VERROCCHIO CENTER

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KEY CHALLENGE

How to tap human creativity efficiently and on a global scale?

Andrea del Verrocchio

Andrea di Michele di Francesco de' Cioni (1435-1488) was a Renaissance painter and sculptor widely known to his peers by the nickname Verrocchio, a contraction of the Italian words *vero* (true) and *occhio* (eye), and a fitting tribute to his exceptional artistic achievements.

Verrocchio was master of a true factory for nurturing genius – arguably the greatest school ever. His pupils included Leonardo da Vinci, Pietro Perugino and Lorenzo di Credi. He also strongly influenced Sandro Botticelli and Domenico Ghirlandaio. And the production of genius did not end there. In the next generation Perugino created Raphael, while Ghirlandaio brought forth Michelangelo.

Genius as an infection

How improbable is it that transcendental genius such as that of Leonardo, Perugino, Botticelli, Raphael and Michelangelo all emerge independently at the same place and at the same time? It is not improbable, it is impossible.

But they did not emerge independently. All these great men belonged to a small tightly bound network of exceptional students and mentors, and at the very heart of this glorious Petri dish of creativity one finds the prime mover Andrea del Verrocchio.

Apotheosis

Throughout history human society has learned to tap the inherent creative capacities of only a small number of individuals, and it is this extremely small group that has through the millennia brought about all art, science, technology and social change.

Today it is practically possible to mobilize and transform modern society in such a way that it nurtures and catalyzes creativity of individuals and groups much more efficiently, in substantially greater numbers and on a global scale.

This represents the single most important social innovation that humanity faces: the prerequisite for sustainable growth, peace and the very survival of our species.

Verrocchio for 21st century

Build and equip a new project-centered, interdisciplinary and ambitious educational environment modeled on the successes of Verrocchio's workshop and complementary to that of a standard university curriculum. Incubate the institution in a competitive R&D surrounding. Locate it at the Danube campus of the Institute of Physics Belgrade. Network with similar educational facilities around the world.

Work with Serbia's growing IT sector to develop, organize and host scientific and technological challenges and train the next generation of technological entrepreneurs and innovators.

Work with IPB's strategic partners (CERN, INFN and DESY) towards realizing long-term global technological goals coming out of and related to High Energy Physics. Define specific technological niches in which Serbia can meaningfully and measurably contribute to this effort.

Priority project

The Government of Serbia has designated Verrocchio as one of its five priority projects in the field of innovation, agreeing to contribute 5 M euro towards covering all building and basic infrastructure costs.

IPB, as host institution, has agreed to guarantee project sustainability during a 10-year implementation period. Total IPB contribution to Verrocchio is estimated at 7 M euro.

During this period CERN, INFN and DESY will contribute a total of 5 M euro to Verrocchio through: in-kind contributions in specialized equipment and workshops; incoming and outgoing mobility; training of IPB engineers, technitians and admin staff; as well as through joint participation in international projects with IPB.