



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**
- > Wednesday **October 5th**
- > Thursday **June 23rd**
- > 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
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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
ChangePeople

THURSDAY APRIL 14th

THURSDAY JUNE 23rd

WEDNESDAY OCTOBER 5th

THURSDAY NOVEMBER 24th

THURSDAY APRIL 14th

THE 4 AESTHETICS TRENDS

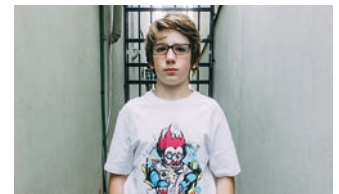
The new **aesthetic territories** outline a changing panorama oriented towards the **redefinition of forms**, the body and materials. If on the one hand we are witnessing experimentation that exceeds the classical concept of functionality, on the other new manufacturing techniques **refine the relationship 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 — 55-70 year olds



THURSDAY NOVEMBER 24th

THE 4 RETAIL TRENDS

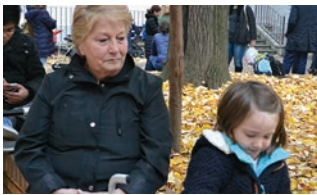
In the **multitude of choices** of an ever **increasing number of purchase sources**, consumers are proving to be increasingly eclectic: **experts, curious and attentive** in choosing the sales channel that best matches the specific shopping experience. **Between everyday pragmatism and constant emotional 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



Family Activists — over 65 year olds



Pleasure Growers — over 70 year olds



Health Challengers — 75-90 year olds



Event in collaboration with
the Ordine degli Architetti
PPC di Milano.
6 cfp from CNAPPC.

THURSDAY NOVEMBER 24th

- 9.30_9.45 Introduction to the workshop day
by *Linda Gobbi*
-
- 9.45_10.00 THE POWER OF PEOPLE IN RETAIL
by *Francesco Morace*
-
- 10.00_10.30 RETAIL SUFFERS MORE ACCELERATIONS
Luigi Rubinelli, Director of RetailWatch.it
-
- 10.30_10.50 **Format Escalation**
THE EVOLVED DYNAMICS
OF RETAIL SPACES BETWEEN
CONTINUITY AND PROGRESSION
by *Luisa Aschiero*
-
- 10.50_11.10 **Tiny Revolution**
TECHNOLOGICAL MICRO-SOLUTIONS
FOR SUBSTANTIAL CHANGES
by *Luisa Aschiero*
-
- 11.10_11.30 COFFEE BREAK
-
- 11.30_12.00 THE VISION OF UNES: THE WORLD DOES
NOT STOP AT EDLP
Mario Gasbarrino, President and CEO Unes
-
- 12.00_12.20 **Magical Keys**
ARTICULATED SERVICES FOR IMPULSE
PURCHASES AND IMMEDIATE RESPONSES
by *Luisa Aschiero*
-
- 12.20_12.40 **Irregular Price**
THE DEFINITION OF PURCHASE VALUE
STARTING FROM PRICE TESTS
by *Luisa Aschiero*
-
- 12.40_13.00 QUESTIONS AND DISCUSSION
-
- 13.00_14.00 LUNCH
-
- 14.00_14.30 QUALI-QUANTITATIVE ANALYSIS
OF THE CONTEXT
by *Sara Giannone, CENSIS*
-
- 14.30_15.00 **Job Players** (65-75 year olds)
THE "KNIGHTS" OF WORK,
STILL ABLE TO PLAY A ROLE
IN THE WORLD OF PROFESSIONS
by *Linda Gobbi, Francesco Morace*
and *Isabella Guaitoli*
-
- 15.00_15.30 **Family Activists** (over 65 year olds)
THE LONG LIVED ALTRUISTS, IN FREE
SUPPORT OF FAMILY AND COMMUNITY
by *Linda Gobbi, Francesco Morace*
and *Isabella Guaitoli*
-
- 15.30_15.45 COFFEE BREAK
-
- 15.45_16.15 FORMATS AND RELATIONAL EVENTS
FOR SUSTAINABLE PROMOTION
Daniele Pario Perra, Relational artist,
Researcher and Designer
-
- 16.15_16.45 **Pleasure Growers** (over 70 year olds)
THE MATURE HEDONISTS, WITH A FULL LIFE
BETWEEN REDESIGN AND GRATIFICATION
by *Linda Gobbi, Francesco Morace*
and *Isabella Guaitoli*
-
- 16.45_17.15 **Health Challengers** (75-90 year olds)
THE HEALTH CHALLENGERS, IN SEARCH
OF ASSISTANCE AND CARE IN HUMAN
AND RELATIONAL ASPECTS
by *Linda Gobbi, Francesco Morace*
and *Isabella Guaitoli*
-
- 17.15_17.30 QUESTIONS AND DISCUSSION
STRATEGIC CONCLUSIONS
by *Linda Gobbi and Francesco Morace*

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HOW TO PARTICIPATE

1

Corporate package includes:
one workshop
(participation for a maximum of 10 people) *

Euro 5.000 + VAT **

2

The first participation to a **single workshop** *

Euro 900 + VAT **

3

The participation of a single member of the
Ordine degli Architetti PPC di Milano to the workshop

Euro 700 + VAT **

REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

E-mail

- 1 Corporate package of a single workshop
- 2 The first participation of one person only to a single workshop
- 3 The participation of a single member of the **Ordine degli Architetti PPC** di Milano to the 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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