



Antonella Canonico (Gavirate, April 12th 1961) is an Italian researcher and psychologist. She is an expert in mind-body therapy, co-founder and CEO of *iLabs*, a multidisciplinary private research institute based in Milan.

Soon after the degree in Psychology (Honours) from University of Lubiana – with a dissertation entitled “*To Die without Fear. Death in our Culture and Two Proposals to Face it*” – she specialized in Brief Strategic Therapy. Most of her time is spent in therapy – she’s been working in psycho-oncology for the last fifteen years – and new researches: she’s one of the few Italian psychologists that masters hypnosis, meditation and PNL.

In 1996 she created a free web service for psychological assistance, probably the first of this kind in Italy. In the mean time she worked to improve the popularity of psychoneurophysiology among her colleagues: pioneered by Robert Ader, psychoneurophysiology was soon found to be extremely effective in the recovery of subjects with cancer. In 2002 she founded Buddhamam, a 1000 mq wellness centre near Milan, awarded by Future Concept Lab as one of the best new wellness centres in Europe. She’s been working with Coviello Association since 2003: Coviello Association is a no-profit institution that helps improving the lives of people affected by leukaemia.

Together with Gabriele Rossi, her husband, she develops qualitative and quantitative models of cognitive processes: last *iLabs* model – that explains away all the variety of human reasoning with just three “sub-minds” – is the result of years spent studying and experiencing cognition and emotion in all their subtleties. Psychology of taste, aesthetic judgment, risk, fun, are just few among *iLabs* studies on this topic.

In 2007 she published with his husband “Semi-Immortality. The indefinite extension of life-span”: the book celebrates thirty years of researches, explaining *iLabs* vision – science, philosophy and technology – for the future of mankind.