



Do companies observe and listen to people in their life challenges and consumption choices?

What does it mean to design innovation?

How to understand and "act" in the direction of change?


These are three questions that have become strategic to companies, institutions, communication agencies and professionals of different sectors.

**Future Concept Lab** will explore the respond with **X-Change People**, the **FUTURE VISION WORKSHOPS** series planned for 2016, offering the analysis of new scenarios, indicating strategic directions and helping to design solutions for the future.

Four days dedicated to **Human Centric Innovation** and the potential of change:

- > Thursday **April 14th**
- > Thursday **June 23rd**
- > Wednesday **October 5th**
- > Thursday **November 24th**

The workshops will present **16 trends** (within **Aesthetics, Consumption, Communication** and **Retail**) and **16 new generational targets**: people inside change, explorers of paths and solutions on this side and beyond the mirror. All those who experiment with and influence both life and consumption experiences.

 Francesco Maietta and Sara Giannone of **CENSIS** will accompany each of the four workshops with an analysis for each generational target.

*Future Concept Lab, with **X-Change People**, proposes visions and projects coming from its expertise in observation and strategic interpretation. With 27 years of research, consulting and training activity, and over 10 years of work on the ConsumAuthors, and relaunches analysis, instruments and experiences: an advanced thought on the subject of Human Centric Innovation.*

#### LOCATION

Teatro Elfo Puccini  
Corso Buenos Aires 33  
20124 Milan

#### INFO

[www.futureconceptlab.com](http://www.futureconceptlab.com)  
[info@futureconceptlab.com](mailto:info@futureconceptlab.com)  
+39 02 29 51 00 15





The **Future Vision Workshops** by **Future Concept Lab** address issues of a strategic nature with the aim of contributing **towards innovation within the corporate culture**, in order to define new paths for projects. Aimed at **different professional figures** within companies that feel the need to acquire a **global vision that intercepts and connects markets and consumers**.

The **first part** of each workshop day will be dedicated to the description of innovative scenarios in **aesthetics, consumption, communication and retail**. The landscape of the underlying trends – the basis of the subsequent elaboration of **strategic guidelines** – will be strengthened by concepts and case studies of a global nature, enhanced with images and videos, drawn from **International observatories of different sectors**, and the patrimony of the institutes research.

In addition during the mornings, **exemplary case studies will be presented** for each scenario proposed **by testimonials of excellence** coming from different and important sectors.

During the afternoon an **update to the Con-sum-Authors observatory** will be presented which in 2016 has been enriched with new generational targets, passing **from 12 to 16 profiles**, proposed also through video interviews. On each of the workshop days we will explore the characteristics of 4 generational targets of neighbouring age groups, in terms of **aesthetic vision, consumption aptitude, communicative engagement and their inclination to purchase**.

The presentation of each generational target will be **completed with an analysis in a quali-quantitative context** by **CENSIS**, curated by **Francesco Maietta**, responsible for the Social welfare sector and **Sara Giannone**, Researcher Social welfare sector.

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FUTURE VISION WORKSHOPS 2016  
**Change**People

THURSDAY APRIL 14th

THURSDAY JUNE 23rd

WEDNESDAY OCTOBER 5th

THURSDAY NOVEMBER 24th

THURSDAY APRIL 14th

THE 4 AESTHETICS TRENDS

The new **aesthetic territories** outline a changing panorama oriented towards the **redefinition of forms**, the body and materials. If on the one hand we are witnessing experimentation that exceeds the classical concept of functionality, on the other new manufacturing techniques **refine the relationship with materials**, in the direction of an almost surgical nature, between artisan touch and industrial sophistication. Even the **poetics of recovery** – both cultural and formal – modulate a subtle “decadent” game, at the same time strong and rebellious. Lastly, the most advanced of project dynamics promote ever more advanced forms of unexpected collaboration, healthy carriers of profound innovation.

THE 4 GENERATIONAL TARGETS

Lively Kids — 5-8 year olds



TechTweens — 9-12 year olds



ExpoTeens — 13-15 year olds



ExperTeens — 16-19 year olds



THURSDAY JUNE 23rd

THE 4 CONSUMPTION TRENDS

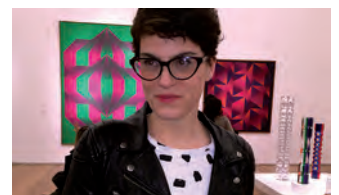
The evolution of consumption is increasingly oriented towards **memorable life experiences**, with a consumer who is in search of products to purchase not so much to satisfy increasingly sophisticated desires, but rather to ensure a mix of characteristics: their **emotional** quality, durability and **the promise of a better future**. It is not the need to own new products or services to show themselves to be a priority in consumption choices, but the possibility to **elevate the experience** – on a psychological and physical level – towards new existential directions, with products and **services in sync with the new feelings and needs of consumers**.

THE 4 GENERATIONAL TARGETS

CreActives — 20-25 year olds



ProActives — 25-30 year olds



ProFamilies — 30-35 year olds



ProTasters — 35-40 year olds



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THE 4 COMMUNICATION TRENDS

In the world of communication the **time variable** contracts always more, until it **condenses in the present**, with a view to instantaneity, creating a new relationship between communication, production and product experience. **The brands** take on a **role** comparable to that of **opinion leaders**, proposing advanced forms of communication ever closer to the art of oratory, targeting the digital. Even **the more genuinely artistic dimension** meets the most classic forms of communication, evolving from the idea of **deep convergence between mainstream and niche phenomena**. Lastly, we rediscover the value of the "not said", discrete forms of communication that are whispered and almost hidden.

THE 4 GENERATIONAL TARGETS

New Normals — 40-50 year olds



Singular Women — 40-60 year olds



Mind Builders — 50-60 year olds



Premium Seekers — 50-70 year olds



THURSDAY NOVEMBER 24th

THE 4 RETAIL TRENDS

In the **multitude of choices** of an ever **increasing number of purchase sources**, consumers are proving to be increasingly eclectic: **experts, curious and attentive** in choosing the sales channel that best matches the specific shopping experience. **Between everyday pragmatism and constant emotional excitement**, are increasingly searching for consumption occasions that **enhance the uniqueness**, they themselves promoters of **new forms of personalization**, where technology plays a decisive role. In a rapidly changing market, suspended between on and offline, where new players appear on the horizon with innovative proposals sometimes unsettling, the responses of the mainstream is immediate.

THE 4 GENERATIONAL TARGETS

Job Players — 65-75 year olds



Pleasure Growers — 65-80 year olds



Family Activists — 65-80 year olds



Health Challengers — 75-90 year olds



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the Ordine degli Architetti  
PPC di Milano.  
6 cfp from CNAPPC  
have been requested.

THURSDAY APRIL 14th

9.30\_9.45 Introduction to the workshop day  
by *Linda Gobbi*

9.45\_10.00 HUMAN CENTRIC INNOVATION  
IN THE AESTHETICS CULTURE  
by *Francesco Morace*

10.00\_10.30 **Edgy Margins**  
THE BOUNDARIES OF AESTHETIC  
PROJECTS EXPAND *BEYOND* FUNCTIONALITY  
by *Valentina Ventrelli*

10.30\_11.00 **Smooth Substance**  
THE SURFACES OF OBJECTS PROPOSE  
A *SHARP* AESTHETIC  
FOR A NEW MATERIC SUBSTANCE  
by di *Valentina Ventrelli*

11.00\_11.15 COFFEE BREAK

11.15\_11.45 **Brave Decadence**  
PROJECTS THAT QUOTE THE PAST TAKE ON  
A REBELLIOUS LOOK THAT ALL  
THE AESTHETIC RULES  
by *Valentina Ventrelli*

11.45\_12.15 **Collaborative Genius**  
THE PROJECT DIALOGUE BECOMES  
A NEW CREATIVE DYNAMIC *THAT FREES*  
*AND BOOSTS* TALENT  
by *Valentina Ventrelli*

12.15\_12.45 TESTIMONY of John Dimatos, *Senior Director,*  
*Design & Technology Communities at Kickstarter*

12.45\_13.00 QUESTIONS AND DISCUSSION

13.00\_14.00 LUNCH

14.00\_14.40 **The scenario of teens  
and pre-teens in Italy**  
QUANTITATIVE ANALYSIS OF THE CONTEXT  
by *Sara Giannone, CENSIS*

14.40\_15.10 **Lively Kids** (5-8 year olds)  
THE INTUITIVE TOUCH, BETWEEN SPEED  
OF REACTION AND SPONTANEOUS  
INTELLIGENCE  
by *Linda Gobbi, Francesco Morace*  
and *Isabella Guaitoli*

15.10\_15.40 **TechTweens** (9-12 year olds)  
THE FIRST EXPERIMENTS OF GREGARIOUS  
COMPLICITY, BETWEEN IMITATION  
AND CREATIVE RE-ELABORATION  
by *Linda Gobbi, Francesco Morace*  
and *Isabella Guaitoli*

15.40\_16.00 COFFEE BREAK

16.00\_16.30 **ExpoTeens** (13-15 year olds)  
PERMANENT DIGITAL EXPOSURE, BETWEEN  
INSTANTANEOUS COMMUNICATION  
AND RELATIONAL IMMEDIACY  
by *Linda Gobbi, Francesco Morace*  
and *Isabella Guaitoli*

16.30\_17.00 **ExperTeens** (16-19 year olds)  
EXPERTISE AS THE BASIS OF IDENTITY,  
BETWEEN COMPETENCE, KNOWLEDGE  
AND RESPONSIBILITIES  
by *Linda Gobbi, Francesco Morace*  
and *Isabella Guaitoli*

17.00\_17.30 QUESTIONS AND DISCUSSION  
STRATEGIC CONCLUSIONS  
by *Linda Gobbi* and *Francesco Morace*

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## HOW TO PARTICIPATE

<b>1</b>	Corporate package includes: <b>four workshops</b> (participation for a maximum of 10 people) *	Euro 16.000 + VAT**
<b>2</b>	Corporate package includes: <b>one of the four workshops</b> (participation for a maximum of 10 people) *	Euro 5.000 + VAT**
<b>3</b>	The first participation to <b>a single workshop</b> *	Euro 900 + VAT**
<b>4</b>	The participation of a single member of the <b>Ordine degli Architetti PPC di Milano</b> to the April 14th, 2016 workshop*	Euro 700 + VAT**

## REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

E-mail

- 1**  Corporate package of all four workshops
- 2**  Corporate package of one of the four workshops
- 3**  The first participation of one person only to a single workshop
- 4**  The participation of a single member of the Ordine degli Architetti PPC di Milano to the April 14th, 2016 workshop\*

\* In addition to seminar participation, registration also includes all relevant FCL documentation (paper and digital) to be distributed, coffee breaks and lunch.

\*\* To 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

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