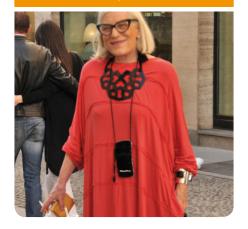
FutureVisionWorkshops_2014

RADICAL CHANGE Future & BigData

The main social and consumption dynamics, analyzed through algorithms created by iCoolhunt (www.icoolhunt.com). Projects, places and products amidst a flow of changes, and the re-launching of identities, future relationships and new perspectives within diverse production sectors.

The 2014 training route will develop over the course of the **four workshops** at Teatro Elfo Puccini, in C.so Buenos Aires 33, Milan. Additionally, **two innovative strategy sessions** will be held on June 27 and November 28, 2014 at Future Concept Lab's HQ in Milan. These sessions will enable the sharing and re-launching of scenarios and potential project directions that have emerged during the various seminars.

AESTHETICS 10th April 2014



GENIUS PLUS

The discovery of uniqueness within the design dimension, starting from individual creative talent and virtue

Radical change and future identities move towards the recognition of personal uniqueness, in terms of human touch and creative potential. Inner "genius" and personal creative ability as the differentiating factor (*Genius Plus*) needed to consolidate forms of excellence from an aesthetic, as well as a more strictly economic and social point of view.

Plural Creativity | Makers Aesthetics | Genius Luxury

CONSUMPTION 26th June 2014



EXISTENZ MAXIMUM

The ongoing search for relative maximum satisfaction

Daily existence and social logics, even before consumption, shaped by the highest relative satisfaction: *Existenz Maximum*. People of all ages and from different social backgrounds want to be happy, in every occasion and they want to be recognized in that principle, which distorts the previous logics of market segmentation.

The Selfie Phenomenon | Consumption Portraits | The Personal Tools

FutureVisionWorkshops_2014

KHUIGHL GHHNGE





The main social and consumption dynamics, analyzed through algorithms created by iCoolhunt (www.icoolhunt.com). Projects, places and products amidst a flow of changes, and the re-launching of identities, future relationships and new perspectives within diverse production sectors.

COMMUNICATION 9th October 2014



INSTINCTIVE RE-COGNITION

Reciprocal, permanent and universal mirroring

Instinctive Mirroring, according to neurological impulses, is a reality that will only later be culturally processed. *Instinctive Re-Cognition*, is instead an element of communication whereby the individual demonstrates not only to be a social animal, but also an empathetic subject. A basic identity that the web has mobilized and amplified.

Unconventional Exchange | Massive Crowdfunding | Cognitive Multiplication

RETAIL 27th November 2014



COMMON ME

Common me, as a unit of measurement for both the individual and the social

Public and private, individual and collective, as revised dimensions in terms of mixed and hybrid experiences where the **Common Me** is marked by a sustainable quality, in both human and commercial relationships. The collective experience and its "places", confirms a personal quality of life that shares a common foundation.

Extra-Domestic | Freemium Expressions | Smart Retail

LOCATION Teatro Elfo Puccini Corso Buenos Aires 33 20124 Milan









AESTHETICS

GENIUS PLUS

thursday 10th April 2014

THE POWER OF IDEAS 9:30 _10:15

> Introduction and conversation with Francesco Morace, Future Concept Lab and Franco Bolelli, writer and philosopher



ART: GENIUS MULTIPLIED IN ART

ÉCAL IN LAUSANNE 10:15 10:45

The new challenges of aesthetic education

10:45 11:15 KATE MOROSS

The strategic declination of artistic languages

11:15 11:30 COFFEE BREAK



FASHION: THE GENIUS OF CREATIVE INVESTMENT

11:30 12:00 MONCLER

The expansive vision of a specialization

12:00_12:30 VOGUE TALENTS

Care for and the "cultivation" of talent Elisa Pervinca Bellini, Voque Talents

12.:30 13:00 NEXTATLAS

Observe. Perceive and Measure the Trends Luca and Alessio Morena founders and CFO of iCoolhunt

13:00_13:15 QUESTIONS AND DISCUSSION

13:15_14:15 LUNCH

Teatro Elfo Puccini

FutureVisionWorkshops_2014

ADICAL CHANGE

& BigData



DESIGN: THE GENIUS OF TARGETED CO-DESIGN PROJECTS

14:15_14:45 KARTELL/LAVIANI

The Bourgie project, a perfect example of creative Trust & Sharing

14:45 15:15 INTERNO ITALIANO

The credibility of the generative process as the "certified" value of the product Giulio lacchetti designer and founder of Interno Italiano



BEAUTY: THE GENIUS OF NARRATIVE AESTHETICS

15:15 15:45 KIEHL'S

> The narration of products as a phenomenon of coolness

15:45 16:00 COFFEE BREAK

16:00 16:30 PRORASO

Heritage as an aesthetic experience Giovanni Galeotti, CEO of Proraso Stefania Martelli responsible foreign markets Proraso

16:30_17:00 **NEXTATLAS**

> Understand, Apply and Re-launch the Trends Luca and Alessio Morena founders and CEO of iCoolhunt

> > +39 02 29 51 00 15

17:00_17:30 STRATEGIC CONCLUSIONS

CONSUMPTION	EXISTENZ MAXIMUM	26th June 2014
In the next workshop, dedicated to the area of consumption, scenarios,	FOOD: EXPAND THE TASTE ACTIONS	MOBILITY: VALORISE THE URBAN RHYTHM
case studies and strategies in the following areas will be analysed:	HEALTH: OPTIMISE RESOURCES AND INDIVIDUAL BOUNDARIES	LIVING: SELECT THE PIECES OF THE DOMESTIC MOSAIC
LOCATION	Corso Buenos Aires 33 INFO	info@futureconceptlab.com

Milan

FutureVisionWorkshops_2014

RADICAL CHANGE





HOW TO PARTICIPATE

1

Corporate package includes:

Four workshops at Teatro Elfo Puccini in Corso Buenos Aires 33, Milan (participation for a maximum of 10 people) *

Two innovative strategy sessions

on June 27th and November 28th, 2014 at Future Concept Lab headquarters, in Via Benedetto Marcello 4, in Milan (participation of one person per company)

2

Individual participation to one workshop *

Euro 18.000 + VAT**

Euro 1.600 + VAT**

REGISTATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

e-mail

- 2 Individual participation to one workshop
- * In addition to seminar participation, registration also includes all relevant FCL documentation (paper and digital) to be distributed, coffee breaks and lunch.
- ** Io be paid by money transfer or check upon registration to: Banca Popolare di Milano Ag. 23 - Milano IBAN IT37 P055 8401 6230 0000 0015 086

LOCATION

Teatro Elfo Puccini Corso Buenos Aires 33 20124 Milan TNFO

www.futureconceptlab.com info@futureconceptlab.com +39 02 29 51 00 15







