

Today we assist to a **change of era**. Traditional corporate business models and approaches towards the market have been challenged, bringing insecurity and fear to take action. Consumers are more demanding than ever, but at the same time constrained by the financial crisis and by an increasing lack of confidence.

So What? FCL's 2009 workshop edition aims to help companies in **setting new priorities**, generating innovative concepts in order to face contemporary market challenges. Each of the four days presents **trends, market scenarios and research insights** based on Future Concept Lab's **20 years solid experience** as strategic consultants and socio-market researchers. Each day presents concrete **application of trends into case studies**, called *Lab Stories*, told by different companies' executives invited as guest speakers.

So What? Each workshop presents 10 trends on **a specific market area** (Design & Accessories, Consumption, Advertising and Retail) and will bring to light the new skills, called **Powers**, which a company needs to invest on in order to successfully perform in the years to come.

So What? «*Lab Stories*» will be told directly by companies' executives. They represent a context of excellence in which different companies and their protagonists will **provide a tangible value on how to apply trends and scenarios into a business context**.

So What? Food, health, beauty, technology, design, leisure and finance sectors will be presented as examples, bringing innovative case studies and reasons for failure/success.

April 28th **Design Thinking by the consum-author: the victory of innovation over fads**
The revolution that is taking place in the world of style starts from consumers' growing ability to judge aesthetics, to be the authors of their own existence and competent critics in regard to products and services. The workshop will explore the role of *Talent* in creating Innovation, presenting **10 Aesthetic trends**.

Lab Story: The relaunch of Deborah through Design

(Deborah, an Italian cosmetic company)

 **DEBORAH**
MILANO



June 23rd **Consumption: regenerate Value and Confidence**
Future Concept Lab will present **10 Consumption Trends** and their underlying values that companies need to transmit through their products and projects, adopting a fresh marketing logic aimed to regenerate consumer trust.

Lab Story: Ferrero, the experience of advanced training on the theme of virtuous consumption

(Ferrero, an Italian multinational food company)

 **FERRERO**



October 13th **Advertising: the collapse of post-modern communication**
Tell stories, but only true stories. More than ever, people are capable to distinguish between empty imagery and true value, giving priority to what they identify as «genuine». **10 Communication trends** will identify successful contents and the strategies for a message to reach its audience.

Lab Story: The magazine «Psychologies» through the new females' storytelling and values

(Hachette Rusconi is an international editorial company)

 **PSYCHOLOGIES**
MILANO



December 1st **Retail: the new alliance between companies and consum-authors**
The «new deal» between companies and consumers will be determined by the ability to practice a «shared retail», a powerful vehicle that establishes a long term bond between people, places and projects. **10 Retail Trends** will explore how to practice a «shared retail», in the light of the **definitive separation between price and value**.

Lab Story: The transformation of Coin into a «shared piazza»

(Coin, an Italian retail giant)

 **coin**



FUTURE VISION WORKSHOPS 2009

Milan, April 28th 2009

**Design Thinking by the consum-author: the victory of innovation over fads.
Imagine the fruition of the market. But also the context in which it develops.**

- 9.30 – 10.00 Talent, background and guide of 10 Aesthetic Trends in relation to 10 Living and Consumption «Landscapes».
Introduction by Future Concept Lab
- 10.00 – 10.20 **Creative Surround:** The City as a resonance box of Creativity
- 10.20 – 10.40 **Native Codes:** at the origin of the Iconography of Taste
- 10.40 – 11.00 *Coffee Break*
- 11.00 – 11.20 **Primary Marks:** Original Signs, Symbols and Sounds like a Pop Aesthetic
- 11.20 – 11.40 **Color Slap:** The Violence of Colour and its Materic Presence
- 11.40 – 12.00 **Easy Enlightened:** The Lightness of Design under a New Light
- 12.00 – 12.20 **Micro Tailored:** First steps for a New made to measure Finance
- 12.20 – 12.40 **Content Framing:** Technology as a frame for Information
- 12.40 – 13.00 **Techno Morphic:** The Soul of Transportation and its Techonological Shape
- 13.00 – 14.00 *Lunch*
- 14.00 – 14.20 **Artistry Substance:** The fascination of «made to perfection» Style
- 14.20 – 14.40 **Slow Performative:** The slow Time as a New friend of performace
- 14.40 – 16.00 **Lab Story Deborah. The relaunch of Deborah through Design**
Deborah Milano: the development of an italian brand between project and intuition
Cecilia Schena, Marketing Director Deborah
Feminine mystery between design and architecture
Mario Trimarchi, Studio Fragile
Towards the «perfect product»
Gianluca Bonetti, CEO Deborah Group
- 16.00 – 16.20 *Tea Break*
- 16.20 – 17.00 Brainsharing: space and time for the creative condivision of trends
- 17.00 – 17.30 The Map of Aesthetic Trends and Future orientation.
Strategic Conclusions by Future Concept Lab

So What? Will be held at Teatro Litta, Corso Magenta, 24 – Milan
For bookings and fees please write to: info@futureconceptlab.com – www.futureconceptlab.com

Future
concept
LAB

How to participate

1. The subscription to the entire 2009 workshop series is of 16.000 Euro + VAT. It 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 better 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 2009 training series, at the cost of 1.600 Euro + VAT per person.

Registration form

Name and Surname

Company

Current Position

Address

City

VAT

Telephone

Fax

e-mail

- Full-cycle of Future Vision Workshops 2009 (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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