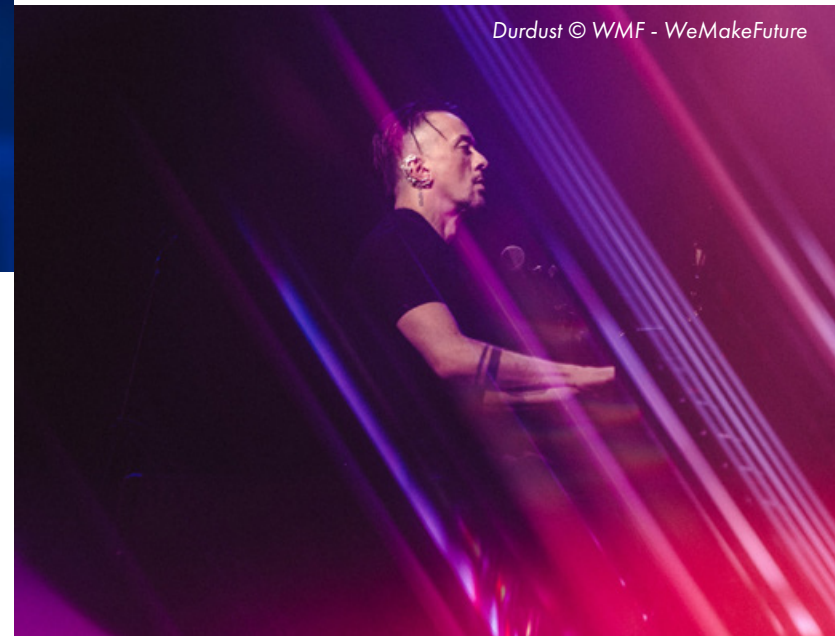
a significant investment for us at Search On, both in terms of effort and resources, as well as financially, but we are pleased to have kept the event here in Italy, in our country, making it a crucial and global hub of innovation for the three days. We hope that this record-breaking edition marks the beginning of an increasingly shared and collective journey”.



Cosmano Lombardo / Enrico Mentana © WMF - WeMakeFuture

There were 14 international pavilions showcasing and illustrating to visitors the main national innovations and collaboration opportunities. Among these were the pavilions of Germany, the Dominican Republic, Ukraine, Africa, France, Albania, the UK, Bulgaria, Spain, and Switzerland, which was awarded the Innovative Country of the Year. On the startup front, over 3,000 startups and open innovation stakeholders were present, benefiting from significant visibility, development, and business opportunities offered by the event. Each pavilion provided dedicated spaces and moments for showcasing and presenting

innovative projects through specific stages and exclusive networking events, as well as B2B areas that hosted hundreds of business meetings between startups and investors, investment funds, and incubators. Additionally, more than 80 delegates were involved in the event by ICE - Agency for the promotion abroad and internationalization of Italian companies, thanks to the synergy of more than 16 foreign offices. The fair also saw the participation of 17 Italian chambers of commerce abroad, including Mendoza, Houston, Lyon, and Dubai, with the intercameral stand of Assocamerestero



Durdust © WMF - WeMakeFuture



Macio Capatonda © WMF - WeMakeFuture

As always, the Mainstage was the focal point for the key moments of discovery and cultural dissemination, projecting participants into an increasingly near future. This year, topics explored included Artificial Intelligence, with experts such as Nestor Maslej, Alec Ross, and Emma Redmond from Open AI; robotics, featuring ErgoCub, the robot developed through the collaboration of IIT and Inail; and legality, with investigative journalist Floriana Bulfon and prosecutors Nicola Gratteri and Giuseppe Lombardo. Additionally, there were discussions on sustainability, accessibility, the creator economy, and journalism with guests like Enrico Mentana, Milena Gabanelli, and Alan Friedman. Entertainment moments were also present, with artistic performances by the deaf dancers’ group

The Silent Beat, RAI Accessibility’s LIS Performers, and the Psycodrummers. The Mainstage also featured prominent voices from the music world, including Manuel Agnelli, Fatoumata Diawara, Dardust, GAIA, Colapesce Dimartino, Kenobit, Santino Cardamone, and Mimmo Cavallaro. Numerous representatives from companies and organizations such as Open AI, Intel, AI Index Institute of Stanford University, IIT - Istituto Italiano di Tecnologia, Google, the European Commission, Monge, 3Bmeteo, WWF, Emergency, and many others were also present. These voices provided a forward-looking vision of the future that, as a global ecosystem, we are building through the tools of innovation.

A.I. Art exhibition contest: WMF and Prompt Magazine Celebrate Digital Art.



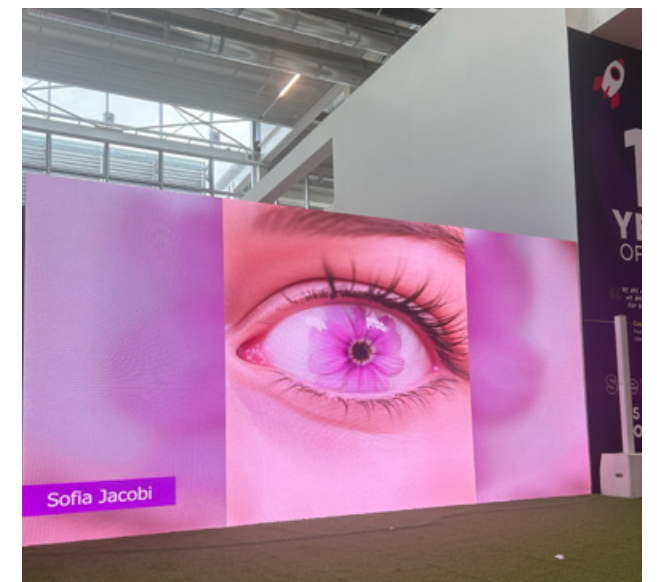
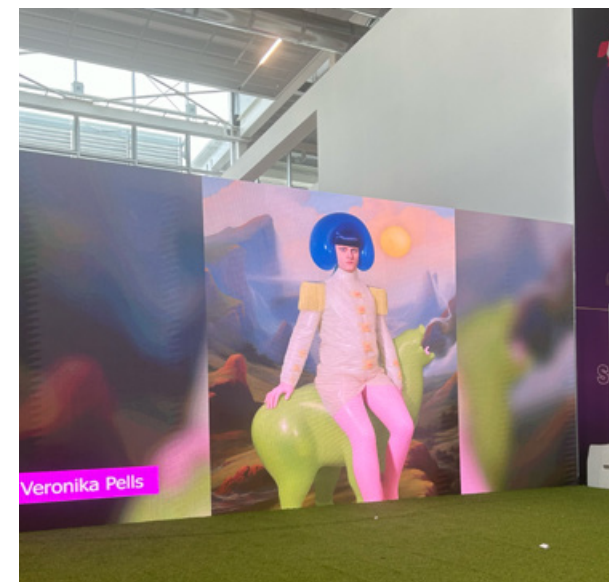
Zenaida Ossana

This year, WMF also celebrated digital art by hosting the A.I. Art Exhibition Contest in collaboration with Prompt Magazine, giving it space on a 6x3 meter LED wall.

Thanks to WMF's support, we had the opportunity to showcase and celebrate AI art with an Open Call that attracted over 500 artists from around the world. A selection of 30 artists, curated by Prompt Magazine, illuminated the entrance of Italy's only certified international innovation fair. This prominent event featured a high-impact installation: a 3

x 6 meter LED wall that made the event even more extraordinary.

WMF also provided its web app, allowing visitors to vote for their favorite artists. Let's discover the top three artists voted by the public during the three-day event.



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Ceramic Creatures



The porcelain creatures symbolize the fragility of nature, with porcelain being a natural yet easily breakable material. This delicate quality is artistically embodied in the insect designs, highlighting their intricate beauty and vulnerability. The easily forgotten little creatures that are so extremely important for a sustainable and balanced earth.

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THANKS TO MEMBERS

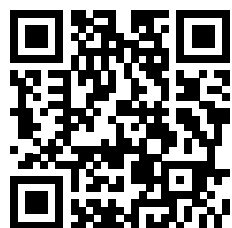
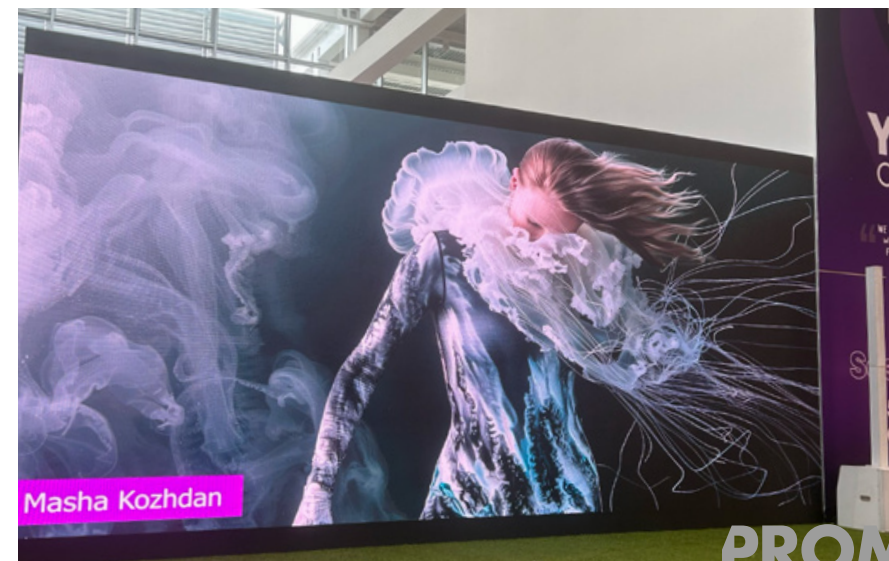
You can also find us on Patreon, where you can access the digital version of our magazine. Additionally, every month, we feature a special "Artist Showcase" of about 20 pages, entirely dedicated to the cover artist of the month. We want to express our gratitude to our supporters with a special thank you.

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