



**“Wake Up Innovators” N. 10.
The Connexia and BVA DOXA innovation talk
focuses on digital death and afterlife.
Guest: Davide Sisto.**

Wednesday, 26 June, marks the return of Wake Up Innovators, the series of meetings for innovation buffs. Italo Marconi, Connexia's Chief Innovation Officer, and Davide Sisto, philosopher and thanatologist, discuss and explore the social change involving death and social media.

Milan, 17 June 2019 – **Connexia**, the data-driven creativity agency that's passionate about digital transformation, and **BVA DOXA**, Italy's leading market research and analysis firm, are hosting the tenth **“WAKE UP INNOVATORS”**, a series of monthly meetings about the digital culture, science, innovation, and disruptive communication.

Summer is here so what better time for some unusual yet fascinating reflection as we take a closer look at the subject of **digital death**, a field of interdisciplinary research that studies the different ways in which current digital technologies are altering our relationship with death, grief, immortality and memory. During the discussion about digital death, moderated by **Italo Marconi, Connexia's Chief Innovation Officer**, the **philosopher** and **thanatology expert Davide Sisto** will explore some of the aspects and implications and explain the various attempts by scientists and scholars to get people to survive as “digital ghosts” and make social identities independent and autonomous.

The **“Death goes social. How the digital revolution changes our relationship with life”** talk touches on a theme already tackled by the famous TV series *Black Mirror*, with sociological knock-on effects which are evermore current: the presence of the profiles of deceased users on social networks generates new consequences that affect how we preserve people's memories and grieve and innovate traditional customs for funerals.

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