

22 November 2023

Auditorio Grande,  
Bruno Kessler Foundation, Trento

# EUFACETS

KICK OFF MEETING

## Programme



EU Face Advanced  
Communication  
for Elders Treasuring  
in Society



FARE  
RICERCA IN ITALIA  
FRAMEWORK PER LA REALIZZAZIONE E IL SOSTEGNO  
DELLE ECCELLENZE PER LA RICERCA IN ITALIA



UNIVERSITÀ  
DI TORINO



INSTITUTE FOR  
THE EVALUATION  
OF PUBLIC POLICIES  
FONDAZIONE  
BRUNO KESSLER

interacta

INSULA  
FELIX  
DI MILVA E MARTINA CORGNATI

# EUFACETS - KICK OFF MEETING

## EU Face Advanced Communications for Elders Treasuring in Society



The exclusion of elderly individuals from the digital landscape has inspired the EUFACETS project to introduce an **innovative social network model** tailored to their needs and those of their extended families. This project is focused on **developing an application** based on this model that allows users to digitize analog photos and share them with the elders digitally. The elders can then contribute **stories and memories associated with the photos**, which will be accessible to their family members. The solution primarily caters to the elders, with the goal of reuniting them with distant relatives and friends as well as reconnecting them with their pre-digital past. This initiative is committed to **avoiding the control, standardization and commercial exploitation** often seen on current digital platforms based on the face.

The project's kickoff meeting aims to gather international scholars from the fields of aging, face studies and digital technology to take a crucial first step toward creating an alternative to the predominantly quantitative and hardware-focused approach found in existing digital technology for the elders and their extended families.



L'esclusione delle persone anziane dal mondo digitale ha ispirato il progetto EUFACETS a introdurre un **innovativo modello di social network** adatto alle loro esigenze e a quelle delle loro famiglie allargate. Questo progetto si concentra sulla **sviluppo di un'applicazione** che consente agli utenti di digitalizzare fotografie analogiche e condividerle in formato digitale. Gli anziani possono poi contribuire con **storie e ricordi legati alle fotografie**, che saranno accessibili ai membri della loro famiglia. La soluzione è principalmente dedicata agli anziani, con l'obiettivo di riunirsi con parenti e amici lontani, oltre a riconnettersi con il loro passato pre-digitale. Questa iniziativa si impegna a **evitare il controllo, la standardizzazione e lo sfruttamento commerciale** spesso presenti nelle attuali piattaforme digitali.

L'evento di lancio del progetto mira a riunire studiosi internazionali nei campi dell'invecchiamento, degli studi sul volto e della tecnologia digitale per compiere un passo fondamentale verso la creazione di un'alternativa all'approccio prevalentemente quantitativo presente nella tecnologia digitale esistente per gli anziani e le loro famiglie allargate.

# PROGRAMME

## EUFACETS - KICK OFF MEETING

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- 9.30 | **Welcome message by FBK governance**  
Ferruccio **RESTA**, FBK President  
10.00 | Andrea **SIMONI**, FBK Secretary General  
Massimo **LEONE**, FBK-ISR Director and EUFACETS PI
- 10.00 | **Keynote - Cultural memory: Testimony and technology**  
10.30 | Ugo **VOLLI**, Honorary Professor, University of Turin, Insula Felix
- 10.30 | **Keynote - Facial expression as a key lecture of emotion: The effect of aging**  
11.00 | Gabriella **BOTTINI**, Professor, University of Pavia, Niguarda Hospital, Insula Felix
- 11.00 | Coffee break  
11.15 |
- 11:15 | **Roundtable - Artificial intelligence and new perspectives for care: An experiment with smart beds**  
11:45 | Maria Adelaide **GALLINA**, Professor, University of Turin  
Maurizio **SERPENTINO**, Social Coop President  
Sandro **BRIGNONE**, Post-Doc Resercher, University of Turin
- 11:45 | **Roundtable - Technology, people and culture: The case of Interacta**  
12:15 | Cristiano **BOSCATO**, EVP Injenia, Interacta, Bologna Business School  
Sara **LODI**, Head of Business Strategy, Interacta
- 12:15 | **Keynote - Traces of the old body and their (ir)reversibility: On the future of time**  
13:00 | Didier **TSALA**, Professor, University of Limoges
- 13:00 | Lunch  
14:15 |
- 14:15 | **Roundtable - Elders, face and technology**  
15:15 | Remo **GRAMIGNA**, Post-Doc Researcher, University of Turin, FACETS  
Gabriele **MARINO**, Post-Doc Researcher, University of Turin, FACETS  
Francesco **PILUSO**, Post-Doc Researcher, University of Turin, FACETS
- 15:15 | **Roundtable - Reimagining technology for the elders**  
16:30 | Teresa **ANDREANI**, Researcher, FBK-ISR  
Daniela **GHIDOLI**, Researcher, FBK-ISR  
Daria **ARKHIPOVA**, Researcher, FBK-ISR  
Stefania **YAPO**, Researcher, FBK-ISR
- 16:30 | Coffee break  
16:45 |
- 16:45 | **Meeting wrap up and digital exhibition**  
17:30 | Massimo **LEONE**, FBK-ISR Director and EUFACETS PI  
Federico **BELLENTANI**, Post-Doc Researcher and Project Manager, University of Turin, EUFACETS, Injenia  
Maurizio **BALISTRERI**, Professor, Università degli Studi della Tuscia di Viterbo and EUFACETS Ethics Advisor  
Giacomo **CALZOLARI**, Injenia