

BROADEN YOUR FRAME

The Codes of Kindness

SEMINAR SERIES 2024-2025

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 people 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 Guest 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.

All seminars will take place in
Aula Manfredini, Via Sarfatti 25

FOR INFORMATION
Bocconi University
Graduate School
tel. +39 025836.5303

6 FEBRUARY 2025

6:15-7:45 pm

Kindness as an Antidote

Welcome Address

Francesco Billari Rector, Bocconi University

Speakers

Francesco Billari Rector, Bocconi University

Maria Cristina Ferradini Managing Director, Amplifon Foundation

Enrico Vita CEO, Amplifon Group

11 FEBRUARY 2025

6:15-7:45 pm

Art and Kindness

Welcome Address

Francesco Billari Rector, Bocconi University

Speaker

Emilio Isgrò Artist, Writer and Poet

13 FEBRUARY 2025

6:15-7:45 pm

The Language of Kindness

Welcome Address

Andrea Rurale Director, Master in Arts Management and Administration (MAMA), SDA Bocconi School of Management

Speaker

Franco Vaccari Founder and President of Rondine Cittadella della Pace

20 FEBRUARY 2025

6:15-7:45 pm

Kind Justice

Welcome Addresses

Antonella Carù Dean for Development and Alumni Relations, Bocconi University

Gaia Rubera Amplifon Chair in Customer Science, Bocconi University

Speaker

Gherardo Colombo former Judge committed to spreading the culture of legality

27 FEBRUARY 2025

6:15-7:45 pm

Geopolitics and Kindness in Complex Times

Welcome Address

Antonella Carù Dean for Development and Alumni Relations, Bocconi University

Speaker

Dario Fabbri Italian Journalist and Geopolitics Analyst

6 MARCH 2025

6:15-8:45 pm

Kindness Lab: Cultivating Kindness + Final Assignment

Curated by **Wyde - The Connective School**

