

FutureVisionWorkshops_2014

RADICAL CHANGE



& BigData

In the 4 workshops in 2014, Future Concept Lab presents **the main social and consumption trends**, analyzed together with algorithms created by iCoolhunt (www.icoolhunt.com). Projects, places and products are presented amidst a flow of changes; the re-launching of identities, relations and **future prospects within diverse production sectors**. Following the **Aesthetics (April 10th)** and **Consumption (June 26th)** workshops, the Institute proposes two new events dedicated to **Communication** and **Retail** trends.

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.

City | Publishing | Mobile | Video

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.

Leisure & Culture | Energy | Wealth | Large-scale Retail Channel

LOCATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO

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



COMMUNICATION

INSTINCTIVE RE-COGNITION

Thursday 9th October 2014

9:30-17:30

FutureVisionWorkshops_2014

RADICAL CHANGE & BigData



9:30_10:10 CONVOCATIONAL COMMUNICATION
Introduction by *Francesco Morace*
and *Linda Gobbi, Future Concept Lab*



CITY: LIVE CONNECTIONS AND REACTIVITY

10:10_10:30 BRITISH AIRWAYS
To evoke wonder
through technology

10:30_11:00 LYFT
Alternative mobility
in the name of the eccentricity

11:00_11:30 NEXTATLAS
Observe, Perceive and Measure the Trends
Luca Morena founder and CEO of iCoolhunt

11:30_11:50 COFFEE BREAK



PUBLISHING: INTEGRATE CHANNELS AND CONTENT

11:50_12:15 THE GUARDIAN
The alliance between traditional media
and the digital mindset

12:15_12:30 GAMBERO ROSSO
Excellence as the key to the present

12:30_13:00 GUEST SPEAKER: GAMBERO ROSSO
Paolo Cuccia
President of Gambero Rosso Holding

13:00_14:00 LUNCH



MOBILE: PLAY BETWEEN EXCHANGE AND REWARD

14:00_14:30 DUOLINGO
Learn and contribute through play

14:30_14:45 SAMSUNG
Launch innovative projects
and keep memory alive

14:45_15:15 GUEST SPEAKER: SAMSUNG
Francesco Cordani
Head of Marcom Samsung Electronics Italia

15:15_15:30 COFFEE BREAK



VIDEO: EMPOWER AGILE VISIONS

15:30_16:00 NETFLIX
Agility, service and passions
in everyday visions

16:00_16:15 EPSON METEO
Expertise at the service
of multiple video platforms

16:15_16:45 GUEST SPEAKER: EPSON METEO
Luigi Latini
Executive Producer of Epson Meteo

16:45_17:15 NEXTATLAS
Observe, Perceive and Measure the Trends
Luca Morena founder and CEO of iCoolhunt

17:15_17:30 STRATEGIC CONCLUSIONS

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COMMON ME

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9:30_10:00 COMMON ME
AND THE RETAIL STRATEGIES
Introduction and conversation
Francesco Morace, Future Concept Lab
with *Luigi Rubinelli, journalist*
and director of Retail Watch

13:15_14:15 LUNCH



LEISURE & CULTURE:
SUMMONS AND MULTIPLY IDEAS
AND PRACTICES OF LIFE



WEALTH:
ACTIVATE INDIVIDUAL AND COLLECTIVE
PROJECT PARTNERSHIPS

10:00_10:30 PRESENTATION OF TRENDS, CASE STUDIES
AND BUSINESS STRATEGIES
by the Future Concept Lab team

14:15_14:45 PRESENTATION OF TRENDS, CASE STUDIES
AND BUSINESS STRATEGIES
by the Future Concept Lab team

10:30_11:00 GUEST SPEAKER: RETAIL DESIGN
Paolo Lucchetta, Architect and founder
of Retail Design, IUAV Professor

14:45_15:15 GUEST SPEAKER:
UNIONE NAZIONALE CONSUMATORI
Massimiliano Dona
General Secretary
of *Unione Nazionale Consumatori*

11:00_11:30 GUEST SPEAKER: GRENDENE
Edson Matsuo, Creative Activist of Grendene

15:15_15:30 COFFEE BREAK

11:30_11:45 COFFEE BREAK



LARGE SCALE RETAIL CHANNEL:
COMBINE MICRO AND MACRO-
CONSUMPTION FOR AN INCLUSIVE RETAIL



ENERGY:
INNOVATE TO ENHANCE
THE VALUE OF SUSTAINABLE

15:30_16:00 PRESENTATION OF TRENDS, CASE STUDIES
AND BUSINESS STRATEGIES
by the Future Concept Lab team

11:45_12:15 PRESENTATION OF TRENDS, CASE STUDIES
AND BUSINESS STRATEGIES
by the Future Concept Lab team

16:00_16:30 GUEST SPEAKER: EATALY AND F.I.CO.
Tiziana Primori Managing Director
Eataly World Bologna
and *F.I.CO. - Fabbrica Italiana Contadina*

12:15_12:45 GUEST SPEAKER: EDISON ENERGIA
Alessandro Zunino, CEO Edison Energia

16:30_17:00 NEXTATLAS
Observe, Perceive and Measure the Trends
Luca Morena founder and CEO of iCoolhunt

12:45_13:15 NEXTATLAS
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HOW TO PARTICIPATE

1

Corporate package includes:

Two workshops (on 9th October and 27th November 2014)
at Teatro Elfo Puccini
in Corso Buenos Aires 33, Milan
(participation for a maximum of 10 people) *

A innovative strategy session

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

Euro 9.000 + VAT 22% **

2

Individual participation to **one workshop** *

Euro 1.600 + VAT 22% **

REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

e-mail

1 Business package of two workshops and a innovative strategy session

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.

** 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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