



## FUTURE VISION WORKSHOPS 2017

# InnovAction

## Trends, People and Knowledge

The 2017 series of Future Vision Workshop by Future Concept Lab will be dedicated **to the exploration and analysis** of the main **project actions** that characterize **innovation** in different spheres of material and immaterial culture.

A privileged point of view will be that of the **main actors of change**, the new ConsumAuthors, as producers of increasingly decisive strategies and actions for the **definition of trends**.

**Knowledge Innovation** therefore, becomes the key for the design of aesthetics, products, communication and relevant formats for the future.



Within **each of the workshop days**, **four trends** will be analysed with the aid of concepts and case studies, exploring their connections with **two generational nuclei** selected from the ConsumAuthors Observatory, for which behaviours and attitudes in different **areas of consumption** will be analysed, including for example Food, Fashion, Design, Domesticity, Mobility, Wealth and Care.

During the series of Future Vision Workshops, **guest speakers** will enrich each day with the support of **successful case studies**, starting from their own expertise and in relation to the themes of the event, which **will be added to the academic point of view** of four university professors, and writers.

Teatro Elfo Puccini | Corso Buenos Aires 33 | 20144 Milan

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thursday **6<sup>th</sup> april**  
**ProTasters** (35-40 year olds)  
Young Adults  
**Pleasure Growers** (over 70 year olds)  
Long-lived

The workshop dedicated to the **Aesthetics** trends will focus on the analysis of design oxymorons that are characterizing the most advanced frontiers of creative experimentation. From these contrasts today new languages are born that are redefining the rules and the boundaries of aesthetic perception.



thursday **22<sup>nd</sup> june**  
**ProActives** (25-30 year olds)  
Young Adults  
**Singular Women** (45-60 year olds)  
Mature Adults

The **Consumption** trends will reveal how it is possible to activate strategies for growth, through the introduction of new systems of interaction between public and private, with the ambition to include in order to innovate. The city will become a laboratory to define new dynamics of active citizenship.



thursday **5<sup>th</sup> october**  
**CreActives** (20-25 year olds)  
Young Adults  
**Family Activists** (over 65 year olds)  
Long-lived

To restore the importance of gestures and words, will represent the starting point for the workshop day dedicated to **Communication**, the ultimate goal being that of offering new possible tools to meet the challenge of truthfulness of the message.



thursday **23<sup>rd</sup> november**  
**ExperTeens** (16-19 year olds)  
Pre-Adults  
**ProFamilies** (30-35 year olds)  
Young Adults

The definition of virtuous and proactive alliances between generations, supported by the expansive opportunities of the digital, represent a challenge for the most advanced Retail and will be one of the topics covered during the day dedicated to the **Retail** trends.

AESTHETICS

thursday 6<sup>th</sup> april

**ProTasters** (35-40 year olds)  
Young Adults

**Pleasure Growers** (over 70 year olds)  
Long-lived

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Future  
LAB concept

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## THE DAY'S PROGRAM

**9.30 - 9.45**

**Introduction to the workshop day**

by Linda Gobbi

**9.45 - 10.00**

**Evolution of the Unique & Universal Paradigm**

by Francesco Morace

**10.00 - 10.30**

**Trend | Usable Reality**

When project function goes beyond simple representation

by Valentina Ventrelli

**10.30 - 11.00**

**Trend | Sweet Grim**

When a pretty decoration conceals nuances of design torment

by Valentina Ventrelli

**11.00 - 11.30** Coffee Break

**11.30 - 12.00**

**Focus on the ConsumAuthors**

**ProTasters:** The more advanced Millennials in terms of aesthetic languages

by Isabella Guaitoli

**12.00 - 12.30**

**Customer engagement: emerging trends and KPIS**

Testimony by Emanuela Prandelli (LVMH Associate Professor of Fashion and Luxury Management)

**12.30 - 13.00**

**Questions and discussion**

**13.00 - 14.00** Lunch

**14.00 - 14.30**

**Graffiti 4 Smart City**

Testimony by Salvatore Pepe (CEO Mosaico Digitale)

**14.30 - 15.00**

**Trend | Tricky Gravity**

When the concept of lightness permeates the aesthetic project and changes perception

by Valentina Ventrelli

**15.00 - 15.30**

**Pillole IN-possibili**

Testimony by Francesca Appiani (Curator Museo Alessi)

and Chiara Luzzana (Sound Designer and Soundtrack's Composer)

**15.30 - 16.00** Coffee Break

**16.00 - 16.30**

**Trend | Madly Perfect**

When perfection meets mania and revolutionizes the concept of tailoring and craftsmanship

by Valentina Ventrelli

**16.30 - 17.00**

**Focus on the ConsumAuthors**

**Pleasure Growers:** the Long-lived most suited to conquer the relevance of aesthetics

by Isabella Guaitoli

**17.00 - 17.30**

**Questions and discussion**

**Strategic conclusions**

by Linda Gobbi and Francesco Morace



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## HOW TO PARTICIPATE

1

**corporate package**

includes:  
four workshops  
(participation for a maximum of 10 people) \*

euro 18.000 + VAT \*\*

2

**corporate package**

includes:  
one of the four workshops  
(participation for a maximum of 10 people) \*

euro 5.000 + VAT \*\*

3

the first participation  
**to a single workshop** \*

euro 900 + VAT \*\*

notes

## 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

\* 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