



**Wake Up Innovators RESTART**  
**Made in Italy design hosted by Connexia:**  
**rehearsals of "restarting".**  
**Guest: Daniele Lago.**

*Thursday, June 25th Connexia's series of online meetups continues with the top managers of Italian industry on post Covid-19. In the agency's "digital living room", the excellence of interior design. Guest: Daniele Lago, Chief Executive Officer & Head of Design of LAGO S.p.A.*

Milan, 22 June 2020 – The thirteenth appointment of **Wake Up Innovators | RESTART**, the series of meetings dedicated to starting over, hosted by **Connexia**.

As a free and wholly digital event, *Wake Up Innovators | RESTART Special Edition* offers an opportunity for a concrete analysis and open discussion with the major players of Italian industry, to take stock of business and strategies for responding to coronavirus emergency and restarting.

**Zornitza Kratchmarova**, Corporate Communication Director of Connexia, will host **Daniele Lago**, Chief Executive Officer & Head of Design of LAGO S.p.A. A unique sharing opportunity, for a direct account of how one of the largest design and furnishing companies of Made in Italy has chosen to react and face the extraordinary needs dictated by the Coronavirus emergency, including smart working, reorganising production and initiatives in support of the Veneto Region.

Free **live meeting** subject to registration on the **@Cisco Webex** platform (<https://bit.ly/3hBM6RM>).

WAKE UP INNOVATORS | RESTART

Thursday 25 June

9:00 - 10:00

**@Cisco Webex**

### Daniele Lago

Daniele Lago was born in Asiago (VI) in 1972. After completing his technical studies, he attended the Italian Design School (SID) in Padua. After a career in volleyball, Daniele, the youngest of ten brothers, started working for the company where he felt the immediate need to generate meaning beyond the simple production of pieces of furniture.

From the beginning, Daniele believed in the centrality of the person and in culture as strategic assets for the development of the family business. A simple and innovative formula that allowed him to transform the small artisan LAGO into a company that today has 200 employees and a turnover of over 40 million euros, affirming it as a reference point in the world of design.

A visionary, Daniele considers life an experiment and, with this approach, he manages to envisage futuristic objects and concepts. Over time, he has learned to consider thoughts as real actions which can influence future reality. His work is guided by "Brain, Heart, and Courage", a sort of compass with which he, along with his creative team, aims to condition the future, when Artificial Intelligence will play an important role in our lives and design will be about asking the right questions (which an algorithm will never be able to do).

Daniele imagines houses on a human scale, integrated with nature, where the greatest value is to be able to observe what surrounds us and design's empathy is superior to its egocentricity.

### Connexia

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.