



Future Vision Workshop 2008

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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, is tackling the hottest issues of advanced globalisation. Each of the four events explores **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*), created ad-hoc to analyse *The sense of Italy* (from the book *Il Senso dell'Italia* by Francesco Morace), promoted by Future Concept Lab and some prominent companies.

The desire to identify the new values of the market and its people (managers, employees, consumers), brought to life *The Lab*: an initiative supported by Future Concept Lab, other Companies and professionals. *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 is providing 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) are also giving precious contributions in order to provide a strategic vision in the areas of Aesthetics, Consumption, Communication and Distribution.

The yearly program is 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»**

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



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

For information:
Future Concept Lab
Tel.: +39 02 29510015
info@futureconceptlab.com
www.futureconceptlab.com

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26th June 2008

Consumption trends and the «Chinese Dragon»

Throughout the second seminar of the training cycle **BRIC & Made in Italy**, Future Concept Lab will be reading the **Third Renaissance Consumption Trends**.

It will refer to the suitability of the Made in Italy in the Chinese market, as an exercise to test its potentials and to prepare Italian companies to face future investments in this country.

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



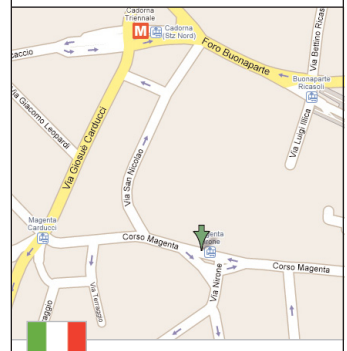
China - Street Signals Program

The Chinese market will be considered as a **laboratory to create innovative projects**. In occasion of Beijing's Olympic Games, we will play the challenging match between Italy and China.

China represents an extraordinary tank of stimuli that we **need to acknowledge**, not only in order to make any local business. This knowledge is also crucial in order to face a future characterised by a strong **Chinese influence**, which is yet hard to imagine. The Chinese culture, together with its consumption dynamics, is still too perceived as **self-centred** autonomous entity.

In the perception of over a billion inhabitants, China remains **The Empire of Means** the rest of the world, acting as advocate of its own destiny.

Francesco Morace and the Future Concept Lab team, with the contributions of some successful Italian Case Histories, will present the essential points - the strategic and commercial applications - in facing the "Chinese Dragon".



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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.



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



Only one day attendance (point 2)

Coupon

Name and Surname

Company

Current Position

Address

City

VAT

Telephone

Fax

e-mail



To be paid by money transfer or check upon registration to:
Banca Popolare di Milano
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Future Concept Lab
Viale Gran Sasso 7
20131 Milano
Tel.: +39 02 29510015
Fax: +39 02 29512696
info@futureconceptlab.com
www.futureconceptlab.com