 

**DA MILANO A SILICON VALLEY... A BROADWAY!/**

**FROM MILAN TO SILICON VALLEY… TO BROADWAY!**

**Meet Lorenzo Thione**

young entrepreneur: software, art and musical

**Tuesday 15 April 2014 at 11am**

**CMC - Cultural Centre of Milan**

via Zebedia 2 (Metro Station: Missori)



Coming from San Francisco, **Lorenzo Thione** will be the protagonist of the event “Da Milano a Silicon Valley… a Broadway!/From Milan to Silicon Valley... to Broadway!” taking place at the Cultural Centre of Milan on Tuesday 15 April at 11am, with introduction of Camillo Fornasieri.

The event, curated by Roberto Bonzio, author of the project **Italiani di Frontiera/Italian Frontiersmen**,is made with the collaboration of Unindustria Como, the Cultural Centre of Milan and Irma Bianchi Comunicazione.

Lorenzo Thione speaks about his extraordinary career of being an innovator and entrepreneur in technology, music and art. He is endowed with an eclectic personality able to combine initiative and a strong artistic sensitivity.

His main aim is **to create new support structures** in favour of **contemporary art**, **theatre**, **performing arts** and **culture**. His recurring theme: to make projects, works and services that enable a better life for people.

A young 35 year old entrepreneur, **“father” of the search engine Bing**,competitor ofGoogle, Thione was born in Como, studied at the Politecnico of Milan, moved to America and graduated from the University of Texas; in 2006 he co-founded and launched the company **Powerset**, which developed the Bing search engine and was sold to Microsoft in 2008.

Since 2010 he has devoted himself to finding new cultural incentives, from theatre to non-profit, to computerized languages, to the online market and art. **He launched two companies**: **Artify**, a web channel for the promotion and circulation of limited edition contemporary art works and **The Social Edge**, a social media which provides services in regards to art and entertainment.

Since 2011 he has created and produced theatrical shows for the American audience and **has produced the musical** “Allegiance”, which started off with success in the USA and is now bound for Broadway.

The common thread among such different projects is *“Telling a story, the closest thing to the entrepreneur's spirit”*, as per Thione's words in an interview, *“An entrepreneur must be a great storyteller, who takes a vision, an idea, a dream, a concept and explains them enthusiastically, stimulating the imagination and the emotions of the listeners. This affects the results of an enterprise”.*

Press Office

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