



Special event: KREYON CITY

Build the ideal city with the LEGO bricks!

Thursday September the 8th 2017 | h 18-22

PALAZZO DELLE ESPOSIZIONI Rome

Auditorium – entrance through via Milano alta

Thursday September the 8th take part to the construction of the KREYON CITY. At 6pm, in the Auditorium of Palazzo delle Esposizioni in Rome, a special event will be launched to collectively build an ideal city with LEGO bricks. Participants will be challenged in bootstrapping a whole city made of houses, industries, schools, services and infrastructures, without an underlying blueprint. Everyone will have the opportunity to shape his/her own ideas, by creating new parts of the city of restructuring and improving elements built by others. The emerging city will be monitored through cameras that, like observation satellites, will allow to visualise in real-time important features of the city, like the number of inhabitants, the energy consumption, the levels of pollution, etc.

KREYON CITY will drive you in a unique experience whose challenge will be that of conceiving collectively sustainable solutions for the city. No-one will be able to conceive the whole city alone. On the contrary the contribution of each and every one will be highly important.

Do you wish to participate?

The participation to Kreyon City is open and free for kids and adults through the necessary registration procedure available here www.kreyon.net/kreyonOpenConference/. An early registration will allow you to gather your ID badge at the entrance, avoiding long queues.

The KREYON CITY event is part of the activities of the Kreyon Days, this year at the third edition after those of 2015 and 2016 with more than 3000 and 6000 participants, respectively.

KreyonDays are a **unique** event of science popularisation, entirely devoted to creativity and innovation. It is part of an international research project coordinated by **Sapienza University of Rome**, e organised in conjunction with **The Education Services – Art Workshop** run by **Palazzo delle Esposizioni**, and patronized by Comune di Roma, Città Metropolitana di Roma Capitale e Legambiente.

Contacts

kreyonproject@gmail.com

Scientific coordination

Vittorio Loreto vittorio.loreto@roma1.infn.it

Communication

Anna Lo Piano – pianopiano book bakery (web) anna.lopiano@gmail.com

Patrizia Notarnicola – Leeloo srl (radio and tv) patrizianotarnicola@yahoo.it