

Trend research has in these years constituted a point of reference for companies' management and millions of consumers.

The **2010 series of Future Concept Lab workshops** are dedicated to the "natural origins" of trends, with the aim of **understanding their "inner structure", their "reason why"** and therefore **how to use them** in order to tackle the many challenges companies face every day, from branding to product (ideation).

Each of the four workshops highlights what are the necessary steps and ways of thinking, which companies (from the giant to a small business) need to embrace in order to transform the current crisis into a new opportunity. These steps are the "necessary bridges" to cross if we are to create a new Culture of Marketing, of Communication and of Commerce.



The study and work program entitled «**The Trends' Structure**» will take place over the course of 4 days:

Thursday 22nd April **The Atlas of creativity and the Aesthetics of the "natural" world.**
The pragmatic power of Nature.

«*In the future aesthetics will support final products, able to sustain the magic of Consumption*»

Thursday 1st July **Vocational Consumption and the illusion of neuro-marketing.**
Vocations and motivation behind Consumption.

«*In the future strategic fathers will acquire the cognitive behaviours of their digital children*»

Thursday 14th October **The Authenticity of Representation.**
Communication and the paradigm of consumer's opinion.

«*In the future communication will be confronted with the passion for creating that comes from the craft tradition*»

Thursday 25th November **Commerce and symbolic exchange.**
The scenario of hybrid shared economies,
between the real and the virtual.

«*In the future retail will be the meeting point between models of business and economies of sharing*»





Thursday 25th November

Commerce and symbolic exchange

The scenario of hybrid shared economies, between the real and the virtual.

9.30 – 10.15 Introduction by Francesco Morace, *Future Concept Lab*

10.15 – 10.45 Retail and the contemporary: micro changes with plenty of hybridization

Luigi Rubinelli, *Director MarkUp, Il Sole 24 Ore*

10.45 – 11.10 Network Attitudes

Shared projects for new urban platforms.

11.10 – 11.35 Upgrading Statements

Educate for a new responsible vision through food practices.

11.35 – 11.50 Coffee Break

11.50 – 12.20 Goel and Cangiarì: territorial systems, ethics and innovation

Vincenzo Linarello, *President Goel*

Marina Ferrari, *Strategic Marketing Goel*

12.20 – 12.45 Click & Fun

Transform fashion into creative performance.

12.45 – 13.00 Questions and Discussion

13.00 – 14.00 Lunch

14.00 – 14.45 Upim Pop: a case of innovation in retail

Paolo Landi, *COIN Group Marketing Director*

14.45 – 15.10 Log-in Feelings

Design atmospheres for a new sustainable domesticity.

15.10 – 15.40 The case of YOOX Group and experimental consumption

Massimiliano Benedetti, *YOOX Group Marketing Director*

15.40 – 16.00 One-to-One Drivers

Propose innovative services as an expression of virtuous relations.

16.00 – 16.20 Tea Break

16.20 – 16.40 Emotional Co-sharing

Experiment new wellness experience partnerships.

16.40 – 17.00 AR Contexts

Use technology as an extension of ones life contexts.

17.00 – 17.30 Strategic Conclusions by Future Concept Lab



How to participate

- 1** The registration fee for the participation of up to 10 people to the workshop-days of 25th December 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 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

- Group participation to the two workshop days (**point 1**)
- Individual participation to a single workshop day (**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