

## **PIAGGIO GROUP: PIAGGIO FAST FORWARD AT THE WORLD FRONTIERS FORUM IN BOSTON**

**PFF is the only Italian player taking part in the prestigious international event,  
organized to discuss and identify solutions  
to improve our future**

***Boston, Massachusetts (USA) - October 2, 2017*** - The Piaggio Group with **Piaggio Fast Forward (PFF)**, the Boston-based company that runs the group's center for research into mobility for the future, has taken part in the **World Frontiers Forum** being held in Cambridge and at Harvard University (October 1-3), and is the only Italian organization at the debate.

Founded by Dennis Ausiello (Harvard Medical School/MGH), David Edwards (Harvard, ArtScience) and Robert Langer (MIT), the **World Frontiers Forum** is an annual event attended by important international groups and companies, as well as academics and cultural bodies, notable for a pioneering vision and proposals to improve the future of the world.

The Forum, which this year is hosting 150 participants from all over the world, aims to identify, share and encourage original innovative ideas that, looking ahead, could increase well-being and the quality of life in an increasingly frontier-oriented world requiring people to change their behavior and the way they think and act.

**Piaggio Fast Forward** is representing the transport and mobility sector. **Piaggio Fast Forward CEO Jeffrey Schnapp** will be speaking today, illustrating the experience of GITA, PFF's first robotics project presented in Boston last February: a smart vehicle that can move independently, GITA is designed to improve the mobility of objects and people in today's increasingly complex urban environments.

Many well-known figures will address the Forum. Highlights include a paper by **Fabrizio Hochschild (United Nations Assistant Secretary-General)** on the future of global issues such as the economic balance between the population, employment and climate change, and a discussion between **Robert Langer** (an MIT professor, engineer, scientist and chemist) and **David Edwards** on Langer's pioneering work in bioengineering, and its developments and applications for world health.

Piaggio Fast Forward is taking part at the World Frontiers Forum together with leading players in fields ranging from biomedical research and art to cultural promotion and finance. They include Verily (a company in the Alphabet group), Paul G. Allen Frontiers Group (bioscience), Wyss Institute (a biomedical engineering research institute based in Harvard), VIA Art Fund (a no-profit organization that supports art projects) and Northstar Advisors (a private equity company headquartered in Singapore).

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### ***Piaggio Fast Forward***

PFF was founded in 2015 by the Piaggio Group to head its operations in smart mobility solutions for people and goods. Its mission is to help people move better, further, faster and more enjoyably. It builds robots and light transport solutions to travel with and beside people. In the present era of artificial intelligence, autonomy and ubiquitous networks, PFF seeks to promote more vibrant cities filled with pedestrians, cyclists and skaters, whose mobility is enhanced by new varieties of smart vehicles. PFF is headquartered in Boston, Massachusetts.

PFF is led by CEO **Jeffrey Schnapp**, together with **Michele Colaninno** (Chairman), **Greg Lynn** (Chief Creative Officer), **Sasha Hoffman** (Chief Operating Officer) and **Beth Altringer** (Chief Design Research Officer).

The members of the PFF Advisory Board are **Roberto Colaninno** (Piaggio Group Chairman and CEO), **Nicholas Negroponte** (founder of MIT Media Lab), **John Hoke** (Vice President Global Design, Nike), **Doug Brent** (Vice President Technology Innovation, Trimble) and **Jeff Linnell** (former Director of Robotics, Google).

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