

The award presentation of Capitalia Group's MD, dr. Matteo Arpe, for the Finance sector, has concluded this first edition of the Liberation Award for Innovation 2006.

We would like to share therefore our thoughts and the reasons and aspirations that have let us believe in the success of this project.

The concept of the award is to involve and reward personalities of our time according to their role in creating and liberating innovative ideas and projects, that break through with the models and paradigms of the past. Its aim is to stimulate, foster and disseminate an innovative culture among youngsters and in "Areas/Sectors" where the Cultural, Social, Political and Technological guidelines for Innovation Processes are developed and have an impact.

**The true mission of the award is to spread innovative culture and to stimulate creativity.**

Why?!

What is creativity and how valuable is it nowadays?!

Many scientists of various disciplines have been questioning these issues for decades.

One of the first modern definition of creativity has been put forward by Professor **William James** in 1890 ... describing it as ...

"A transition from an idea to another . . .

An unpredictable combination of elements,

An uprising of the "normal " thought . . .

A conceptual fluency of things that are usually separated . . .

A production of multiple, different responses . . ."

... what has been defined later on as

**"The diverging thought"**

Furthermore, **Professor Mark A. Runko** ( The University of California), a major contemporary reader of creativity states ... **“creativity is the base for survival”**

Creativity should not be seen only as an artistic, scientific and technological innovation, but like a fundamental human quality for everyday life ... introducing what is considered **creativity foremost ingredient, flexibility.**

Flexibility as:

ability in devising solutions ,

Seeing the same thing from different perspectives and adopting an attitude

that is not isolated

to itself but seeks out Contamination

All major scientific breakthrough are the result of “contamination” between sciences which are poles apart.

Dr. **Nency Andreasen** (The University of Iowa) – one of the greatest contemporary neuroscientists – explains how most people with high IQ lack in creativity and inventiveness as they decide to invest their intelligence in a selfish, conformist and safe field, that does not require, on the contrary, it aborts the “diverging thought” limiting risks to a minimum.

This is why nowadays more than ever, is important to liberate creativity and being flexible

... we believe that

what the country needs

to get over its many problems

is personalities with vision, capable of looking at the ever changing society from a different perspective . . .

personalities who are not afraid of taking risks while exposing their ideas.

I would like to thank, of behalf of Alt Communication, RIM/BlackBerry for their support in the Award as well as the Ministry for Innovation and the Institutional Sponsorship.

I would like to thank all members of the Scientific Committee for their hard work, with a special thank to the President, Professor Domenico De Masi. Thanks to S3 Studium for their precious collaboration . . . Supperclub and everyone who has contributed to the success of this Award.

Finally, I would also like to thank all the awarded personalities for having accepted the Award and for their enthusiastic participation to the project.

I will end with a question that is actually a hope.

Could the finance sector ever be “contaminated” with ethical and social issues?

Could a “Creative Finance” be the right step towards solving the huge problems caused by the social and economic disparities of our world?

Thank you all for having been with us and goodbye till 2007

I wish you all a great life!

Luigi Tursi  
Alt Communication