

Seminar Series 2024-2025:
Broaden Your Frame: The Codes of Kindness

In partnership with the Amplifon Foundation

What is kindness, and what relevance does it hold in the contexts we live and operate in? Does it make sense to be kind? Or is kindness a sign of weakness?

Kindness is a possible option in every action and in every one of our relationships. It is a choice of humanity that recognizes itself as an inseparable part of a whole and organizes itself as such. But it is also an essential ingredient, although we do not always realize it, and its absence in everyday life alienates us from ourselves and from others. It is no coincidence that totalitarianisms and dictatorships, which view men as mere puppets to be sacrificed to a higher purpose and devoid them of inherent dignity, are marked by an absolute absence of kindness.

This journey is a positive challenge within Bocconi University, which will allow us to dwell on the meaning and value of kindness as a hallmark of our actions in the contexts where we live and operate.

The aim of this seminar series is to promote an organic and high-level conversation surrounding kindness through the contribution and testimonies of esteemed Professors and Speakers. We will learn to recognize, introduce and use kindness as a tool to build an ethically integrated community and, consequently, to achieve our objectives effectively.

The Broaden Your Frame: The Codes of Kindness seminar series comprises six seminars, during which we will be guided by some of the most relevant scholars and experts in the field to look at Kindness from different angles.

1. **Kindness as an antidote**

February 6th. 6.15-7.45pm, Room Manfredini, Via Sarfatti 25

Francesco Billari, Dean of Bocconi University, Enrico Vita, CEO of Amplifon Group, and Maria Cristina Ferradini, CEO of the Amplifon Foundation

Is kindness a viable tool for navigating the complexities of contemporary reality? Is it a worthwhile pursuit in interpersonal relationships, or does it pose an unnecessary challenge? Does the practice of kindness remain relevant in today's world? This session will delve into the concept of kindness, exploring its significance and its role in our lives. Francesco Billari, Dean of Bocconi University, Enrico Vita, CEO of Amplifon Group, and Maria Cristina Ferradini, CEO of the Amplifon Foundation, will offer their unique perspectives on these questions

2. **Art and Kindness**

February 11th. 6.15-7.45pm, Room Manfredini, Via Sarfatti 25

Emilio Isgrò, Artist, Writer and Poet

In a world often driven by speed and efficiency, art can seem irrelevant, a distant concept with little bearing on daily life. This lecture challenges this notion by exploring the unexpected intersection of art and kindness through the lens of Emilio Isgrò's erasure works. Isgrò, a renowned Italian artist, challenges traditional notions of art by "cancelling" text from books, newspapers, and even paintings. While seemingly destructive, his erasures invite reflection on the power of absence, the beauty of hidden meanings, and the potential for kindness in unexpected places.

By obscuring words, Isgrò encourages viewers to engage more deeply with the remaining text and to consider alternative perspectives. This act of erasure, of removing rather than adding, becomes an act of creation, highlighting the essential role of art in fostering critical thought and empathy in today's world. We will discover how erasure can be a form of kindness, fostering empathy, understanding, and new ways of seeing the world, ultimately demonstrating that art remains vital for navigating the complexities of the modern age.

3. **The Language of Kindness**

February 13th. 6.15-7.45pm, Room Manfredini, Via Sarfatti 25

Franco Vaccari, Founder and President of Rondine Cittadella della Pace

When existential elements are at stake, when our very identity or even when our very life is at stake, what alternatives do we have? Are struggle, conflict, war, the only means to make our reasons prevail or are there different paths? This session explores the transformative potential of kindness as an alternative to conflict, and as a powerful tool for resolution even when identity and other crucial elements are at stake. Moving beyond the traditional paradigms of war and struggle, we delve into the concept of kindness as a strategic and deliberate approach to navigating disagreements.

We will examine how kindness, manifested through empathy, compassion, and active listening, can de-escalate tensions, foster understanding, and build bridges between opposing parties. We will analyze real-world examples where kindness has played a pivotal role in resolving conflicts, including those involving deeply rooted identity issues. The seminar challenges the notion that conflict necessitates aggression and proposes kindness as a viable and effective path towards achieving just and harmonious resolutions. Can there be a dialogue that is decisive in resolving even the most serious conflicts?

4. **Kind Justice**

February 20th. 6.15-7.45pm, Room Manfredini, Via Sarfatti 25

Gherardo Colombo, former Judge committed to spreading the culture of legality

Can justice be kind? This session is led by Gherardo Colombo a former Italian judge who will explore the intersections of justice and kindness, challenging conventional notions of punishment and retribution. Drawing on years of experience within the legal system, the judge will delve into the concept of restorative justice, examining its principles and its potential to foster healing and reconciliation.

Through insightful analysis and real-world examples, the judge will illustrate how restorative justice prioritizes repairing harm, addressing the needs of victims, and facilitating dialogue between offenders and those they have harmed. This session offers a unique opportunity to reimagine the possibilities of justice and explore a more compassionate approach to conflict resolution.

5. **Geopolitics and Kindness in complex times**

February 27th. 6.15-7.45pm, Room Manfredini, Via Sarfatti 25

Dario Fabbri, Italian Journalist and Geopolitics Analyst

Can power and politics pass through kindness? Is it possible, when speaking of rights, of conviction between peoples, of individual and collective responsibility, to apply true kindness? Can kindness save us? The relationship between kindness and geopolitics is complex but there's growing evidence that kindness can be an asset in international relations. It can foster trust, facilitate cooperation, and contribute to a more peaceful and just world order.

Dario Fabbri will lead us to discover how kindness could be used to building relationships fostering trust and mutual respect between nations. Acts of goodwill, cultural exchanges, and humanitarian aid can build bridges and create a foundation for cooperation. When it comes to conflicts kindness can also be used to de-escalate tensions and create space for dialogue. Furthermore, acts of kindness and forgiveness in post conflict situation could contribute to healing and reconciliation between former adversaries. Kindness challenges the traditional view of geopolitics as a ruthless pursuit of power and self-interest. It introduces a human element, recognizing the interconnectedness of nations in front of global common challenges such as climate change, poverty, and pandemics. Kindness in geopolitics should not be mistaken for weakness or naivety. It requires strategic thinking and a clear understanding of national interests.

6. **Kindness Lab: Cultivating Kindness + FINAL ASSIGNMENT**

March 6th. 6.15-8.15pm, Room Manfredini, Via Sarfatti 25

Curated by Wyde - The Connective School

In the age of speed, it is easy to forget the meaning of words, their importance, their deep meaning in relation to the person in front of us. Kind and welcoming language has the power to strengthen our frontal lobes, thus promoting logical and cognitive functions. It stimulates the will center and activates resilience. The workshop "Cultivating Kindness" is an experiential workshop in which participants will have the opportunity to discover what impact they have within relationships and how much with their words, emotions and behaviours they create welcoming conditions. Participants will improve the ability to create relational bridges, make others feel welcomed, improve aspects of verbal, nonverbal and para-verbal communication, its consistency and coherence.