



"PEGASO, FIT FOR FUTURE" TAKES OFF

**Smartphones, wearable devices, a virtual community, and a game:
under EU's FP7 Programme, the innovative project for educating teens about
healthy lifestyle has started**

Milan, 1 February 2014 - Promoting healthy lifestyles and food awareness among teenagers through games and technology – this is the goal of "**Pegaso, Fit for Future**", a European project directed by the Department of Design of the Politecnico di Milano, and managed by the Fondazione Politecnico di Milano, announced today the launch of its website www.pegasof4f.eu.

Scheduled to run over the next three and a half years, the Pegaso project has been created to raise awareness among **adolescents** of the importance of **healthy nutrition, physical activities**, and maintaining a **healthy lifestyle**, through engagement activities designed to challenge youth on their own turf: games, social networks and smartphones.

In fact, the project aims to create a **learning platform** capable of educating youth through virtual and real-life games and group challenges, in a "social" approach in which they each influence one another. The project will employ some of today's most advanced technologies, and in addition to a dedicated **smartphone app**, a **virtual community**, and a **game**, it will involve the use of **wearable devices**, designed by the project, capable of monitoring the teens' physical parameters, and also of interfacing with the entire project's toolkit, in order to prevent obesity and other health problems and long-term consequences caused by reduced physical activity and unbalanced diet.

The Pegaso project aims not only at improving adolescents' lifestyles but also at providing support to families, schools, and doctors, through awareness-raising initiatives, events, and meetings with experts, in order to increase understanding and promote a balanced, healthy lifestyle and diet.

Co-financed under the European Union's FP7 Programme, the project will engage the participation of an international and interdisciplinary task force including 17 partners from 7 European countries.

www.pegasof4f.eu

eat

move

play

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