



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.

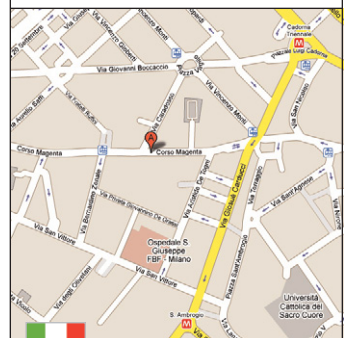
«**BRIC and Made in Italy**», structured in four workshops run by Future Concept Lab throughout 2008, is tackling the hottest issues of advanced globalisation. Each of the four events explores **the relationship between «the experiences of excellence»** of a BRIC country – Brazil, Russia, India, China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

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



The Workshop of the 20th November will be held at **Palazzo delle Stelline** Corso Magenta, 61 - Milan

For information:
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Tel.: +39 02 29510015
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**Retail Trends 2008:
Russia and new luxury visions**

Thursday
20th November 2008

Sala Leonardo
(ground floor)
Palazzo delle Stelline
Corso Magenta, 61
Milan

Program:

- 9.30 – 10.00 **Introduction:** «The Russian market between uncertainty and possibility»
Conversation between *Francesco Morace* and *Giorgio Arfaras*, writer and opinion-maker, expert in financial markets
- 10.00 – 10.30 **Pluriversus Trasformactio**
The multiple dimensions of luxury and the Consum-Author as the protagonist:
The multifaceted reality.
Video on ISaloni WorldWide - Moscow Design Week by *Elena Nemkova*
- 10.30 – 11.15 **Multiplayer Renaissance**
The dimension of play and creative experimentation as a new richness:
the hyper reality of the world of the young and the new icons of luxury.
The case of Kreation. *Sergio Nava*, Creative Director
- 11.15 – 11.45 Coffee Break
- 11.45 – 12.15 **Percezione Virtuosa**
The refinement of luxury through the attention to detail and the richness of the experience: luxury as a pleasure in daily life.
- 12.15 – 13.00 «The importance of the Russian market for the made in Italy»
The testimony of *Luigi Rubinelli*, Director Mark Up
- 13.00 – 14.00 Lunch
- 14.00 – 14.30 «The new retail vision: in-store and on-line»
The testimony of *Felice Limosani*, Art Director
- 14.30 – 15.15 **Memoriae Visionariae**
Memory as a creative container and the visionary dimension of luxury:
the centrality of the artistic experience.
The market of Art collecting: conversation between *Elisabetta Pasini* and *Giovanna Bertazzoni* - Head of Department Christie's, London
- 15.15 – 15.40 **Creatividad Publica**
The city as a place for exchange between the public and private dimension.
- 15.40 – 16.00 **Emotion Soutenable**
Necessary luxury: the ethical and eco-compatible dimension as the new frontier for luxury products. The sustainable reality and the importance of the project, of the audience and of reciprocity.
- 16.00 – 16.15 Tea Break
- 16.15 – 16.40 «Licensing and new markets: the case of Riva»
Elena Gatto, Project Manager Daniele Di Montezemolo & Associati Licensing
- 16.40 – 17.00 **Body Sense**
The quality of luxury as vital hedonism: the dimension of excess, of transgression and of energetic charge. Reality as the theatre of expression.
- 17.00 – 17.30 **Strategic Conclusions**
Global trends and innovation.
The creativity of local realities and the new challenges for the made in Italy.
The Future Vision Workshop 2009 - FCL Panel

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How to participate

1. The registration fee for the participation of up to 10 people to the workshop-day of 20th November is of 5.000 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 this single workshop, at the cost of 1.500 Euro + VAT per person.



Group attendance at the workshop-day of 20th November (point 1)



Individual attendance at the workshop-day of 20th November (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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