



## **IF! Italians Festival: the first festival of creativity. September 28 - 30, Franco Parenti Theatre, Milan**

*Born in 2014 and having reached its fourth edition, IF! aims to engage and bring together Italian and international creative excellence. Culture, training, networking, innovation and entertainment are the pillars around which world-renowned guests, expert creative communication professionals, artists and stakeholders showcase reference scenarios, innovation examples, success stories, and new trends. Link: <https://en2017.italiansfestival.it>*

MILAN, September 2017. **ADCI** (Italian Art Directors Club) and **ASSOCOM** (Association of Communication Agencies) are about to open the doors to the 4<sup>th</sup> edition of the **IF! Italians Festival**. IF! is the first and most important event devoted to **creativity** in the field of **advertisement and communication** in Italy.

This year, the **manifesto** of the festival focuses on the need to **subvert**, to turn upside-down traditional paradigms and to introduce a new look to be applied to cinema, fashion, literature, music and much more. The aim is to **inspire and connect**, providing those solutions and creative ideas with a new power to influence the public.

With these goals in mind, IF! – also organized in partnership with **Google** and the **Municipality of Milan** – will take place from **September 28<sup>th</sup> until 30<sup>th</sup>** at **Franco Parenti Theatre** in Milan. The program is very rich and comprises over 120 events – speeches, round tables, workshops, lectures, master classes and live music performances – with the participation of more than 100 Italian and international guests. Google Global Creative Director **Ben Jones**, the Spanish designer **Patricia Urquiola**, the American film director and writer **David Karlak**, the director of the Berlin School of Creative Leadership **Start Hardy**, and the director of Barcelona Festival Sonar+D **José Luis De Vicente** are among the most relevant guests. For more details on guests and speakers: <https://en2017.italiansfestival.it/guest/>

September 26<sup>th</sup> and 27<sup>th</sup> will be the two **pre-opening days** leading to the official opening of the Festival. They will be both entirely devoted to training activities in the field of “**Digital & Tech**” and “**Arts & Crafts**”. Participants will have the chance to be trained by excellent teachers. Among them, the musician and writer **Rocco Tanica**, Silvio Camilli and Daniele Donzella (**Google Regional Trainers**) and the digital artist **Fabio Timpanaro (Adobe Stock)**.



The evening of the closing day of the Festival will feature the new edition of the ceremony of the **ADCI Awards**, the iconic prize for creativity and ads quality in Italy since 1985. **Tickets** for the festival can be purchased online using the following link: <https://www.italiansfestival.it/shop/>