



PRESS RELEASE

PIRELLI: IN THE 2012 ANNUAL REPORT THE FUTURE “IMAGINED” IN TEN WORDS

STUDENTS GIVEN TASK OF INDICATING THE WORD THAT BEST EXPRESSES THE MOST SIGNIFICANT VALUE FOR THEIR FUTURE

THE MATERIAL CHOSEN, AND CREATIVELY DEVELOPED, WILL ENRICH THE CONTENTS OF THE 2012 ANNUAL REPORT

THE TEXTS, GATHERED THROUGH A SOCIAL MEDIA CAMPAIGN, WILL BE CHOSEN BY A JURY COMPOSED OF B. AGARWAL, T.GOETZ, S. McCURRY, C. RATTI, G.TORNATORE AND S. VETTEL

LIZA DONNELLY, CARTOONIST FOR THE *NEW YORKER*, WILL INTERPRET THE CHOSEN WORDS WITH HER DRAWINGS

THE “AUTHORS” OF THE CHOSEN WORDS WILL BE GIVEN THE OPPORTUNITY OF TWO MONTHS’ WORK EXPERIENCE AT PIRELLI

Milan, 28 January 2013 – Ten words, those which for college students express the most significant values for their future. This is the communication project linked to Pirelli’s 2012 annual report, which invites the students from a variety of international universities to “imagine” tomorrow, asking them to indicate through the net (www.pirelli.com/corporate/en/default.html and <https://apps.facebook.com/imaginingthefuture/>), the word which in their view best capture the characteristics or the element that they would like to count most in their future.

The words, accompanied by the texts explaining their choices, will be chosen and sent to a jury which will identify the ten most representative ones. The words chosen, along with the reflections proposed by the students, will be published in the volumes of the Pirelli 2012 annual report and interpreted by the pencil of Liza Donnelly, one of the *New Yorker*’s most renowned, incisive and refined artists. The ten “authors” will also receive 2-months’ paid work experience at Pirelli’s Milan headquarters, which include the group’s main R & D centre, the Pirelli Foundation, which gathers and distributes the company’s historic and cultural legacy, and the Hangar Bicocca, a space dedicated to the production, exhibition and promotion of contemporary art.

The jury which will select the material is composed of **Bina Agarwal**, professor of Economics at the University of Manchester and president of the “International Society for Ecological Economics”, **Thomas Goetz**, writer of scientific tracts and long-time director of the magazine *Wired*, **Steve McCurry**, photo-journalist and author of the 2013 edition of the Pirelli Calendar, **Carlo Ratti**, director of the MIT Senseable City Lab at the Massachusetts Institute of Technology (MIT), **Giuseppe Tornatore**, director, producer and screenplay writer and **Sebastian Vettel**, Formula One driver and three times world champion.

After the illustrations of Stefan Glerum, the young Dutch designer who collaborated on the 2011 edition along with the texts of H. M. Enzensberger, Guillermo Martinez, W. L. Heat-Moon and Javier Cercas, the Pirelli annual report will propose a new “story” in parallel with the more typically industrial and financial one. It will be a space of reflection based on the stimuli that are already arriving from the young entrants: “Empathy”, “Loyalty”, “Creativity”, “Diversity”, “Humility”, “Courage”, “Imagination” are a few of the hundreds of proposals so far sent and which offer an original glimpse, in an unexpected place like an annual report, of how youth looks to the future.

Many universities are participating in the project: Politecnico di Milano, Università Bocconi, Università Cattolica del Sacro Cuore, Università degli Studi di Milano, Università di Bologna, LUISS Guido Carli **(Italy)**, ESCP Europe, Groupe ESC Dijon Bourgogne, SKEMA Business School, Reims Management School **(France)**, German University in Cairo **(Egypt)**, Bogazici University, Istanbul Technical University **(Turkey)**, The University of Edinburgh, University of Cambridge **(UK)**, University of Craiova, University POLITEHNICA of Bucharest **(Rumania)**, Universidad De La Salle Bajío **(Mexico)**, McGill University **(Canada)**.

The project is aimed at under graduates, recent graduates or students in Masters programmes from all faculties and between the ages of 18 and 30. To participate in “Imagining the future with you” it is necessary to go to www.pirelli.com/corporate/en/default.html or <https://apps.facebook.com/imaginingthefuture/>. In the homepage of the application it is possible to insert the word that represents your vision of the future and a text, of up to 140 words, explaining the choice.

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