



**smart  
building  
conference**

Press Release – for immediate release

## Carlo Ratti to present Opening Address

*Leading architect, inventor and educator to explore smart cities and buildings*

**AMSTERDAM, 28 SEPTEMBER 2017:** Integrated Systems Europe has announced that **Carlo Ratti**, the leading architect, engineer, inventor, and professor at the Massachusetts Institute of Technology (MIT) will present the **ISE Opening Address on 5 February 2018**.

Ratti's speech will follow shortly after the conclusion of the [Smart Building Conference](#) during which Ratti will participate in the one-day conference's closing roundtable discussion.

Ratti commented: "I am delighted to be giving the Opening Address at ISE 2018. Social and technological developments in the evolution of smart cities and smart buildings are quickly shaping how we must plan to work and live in the future. I look forward to sharing my thoughts and experiences with the ISE audience."

At MIT, Ratti directs the Senseable City Lab, a research group that explores how new technologies are changing the way we understand, design and ultimately live in cities. He is also a founding partner of the international design and innovation office Carlo Ratti Associati (CRA). Drawing on Ratti's research at MIT, CRA merges design and urban planning with cutting-edge digital technologies, so as to contribute to the creation of "an architecture that senses and responds".

**Significant achievements** of the office include the masterplan for a creative hub in the City of Guadalajara, the Future Food District at Expo Milano 2015, the renovation of the Agnelli Foundation HQ in Turin and the Digital Water Pavilion at Expo Zaragoza 2008, with the latter named among the 'Best Inventions of the Year' by Time magazine. Product design projects range from experimental furniture for Cassina to light installations for Artemide and responsive seating systems with Vitra.

In each instance, Ratti's studio investigated the ways in which new technologies, including digital sensors and portable devices, are changing both the built environment and everyday life. Projects from the studio have also been exhibited in cultural venues including the Venice Biennale, New York's MoMA and the Istanbul Design Biennial.

**Ratti was named one of the '50 most influential designers in America' by Fast Company and highlighted in Wired Magazine's 'Smart List: 50 people who will change the world.'**

Mike Blackman, Integrated Systems Europe Managing Director, commented: "Carlo Ratti is a perfect fit for ISE as he works in a field that has grown in importance for our exhibitors and attendees. He will bring a unique insight into smart city and smart building development. Not only is he a leading researcher and educator he puts the theory into practice with his award winning architectural designs and inventions around the world."

**Ends**

**Additional information is available from:**

Stefanie Hanel, Director of Marketing, Integrated Systems Events: [shanel@iseurope.org](mailto:shanel@iseurope.org)  
[Click here](#) to download a portrait image for Carlo Ratti.

**About Integrated Systems Europe:**

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2018 will take place from 6-9 February 2018, and is expected to draw over 1,200 exhibitors and more than 75,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: [www.iseurope.org](http://www.iseurope.org).

**About Carlo Ratti Associati:**

Carlo Ratti Associati (CRA) is an international design and innovation office based in Turin, Italy, with branches in Boston and London. Drawing on Ratti's research at MIT, CRA merges design and urban planning with cutting-edge digital technologies, so as to contribute to the creation of "an architecture that senses and responds".

[www.carloratti.com](http://www.carloratti.com)

**About AVIXA**

AVIXA™ is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies,

technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at [avixa.org](http://avixa.org).

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CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 27th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit [www.cedia.net](http://www.cedia.net).