How to enable business success and the success of a brand in all its strategic and operational aspects?

scenari della

This challenge must be addressed courageously by those who reject a model of unsustainable development understanding that the answer cannot be happy de-growth.

A challenge taken on and re-launched by Future Concept Lab for its 2015 series of Future Vision Workshops dedicated to the global challenge to be faced in coming years: to fuel happy growth, with a vision of prosperity.

Central to the analysis, trends and strategies presented will be the theme of growth, outlining a new map of the society and the market, and collecting the requests of companies who must interact in an innovative way, using regenerated tools.

On the occasion of each seminar. FeliceLimosani-multidisciplinary creative and digital storytellerwill present innovative projects, created to relaunch the "relationship" of Institutions and Companies with the territory and the market.

Thursday **16th April** "GENERATIVITY AND THE MACRO DIRECTIONS OF AESTHETICS

the scenarios of growth

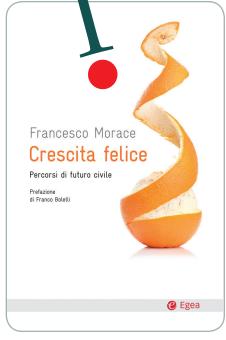
FUTURE VISION WORKSHOPS 2015

Thursday 25th June "SPECIFICITY" AND THE MACRO DIRECTIONS OF CONSUMPTION OCCASIONS

Thursdav 8th October "MAGNETISM" AND THE MACRO DIRECTIONS OF COMMUNICATION DYNAMICS

Thursday **26th November** "CIRCULARITY" AND THE MACRO DIRECTIONS OF COMMERCIAL EXCHANGE

The workshops will: allow for **a** global vision of the phenomena **taking place** in the world of supply and demand, provide insights as to the most significant consumer trends and markets, offer a selection of emerging successful and incisiveness case studies, supply a set of tools and techniques to be activated in order to face the most advanced societies and to support the expansion of the brand.



Developing strategies for the coming years, defining new projects and renewing their market position. This is the objective of the four workshops that connect on a strategic level to the themes developed by Francesco Morace in his new book Crescita Felice. Percorsi di futuro civile (published by Egea, January 2015). Themes that will be reflected on during the Festival della Crescita. organised by Future Concept Lab between the 15th and 18th October at Palazzo delle Stelline, on the occasion of Milan Expo 2015.

in

LOCATION Teatro Elfo Puccini Corso Buenos Aires 33 20124 Milan

### **INFO**

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



# **"SPECIFICITY"** AND THE MACRO DIRECTIONS OF CONSUMPTION OCCASIONS

#### **PROGRAM of thursday 25th June**

- 9.30 \_9.45 Introduction to the workshop day by *Linda Gobbi*
- 9.45\_10.15 THE "SPECIFIC" IMPULSES OF NEW CONSUMPTION by *Francesco Morace* and *Luigi Rubinelli*, *Editor in Chief of RetailWatch*
- 10.15 \_10.45 **SNAP PERFORMANCE** EXPERIMENT AND INTERVENE IN A TIMELY MANNER
- 10.45 \_11.15 LIFE SIMPLIFICATION AND INTELLIGENT HOME SYSTEMS THAT CHANGE WITH THE USER Milka Eskola, Vice President Art & Design Legrand Group
- 11.15\_11.40 COFFEE BREAK
- 11.40\_12.10 **SUPREME TRACKS** ASPIRE AND CARVE OUT EXPERIENCES OF EXCEPTION
- 12.10 \_12.40 VADOLIBERO, SMART CYCLING SOLUTIONS Antonella Grua and Ran Reuveni, Co-founders of Vadolibero
- 12.40 \_13.00 QUESTIONS AND DISCUSSION

#### 13.00\_14.00 LUNCH

- 14.00\_14.30 CIBUS IN FABULA: A SITE SPECIFIC PERFORMANCE FOR EXPO MILANO 2015 Felice Limosani, Multidisciplinary creative and Digital Storyteller
- 14.30\_15.00 **ENVELOP TO DEVELOP** INCLUDE SINGULARITIES AND DESIGN ALTERNATIVES
- 15.00\_15.20 QUESTIONS AND DISCUSSION
- 15.20\_15.40 COFFEE BREAK
- 15.40\_16.10 LIFE UPGRADE ADVANCE STEADILY THROUGH TARGETED CHOICES
- 16.10\_16.40 TALKING FURNITURE Daniele Lago, CEO and Head of Design LAGO SpA
- 16.40\_17.10 STRATEGIC SHARING with Andrea Illy, Andrea Illy, President and CEO of illycaffè and President of Altagamma
- 17.10\_17.30 CONCLUSIONS by *Linda Gobbi* and *Francesco Morace*

LOCATION

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## HOW TO PARTICIPATE



Corporate package includes:

**Four workshops** at Teatro Elfo Puccini in Corso Buenos Aires 33, Milan (participation for a maximum of 10 people) \* Euro 16.000 + VAT\*\*



Individual participation to one workshop \*

Euro 1.600 + IVA\*\*

## **REGISTRATION FORM**

Na	ime a	and surname	
Со	mpar	лу	
Cu	rrent	Position	
Address			City
VA	T Nu	mber	
Telephone		ne	Fax
e-r	mail		
1		Business package of four workshops and two innovative strategy sessions	
2		Individual participation to one workshop	
	incl	nddition to seminar participation, registration also ludes all relevant FCL documentation (paper and digital) ne distributed, coffee breaks and lunch.	<ul> <li>** Io be paid by money transfer or check upon registration to: Banca Popolare di Milano Ag. 23 - Milano</li> <li>IBAN IT37 P055 8401 6230 0000 0015 086</li> </ul>

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