

THE REAL TRENDS 2007

Future
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Future Concept Lab, leader in the analysis of Scenarios and Trends, presents the tenth edition of the **Future Vision Workshops**: a cycle of workshops that provides a Vision, both retrospective and prospective, on the evolution of the global market.

With **THE REAL TRENDS**, in particular, we aim to identify those trends that our recent market history has proven to be 'right', to be 'real', and not just the result of the latest fad.

For each area of research, Aesthetics, Consumption, Communication and Retail, FCL will present the trends that 'really' impact the market, together with a portrayal of their future evolution in the 4 areas of interest.

The cycle of seminars, of a one-day each, will illustrate the trends **through a case study history**, which highlights the dynamic flow of each area interest. Guests who are representative of business that are relevant to each theme will be invited to speak about their experience, **providing a first-hand account on the subject**.

1 Aesthetics **19th April 2007**
In an area characterised by a fast-changing development of new trends, it is important to 'clear out', highlighting what has really made an impact on the market and what will be the key ingredients of the future. Our work on the world of Aesthetics is based on the International research program 'Street Signals', that for the past fifteen years has continually gathered the work of 50 correspondents in 40 cities worldwide.

2 Consumption **5th July 2007**
Consumption is nowadays everything we are surrounded by and it becomes increasingly entangled to the area of socio-psychology and cognition. The seminar will draw on our permanent research program, Genius Loci Worldwide, employed to identify the common thread between different cultures and propose a vision on the future of consumption.

3 Communication **11th October 2007**
Enter into the plural nature of communication, to focus on the increasingly delicate boundary between the technological and the tangible world. Aside the case history of the real trends, the seminar will also bring some examples of 'flops' in the market of communication technology explaining why and what it has not worked.

4 Retailing **22nd November 2007**
Future Concept Lab's International observatory, dedicated to retail, will involve the exploration of successful and innovative use of spaces and practices, suggesting how the once regarded as the last aspect of commerce, has now become the first element for establishing/revitalising a business in the current market scenario.

THE REAL TRENDS 2007 will be held at Teatro Litta, Corso Magenta 24, Milan.

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Aesthetics

19th April
(9,30 – 17,30)

Hyper Memorable Focuses on the businesses that have an interesting story to tell and that have been successful in expressing their unique experience through their aesthetics, products and brand imagery.



Wonder Simplification The concept of 'simplification' is a search for the "essence", an expression of talent that is able to achieve a refined and surprising synthesis, which stands between a new philosophy of life and a wonderful experience.



Extra Rules The creative challenge of rules comes into play, in search of traditions of excellence. A guideline that is able to emphasise the vital strength of the 'rules' that is invented as a mean to bypass conformism.



Ultra Graphic The unexpected richness of creative surfaces and chromatic effect is reconfirmed. The skin of objects becomes an experimental laboratory, able to propose innovative languages and grammar.



Huge Interlace The mixing of styles is increasingly lived as a form of personal stimuli that enriches people's everyday life. The chemistry of the relational dynamics find, in this habitat, its own combined aesthetic.



Super Material The consistency of materials becomes the plot for a story and the aesthetic experimentation that broadens from the natural to the artificial: an expansion and extension of character, of the structure and of their creative possibilities.



Massive Details Details conquer the scene through symbolic or iconic significance: a performance in all the senses made possible by vocation and through the creative wrong-footing.



Micromega Luxury Luxury meets with the dynamics of the prestige and the out of scale, opening a new dialogue that manifests itself through the ludic expressions of proportions.



Consumption

5th July
(9,30 – 17,30)

Moving Effect Mobility has become a new condition of life that, through its dynamic dimension, creates innovative effects in terms of new domesticity, proximity, reception.



Choice Excitement The future of consumption plays on the excitement of choice, that implies the ability to select. An action that expresses an intuitive knowledge, founded on the solid base of experience and information.



Pocket Experience Products and services of excellence, limited in time and space, that constitute the point of convergence of luxury and commodity, expressing its 'dense' experience through dimension, price and quality.



Taste Empowerment The consumption authors' (consum-autore) centrality of taste and his cultural capacity becomes at the centre of his creative growth, expressed through consumption.



Surprising Endurance Consumers' need for finding surprise and "marvel" in the consumption process leads to the cognitive rediscovery of roots and memory.



Fair Extention The necessity for responsibility extends to companies, and it is defused within the wider community of consumers according to the values of a new democracy, with sustainable processes that become visible, transparent and understandable to all.



Building Expertise The access and control of information, on behalf of an ever expanding band of the population, foster competence and a desire for quality, the development of new talents which encourages the sharing of expertise.



Expanded Environment The vital atmosphere is expanded, requiring new care in ecological and narrative terms and supporting, above everything, the exchange and the growth of passions, the sharing of opinions and of networking, online but also on the territory.