



Future Vision Workshop 2008

Future
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LAB



B R I C and Made in Italy

Globalisation has evolved into a phenomenon that rescues the value of local cultural knowledge and market diversity, departing from the homologation typical of the last decade. For the Made in Italy, as for multinational companies, the challenge now lays in the ability to identify the links between the values and the trends proper of a specific area of the world, and the unique character of the company's produce.

«**BRIC and Made in Italy**», structured in four workshops run by Future Concept Lab throughout 2008, will tackle the hottest issues of advanced globalisation. Each of the four events will explore **the relationship between «the experiences of excellence»** of a BRIC country – Brazil, Russia, India, China – combined with the **strategic vision** of a Laboratory (*The Lab*), ad-hoc created to analyse *The sense of Italy (Senso dell'Italia)* (from the homonymous book by *Francesco Morace*, Libri Scheiwiller February 2008), promoted by Future Concept Lab and some prominent companies.

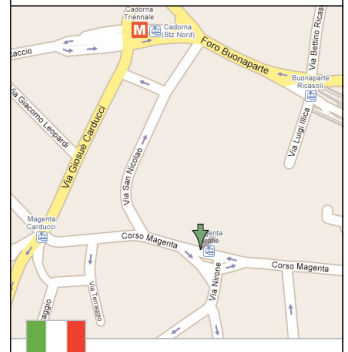
The Lab is the result of Future Concept Lab and other Companies and professionals' desire to identify the new values of the current and future market and its people (managers, employees, consumers).

The Lab brings to light the role of the market and of professionals in the **Third Renaissance**, a time that witnesses the return of humanistic values identified by both the recent rise of a Humanistic Management and by the new values attributed to design, and to the taste of good quality life. Together with *The Lab*, the Institute will provide a **detailed analysis of the BRIC countries** through the experience of international observatory programs and specific research carried out in these areas of the world. Excellent guests (key people in management, designers, consultants coming from Brazil, Russia, India and China) will also contribute to provide a strategic vision in the areas of Aesthetics, Consumption, Communication and Distribution.

The Years program will be articulated as follows:

- 7th April **Contemporary Aesthetic trends and the «Brazilian Lab»**
- 26th June **Consumption trends and the «Chinese Dragon»**
- 9th October **Communication trends and «Indian Tales»**
- 20th November **Retail trends and «Russia as a boutique of the world»**

	7 th April
	26 th June
	9 th October
	20 th November



Full-cycle of Future Vision Workshop 2008 will be held at **Teatro Litta**, Corso Magenta 24, Milan.

For information:
Future Concept Lab
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Monday 7th April 2008 **Contemporary Aesthetic trends and the «Brazilian Lab»**

The 2008 workshops open up with insights and future thinking on The Sense of Italy and on the emerging markets, with a workshop dedicated to Aesthetics trends in Brazil, a country that is today one of the most expressive laboratory of creative diversity, a hub for international exchange of expressive languages. Brazil presents itself as a true Lab for advanced visions in the area of Aesthetics, fueled by the dynamics of the collective imaginary and by the tangible experience of daily life.



7th April



26th June



9th October



20th November



Brazil - Street Signals Program

The 7th of April workshop, conducted by Francesco Morace and the Future Concept Lab team of researchers, will present the socio-cultural scenario and the aesthetic trends that have an impact on an international scale.

On stage, at Teatro Litta, guest speakers of excellence will share the **Brazilian Experience**.

Massimo Morozzi

Edra Art Director and talentscout for the Campana Brothers, the designers at the forefront of the Brazilian scene for their creativity, which draws inspiration from the original materials of the country in a contemporary and unique fashion.

Patricia Dalpra and Aline Monçores

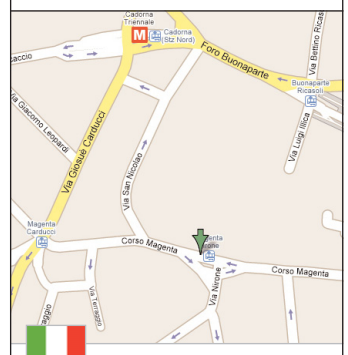
Consultants for **Senai Cetiqt**, Brazil's principal centre for training, consulting and the presentation of services in the textiles sector, that has recently developed a path for training and research that explores the DNA of contemporary Brazil.

Oskar Metsavaht

Founder and President of the Brazilian cult brand **Osklen**, as well as being the promoter of important research initiatives for the environment: a vital example in which technological innovation is at the service of Fashion and Nature.

Riccardo Braccialini

Presidente of Braccialini, the Italian Company that is distributing the brand **AmazonLife**, a line of clothing and accessories produced using eco-leather from the Amazon Region.



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How to participate

1. The subscription to the entire 2008 workshop series is of 15.000 Euro + VAT. (The subscription includes participation to all 4 workshop days for a maximum of 10 persons per company, and acquisition of all materials, in both paper and digital formats)
2. For those who wish to gain a greater understanding of the true intentions of this new training experience, there is the possibility to participate as an «observer» to a single workshop of the 2008 training series, at the cost of 1.500 Euro + VAT per person.

Coupon

Name and Surname

Company

Current Position

Address

City

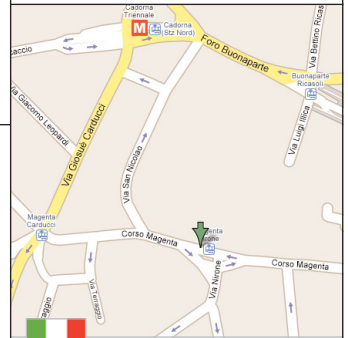
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Full-cycle of Future Vision Workshops 2008 (point 1)



Only one day attendance (point 2)



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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