



**“If your actions inspire others
to dream more, learn more, do
more, and become more, you are a
leader.”**

John Quincy Adams



Who has not heard, at least once, the theory that everyone and everything can be achieved thanks to six people linked together by a network relationship?

With B-Muse, the tool that increases the number of valuable connections, to increase business through inspiration and embracing the world, was born.

B-Muse, The Business Muse.

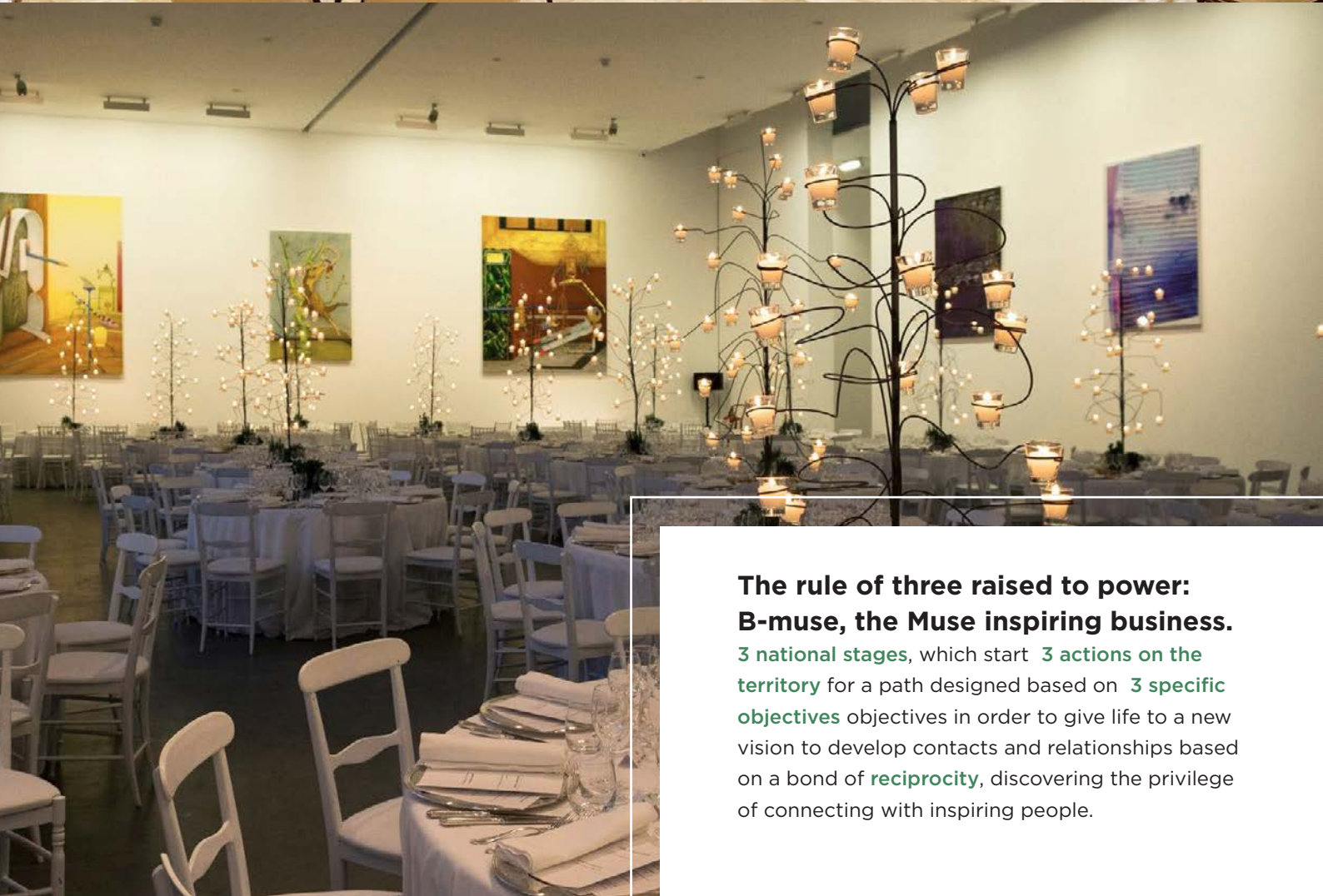
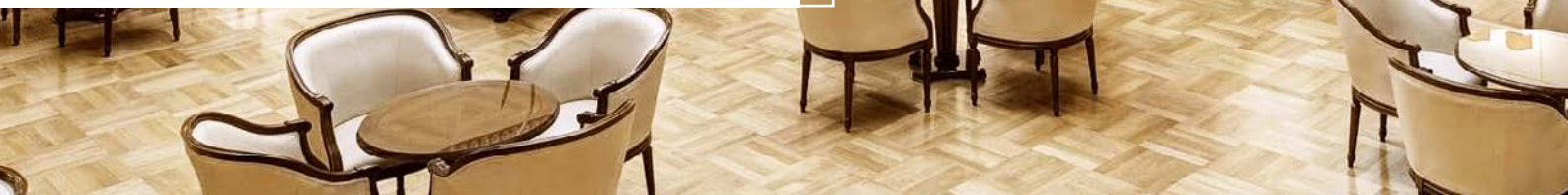


The Event

B-muse is the extraordinary opportunity for high-profile professionals and entrepreneurs interested in creating new connections, sharing their ideas and meeting new customers, investors and partners.

Born from the vision, synergy and expertise of a group of entrepreneurs united by the desire to give shape to something unique, the event proposes a new format of involving, stimulating and winning Business.

B-muse inspires and connects.



The rule of three raised to power: B-muse, the Muse inspiring business.

3 national stages, which start **3 actions on the territory** for a path designed based on **3 specific objectives** objectives in order to give life to a new vision to develop contacts and relationships based on a bond of **reciprocity**, discovering the privilege of connecting with inspiring people.



Inspire and connect

INSPIRATION is the leitmotif of the B-muse project. There are three main ideas on which the implementation of the three stages is based.

🔗 **CREATIVITY**, to give life to new insights through associations of ideas, concepts and different experiences.

🔗 **METHODOLOGY**, to combine the most original insights, emerged during the work, with concreteness and effectiveness.

🔗 **NETWORKING**, to develop innovative models of widespread leadership inspired by reciprocity.

Surprising Networking because effective

Exclusive events in prestigious locations, surrounded by **art and culture**. Talks among high-profile national and international visionary professionals and entrepreneurs, for the co-creation of a networking that meets the expectations of qualified matching profiles.

Emotional Workshops of new inspiration

Days of **immersion in the beauty, art, history and culture of entrepreneurship**. Occasions in which you can be protagonists by sharing your professionalism, offering stimuli and expressing one's vision. And why not, living a real business experience also through gaming.

Building lasting relationships for new business development

Presentation and sharing of **innovative ideas** and projects that activate **connections** between new partners, customers and investors.

ROAD TO VERONA 2023

All this is realised in an itinerant route, a journey that began on **Saturday 1 April in Rome** in the magnificent **lounges of the Quirinale hotel**, will continue on **Saturday 1 July in Turin**, at the **Sandretto Re Rebaudengo Foundation**, immersed in contemporary art, and will culminate on **Saturday 7 October in Verona** in the fabulous **Villa Arvedi** in 3 stages, with specific actions and objectives.



Quirinale Hotel, Rome



Sandretto Re Rebaudengo Foundation, Turin



Villa Arvedi, Verona

Why you should participate

- ↗ Valuable Connections
- ↗ Speech by visionary guests
- ↗ Immersive and emotional workshops
- ↗ Presentation of new projects
- ↗ Improvement of one's creativity skills
- ↗ Generative experience
- ↗ Inspiration and methodology





Claudio Burlando
Creative director
B-muse Image Manager
and creative communication



Emanuele Andreoli
Event Creator
B-muse
creator and organizer



Eby Toffoloni
Social Media Specialist
B-muse Communication
and Social Media Manager



Davide Dattola
International artist and designer
B-muse creative
development Manager



Emanuela Cantagalli
Interpreter
B-muse external relations
Manager



Chiara Musolino
Communication and media cultures
B-muse Co-organizer



Giorgia Angioni
Events organizer
B-muse organizational secretariat



Ivan Foina
Innovartiere
"Sherpa B-muse"

www.b-muse.it

organizzazione



collaborazioni



partner



sponsor



Gelati dal 1884

B-Muse: Inspire and Connect Turin 01 July 2023

<METHODOLOGY>

SPEAKERS

Greetings and intervention by Patrizia Sandretto Re Rebaudengo

President of the Sandretto Re Rebaudengo Foundation

Hermes Centro Studi Europeo: “Initiating decision-making processes thanks to representatives of interests, the strategy that inspires the business development”

Roberto Delli Passeri, lawyer

“Crowdfunding, the funding that comes from below to inspire upwards”

Salvatore Viola

Medianos: 10 steps into the conflict. Birth and applications of an experiential behavioural model

Massimiliano Ferrari, creator of the MEDIANOS method

“The Method of the Ordinary : The Mechanisms of Mind and the Hierarchy of Choices.”

Marco Ferro, CEO & Founder MindFulSafety

“Sustainability is a process”

Ivan Foina, Creator and promoter of the Social Ethics Stamp

How to Transform Your Entrepreneurial Dream in its economic equivalent: the fare.utili method”

Paolo Torregrossa

Gelati Pepino 1884

“PEPINO: From 1884 to the Metaverse, the Importance of Being First”

Alberto Mangiantini, Managing Director

“Facilitated finance and commercial consultancy: towards 4.0 Industry through 5.0 inspired opportunities”

Paolo Fresi

PoliTO: “The Waterway: Occitan culture between systemic design and territorial sustainability”

prof. Pier Paolo Peruccio, Prof. G.Luca Grigatti, professors of the Turin Polytechnic, dr. Gail Cochrane, Curator of Contemporary Art

Intervention by the Piedmont Region

“Presentation of the case history “Mindchangers”

Takeover and implementation of a major EU project*.

Giulia Randazzo and Pierluigi Turchi.

**project carried out by the Piedmont Region in partnership with: Consorzio Ong Piemontesi (IT), Baden-Württemberg and SEZ (DE), RESACOOP (FR), La Rioja and CONGDGAR (ES), Fédération Wallonie-Bruxelles (BE), University of Craiova (RO).*

Further interventions are in process of being defined

TRAINING

METHODIDEA (Methodidea Arbor Hominis) a Tree with multiple fruits

part one: ROOTS

“The Extraordinary of the Ordinary: Between Discriminating Vision and Understanding”

five Steps to a Conscious Approach to the World

by Marco Ferro - MINDFULSAFETY

part two: TRUNK

“Framing an Idea: The Narrative Between Thought and Its Expression”

by Andrea Binasco and Sefirot Independent Publisher

part three: BRANCHES

The Way of Storytelling. “A Guide to Creating a Meaningful Narrative”

by Andrea Binasco and Sefirot Independent Publisher

Workshop moderator: Ivan Foina - InnovArtiere

Art dinner

**Saturday 1 July 2023
8:30 – 18:30**

**Fondazione
Sandretto Re Rebaudengo**

Turin



**Book Your place
for Saturday 1 July 2023
at FSRR
in Turin**

www.b-muse.it

or

www.ibcard.it

250 € + VAT

Art Dinner 50 € + VAT.

search for events: B-muse

INSPIRE YOU TOO

Besides being an integral part of B-Muse,
you can also be a protagonist
by becoming a **Partner** or **Sponsor**.

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