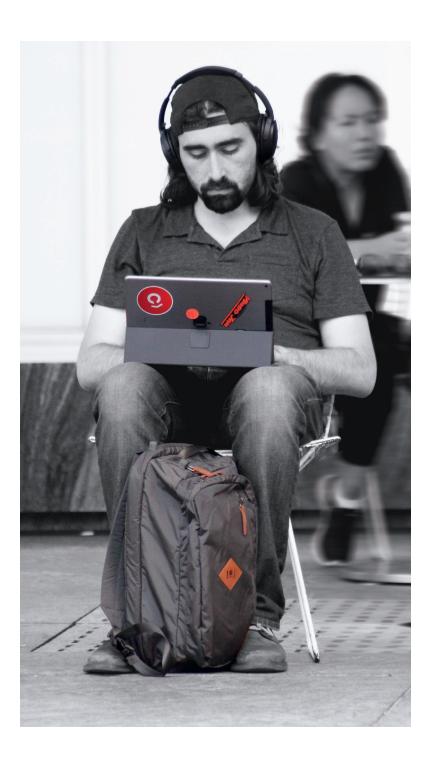


TOTALIFE360°

Entrepreneurs, managers and companies can no longer take on business risks without a credible interaction with reality, observed at 360 degrees.



Onlife Extramedia Storydoing

The new strategies of Societing

The 2018 Future Vision Workshops series will present the scenario of trends in which all ConsumAuthor, of any age, tend to navigate at 360 degrees in an intensely renewed life dimension. The themes of Onlife, Extramedia and Storydoing, become the key to understanding the metamorphosis in act, for all those who deal with innovation, marketing and communication within a business environment.









Teatro Elfo Puccini

Corso Buenos Aires 33 20144 Milan

INFO

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



OTALIFE360

The analysis of **new Societing strategies** will constitute the conductor of the four workshop days, continuing the reflection matured during the 2017 workshop series, the most attended ever, with almost one thousand participants.

The themes of **Onlife** and the delicate relationship between online and offline, that pervasively impact everyone's everyday experience will resurface. We will understand how and why each subject has become a medium, forcing corporate communication to face an Extramedia challenge. Finally we will evaluate the possible strategies of **Storydoing**, imagining renewed forms of convocative and credible relationship.

In this way the sixteen nuclei of ConsumAuthors will become the **enablers of trends** presented in the morning, crossing the different product sectors through the **International Observatories** dedicated to the home, fashion accessories, food, mobility services and body care.

AESTHETICS CONSUMPTION RETAIL



TREND SCENARIOS

The mornings will be dedicated to the presentation of the evolved Aesthetics, Consumption, Communication and Retail scenarios. **COMMUNICATION** through the presentation of the more innovative trends, enriched through the description of international case studies.

EVOLUTION LAB

During the afternoon we will propose the activity of the Evolution Lab, a practical insight highlighting the application of Future Concept Lab research and analysis tools, following the thread of #coolhunting evolution, to which the latest publication by Franco Angeli is dedicated, curated by Future Concept Lab's group of researchers, who, led by Francesco Morace and Linda Gobbi, intervene during the different workshop days: Luisa Aschiero, Lucia Chrometzka, Isabella Guaitoli and Valentina Ventrelli.

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pre-adults (4-19 year olds)









young adults (20-40 year olds)









mature adults (40-70 year olds)









seniors (65-90 year olds)











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Thursday, November 29th

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WORKSHOP PROGRAM

9.30 - 10.00

Introduction to the workshop day by

Linda Gobbi and Francesco Morace

10.00 - 10.30

How many retail models will there be in the future?

by Luigi Rubinelli (Director of RetailWatch.it)

10.30 - 11.00

Trend

Legendary Acts

The design saga of brands and labels is enriched with new chapters

by Luisa Aschiero

11.00 - 11.30 Coffee Break

11.30 - 12.00

Trend

ShoppAble Surround

Technological innovation enables immersive forms of retail

by Luisa Aschiero

12.00 - 12.30

The contribution of light design to the excellence of retail

by Davide Groppi (CEO Davide Groppi)

12.30 - 13.00

Trend

EcoNormic Ground

Ethics confirmed as a complete creative expression

by Luisa Aschiero

13.00 - 14.00 Lunch

14.00 - 15.00

The research and analysis tools of Future Concept Lab

PKI Esselunga: creative training lab

introduction by Valentina Ventrelli and Lucia Chrometzka with Barbara Abate (Training and Development Manager Esselunga)

15.00 - 16.00

ConsumAuthors: the evolution of the generational nuclei through socio-dynamic forces

ProActives (25-30 y.o.)

Singular Women & Mind Builders (45-60 y.o.)

by Linda Gobbi, Isabella Guaitoli and Francesco Morace

16.00 - 16.20 Coffee Break

16.20 - 16.45

ConsumAuthors: the emblematic cases

ProActives (25-30 y.o.)

Singular Women & Mind Builders (45-60 y.o.)

by Linda Gobbi, Isabella Guaitoli and Francesco Morace

16.45 - 17.15

Gnammo, an example of social eating

by Cristiano Rigon (Founder and CEO of Gnammo)

17.15 - 17.30

Evolution Lab: shared insights

by Future Concept Lab



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corporate package

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

euros 6.000 + VAT **



first participation of one person to a single workshop *

euros 1.500 + VAT **

REGISTRATION FORM

name and surname		
company		
current position		
address	city	
VAT number		
telephone	fax	
e-mail		

- **1** O corporate package (one workshop)
- 2 O 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