



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.

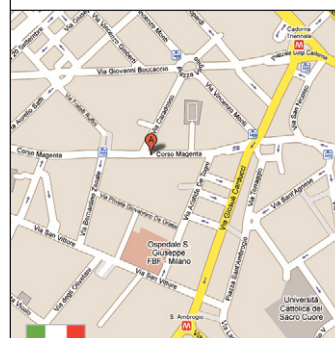
«**BRIC and Made in Italy**», structured in four workshops run by Future Concept Lab throughout 2008, is tackling the hottest issues of advanced globalisation. Each of the four events explores **the relationship between «the experiences of excellence»** of a BRIC country – Brazil, Russia, India, China – 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



The Workshops of 9th October and 20th November will be held at **Palazzo delle Stelline** Corso Magenta, 61 - Milan

For information:
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Thursday 9th October

Communication trends and «Indian Tales»

Today communication is a reflection of human reality, full and dense, in its renewed needs for existential performance, individual and shared. In parallel all that - symbolically and concretely - spreads from India to the world showing itself, in this context as a useful conductor of reflections and cases: from the evolution and transformation of a mythological and **highly dense iconography and communication**, to the development of technology linked to information, up to the transversal influence of mediatic performance (an example: Bollywood).

New forms of communication, both personal and company led, no longer unfold in a logic of broadcasting-receiving but become circular, reticular, and permit fraternisation and complicity. In this scenario, put into focus in the seminar, people put themselves into play in new ways, transforming communication into the circulation of icons, stories and images.



India - Street Signals Program

Thursday 20th November

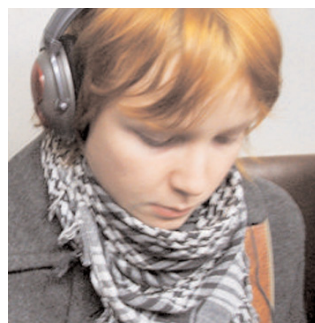
Retail trends and «Russia as a boutique of the world»

The many dimensions of Luxury for the advanced retail panorama constitute **a dimension of great creativity that is in constant evolution** and always more connected to the vast dimensions of the daily life of people who are the true protagonists.

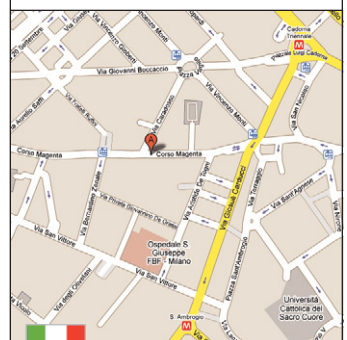
In contemporary Russia these areas live together with **the more elite and traditional dimensions of luxury** and so composes a new scenario that offers great exclusivity and vision.

These characteristics allow Russian retail to be a **business in constant expansion** that is extremely attractive for European brands.

We will discuss **the extraordinary potential of Russian retail** and its constant innovation through the new trends set forth through our international observatory and the testimony of experts and those with a detailed knowledge of the country such as Giorgio Arfaras and Luigi Rubinelli.



Russia - Street Signals Program



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Communication trends and «Indian Tales»

How to communicate in the contemporary labyrinth

Program:

- 9.30 – 10.00 **Introduction** by *Francesco Morace* and *Piero Bassetti* - President of Fondazione Bassetti and Globus et Locus - on the theme: «Italians. The possible future of a global community»
- 10.00 – 10.30 **Pluriversus Transformactio.** I am the media.
The new balance between the protagonism of the media and that of the consumer. The relationship between web and telephone.
- 10.30 – 11.00 **Multiplayer Renaissance.**
The game of identity and communication occasions.
The case of Indian video games and the integrated web.
- 11.00 – 11.30 **Perceptione Virtuosa.** The virtuosity of languages. The ability, emotion, control over contents. The case of Indian music videos and stories.
- 11.30 – 12.00 Coffee Break
- 12.00 – 12.30 Virtuous Communication for the brands of the future.
By *Felice Limosani*, Art Director.
- 12.30 – 13.00 **Memoriae Visionariae.** How through channels, reasoning and emotions, the media of the past and those of the future meet in unexpected ways.
The relationship between web and radio.
- 13.00 – 14.00 Lunch
- 14.00 – 14.30 **The Great Indian Bazaar: economy, culture and the communication patterns in the largest democracy in the world.**
By *Dipak Pant*, anthropologist.
- 14.30 – 15.00 **Creatividad Publica.** Communication will be in the public dimension a dynamic that is always more linked to responsibility of the place.
The relationship between the web and billboards.
- 15.00 – 15.30 **Total, globalisation and the Indian challenge.**
Dialogue between *Roberto Panzarani*, President of Studio Panzarani & Associates - author of the book «L'innovazione a colori: una mappa per la globalizzazione» - and *Piero Bassetti* on public creativity.
- 15.30 – 16.00 Tea Break
- 16.00 – 16.15 **Emotion Soutenable.** Within the area of sustainable vision and systematic approach, there emerges the approach of reticence of the contemporary imaginary.
- 16.15 – 16.45 The case of Hybrid Tuk Tuk, The testimony of *Elmar Stroomer* and *Oriol Pascual*, Enviu, Innovators in sustainability.
- 16.45 – 17.15 **Body Sense.** The importance and the protagonism of the body emerging with power in the mediatic tale and the new communication.
The case of the new realities in TV and their relationship with the web.
- 17.15 – 17.30 **Strategic Conclusions** by *Linda Gobbi* and *Francesco Morace*

Thursday
9th October 2008

Sala Manzoni
(first floor)
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How to participate

1. The registration fee for the participation of up to 10 people to the workshop-days of 9th October and 20th November is of 8.000 Euro + VAT.
The fee also includes a CD and the full written report that is going to be distributed to all the participants.
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.



Group attendance at the two workshop-days, 9th October and 20th November (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
Ag. 23 - Milano
IBAN
IT37 P055 8401 6230 0000 0015 086

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