



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 there 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.

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thursday **6th 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 **22nd 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 **5th october**

CreActives (20-25 year olds)
Young Adults

Premium Seekers (55-70 year olds)
Mature Adults

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 **23rd 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.



thursday 5th october

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Young Adults

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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 Crucial & Sustainable Paradigm

by Francesco Morace

10.00 - 10.20

The emerging drivers of digital communication

Testimony by Alessandro Mandelli
(Co-founder Good Move)

10.20 - 10.40

Trend | Privacy By Design

The value of personal integrity will pass through the defence of communication
by Francesco Morace

10.40 – 11.10

Influencer, between the web and occult advertising

Testimony by Massimiliano Dona
(lawyer, President of the Unione Nazionale Consumatori)

11.10 – 11.30 Coffee Break

11.30 – 12.00

Trend | Onlife Expansion

The gap between online and offline has definitely been overcome: life comes first
by Francesco Morace

12.00 – 12.30

Focus on the ConsumAuthors

CreActives: the more social Millennials, between independence and communicative naivety
by Isabella Guaitoli

12.30 – 13.00

The seductiveness of hatred. Reflections on hostile words

Testimony by Vera Gheno
(Lecturer at the Università di Firenze and member of the Scientific Committee Parole O_Stili)

13.00 – 14.00 Lunch

14.00 – 14.30

Trend | Absolute Knowledge

Information and intelligence are distinguished through knowledge and awareness
by Francesco Morace

14.30 – 15.00

The web between truth and knowledge: how to deal with Fake News

Testimony by Stefano Moriggi
(Philosopher of Science, Università di Milano Bicocca)

15.00 – 15.30

Focus on the ConsumAuthors

Premium Seekers: mature adults demanding in terms of cognitive completeness, poised between truthfulness of information and elite fascination
by Isabella Guaitoli

15.30 – 16.00 Coffee Break

16.00 – 16.30

When the Brand becomes Music

Testimony by Chiara Luzzana
(Sound Designer, Soundtrack's Composer, creator of THE SOUND OF CITY®)

16.30 – 17.00

Trend | Permanent Storydoing

Storytelling gives way to the story of what we do in real time
by di Francesco Morace

17.00 – 17.30

Questions and discussion Strategic conclusions

by Linda Gobbi e Francesco Morace



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HOW TO PARTICIPATE

1

corporate package

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

euro 9.000 + VAT **

2

corporate package

includes:
one of the two 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 two workshops
- 2 corporate package of one of the two 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