



March 27, 2012

Wikimedia Foundation
149th New Montgomery St.
San Francisco, CA 94105
U.S.A.

Dear Sir/Madam,

I write you in reference to the candidature of Naples as hosting city of Wikimedia 2013.

My name is Marcello Merlo and I am the Conference Director of Frontiers of Interaction, an international Tech and Innovation Conference in Italy.
As players in the internet field, we are long time supporter of WMF mission and values. We do believe in the power of open knowledge and the need of pursuing common thinking.

Frontiers of Interaction was founded in 2005 to explore topics and ideas in the field of Interaction Design. Is a hybrid show that attracts inspiring international speakers and Italian talents, creating a bridge between Europe and Silicon Valley, with 28% of participants from outside Italy (out of 500+ attendees in 2011). The unusual format creates an immersive experience featuring music, interactive and artistic installations, demo sites and keynotes.

In the first 5 years of the event, we hosted luminaries such as **Stewart Brand** (author), **Bruce Sterling**, **Howard Rehingold**, **Amber Case**, **Adam Greenfield** (Urbanscale), **Luke Williams** (NY University), **Fabio Sergio** (Frog Design), **Elizabeth Churchill** (Yahoo), **Jeffrey Schnapp** (Stanford University), **Bruno Giussani** (TED Global), **Heather Knight** (NASA) and other renowned academics from educational institutions such as Tokyo University, MIT, Fraunhofer Institute and UCLA.

In addition, we have been called as production partner of many others events focused on tech and digital such as [Happy Birthday Web](#), a celebration of the internet as a tool for Democracy, with Tim Berners Lee as keynoter and [World Wide Rome "The Makers"](#) a celebration of "makers" movement in Italy, featuring speakers as Chris Anderson and Dale Dougherty, among others.

We'd love to contribute tangibly to Wikimedia 2013 in Naples as producer. We'll be happy to put for free our long time experience with (and love for) tech events, content curation and speakers on your disposition for the production of the event. Also, we'd put any efforts with funds and partners raising.

Looking forward to welcoming you soon.

Kind regards,

Marcello Merlo

Conference Director
Frontiers of Interaction