

FutureVisionWorkshops 2013

NUCLEI OF THE FUTURE

Future
concept

The dynamic acceleration of trends through the socialization of markets

For the 2013 series **Future Concept Lab** will present four workshops that focus on offering an analysis of the **Nuclei of the Future**, which are changing the world as well as the global markets. The four workshop days in which to explore, gain an understanding of these evolving markets and to explore their contexts and dynamic acceleration in today's society, are as follows:

In order to share its methodologies and concrete work-production strategies, during each individual workshop day **Future Concept Lab** will present **one of its original research techniques**, in addition to a selection of case studies **with live testimonies** from the business world, offering an analysis of the strategic steps implemented, from the conceptual definition of the project to its resulting success.

11th April 2013

AESTHETICS

The educational role of Aesthetics: design-thinking that becomes mainstream

Each day will also be an opportunity to view **short video interviews from a select number of generational groups**, to observe performances and to circulate comments and suggestions made by participants in real time through social networks.

27th June 2013

CONSUMPTION

Terrain for cultivating interests and nourishing growth

Each workshop day will become an occasion for in-depth study and reflection for 200 participants whom include managers, designers, and entrepreneurs from 30 different companies. Simultaneous English translation will be available for each of the 4 workshop days. More than 5,500 participants have attended the 48 workshops held over the past 12 years.

10th October 2013

COMMUNICATION

Social magnetism and its impact on businesses dedicated to advanced communication

28th November 2013

RETAIL

The integrated areas between real and virtual that are shaping the market today

LOCATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO

www.futureconceptlab.com
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AESTHETICS

*The educational role of Aesthetics:
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9.30_9.45 **Introduction to the FutureVisionWorkshops 2013**
Linda Gobbi

9.45_10.15 **Nuclei of the future and their proximity**
Francesco Morace

10.15_10.45 **Noble Line**
An exploration into the new boundaries of excellence, drawing inspiration from the concept of nobility and its aesthetic paradoxes

10.45_11.15 **Mass is More**
Atypical uniformity, how it has gradually given life to new design projects that are both aesthetic and social

11.15_11.30 coffee break

11.30_12.00 **An unusual conversation between exclusivity and inclusivity**
Alex Terzariol, managing partner and Michael Scherer, business development manager *MM Design*

12.00_12.30 **Solid Inside**
Materials as the substance for and nourishment of emerging aesthetics, with an exploration into their character and how they interact in specific contexts

12.30_13.00 **Hidden Presence**
Aesthetics that focus on the essence of the object and the dematerialization of it, forgetting (apparently) its most obvious formal aspects

13.00_14.00 lunch

14.00_14.45 **CoolHunting.com: the talent of selection and the role of the web**
Josh Rubin and Evan Orensten (founders of *coolhunting.com*)

14.45_15.15 **Plain Evidence**
The naked truth as a new territory for aesthetic exploration that is more acute and advanced

15.15_15.30 coffee break

15.30_16.00 **Visionary Tricks**
Representation as part of the visionary design, which amplifies the concept of perception

16.00_16.30 **The evolution of coolhunting for FCL**
Two Brazilian experiences: *The map of seduction* and *The feminine imprint in Cantagalo favela, Rio de Janeiro*

16.30_17.00 Closing remarks and strategic conclusions

17.00_18.30 **Che cos'è il futuro**
A conversation about the newest book by Francesco Morace



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Possessing an all-round **design ability** becomes all the more **necessary in order to “think” and “re-design” successful processes and innovative paths**: from creative visions and talents, to the ability to enter into true harmony with the territory and the market.

Six case studies – including **Cucinelli** and **Levi's** – marking the new frontiers of the world of luxury, inclusiveness understood as a new principle of good/quality, solidity as a new aesthetic quality and the transparency of the object which strengthens its function.

Video interviews with the consum-authors: *Unique Sons, Sense Girls* and *Mind Builders*.

Specific FCL research project in which cool-hunting has played an important role: Seduction and the female image for the Brazilian company **Natura**.

Overview of the FCL original research technique: coolhunting and its evolution into cultsearching.

27th June 2013

CONSUMPTION

*Terrain for cultivating interests
and nourishing growth*



Paradigmatic evidence in the visions and attitudes of people extends and strengthens: if at one time interests were cultivated, today it is consumption that is cultivated. **The “key words” are planting, cultivating, growing and nourishing**, which follow the same model as the world of food and wine.

Six case studies – including **Eataly** and **Marks & Spencer** – marking the new boundaries between brands, private labels, product range choices/options, cost and price margins in the production and distribution activities, and the overall consumer perception.

Video interviews with the consum-authors: *Lively Kids, Singular Women*, and *Pleasure Growers*.

Specific FCL research project in which the observation of daily life and life occasions has provided the basis for brand innovation: the **Samsung Young Design Award**.

Overview of the FCL original research technique: international observatories, and focus groups on specific generational nuclei.

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10th October 2013



COMMUNICATION

Social magnetism and its impact on businesses dedicated to advanced communication

The focus of this workshop day dedicated to an area that is always becoming more articulate, will be to analyze the concept of looking forward, in particular in the world of business, through **the "social (network) realm" that is in continuous expansion**, in terms of concrete scenario and relationships with/between people, and therefore with the market in general.

Six case studies – including **Mega** and **Amazon** – that mark the new digital frontiers, community management, modes of internationalisation, relationships with creativity between **Vine** and **Google Hangouts**, **Livestream** and **Net-à-porter** magazine.

Video interviews with the consum-authors: *Expo Teens*, *Normal Breakers*, and *Premium Seekers*.

Specific FCL research project supported by multidisciplinary Delphi: *Quick Design* and the *Start Time* catalogue by **Veneta Cucine**.

Overview of the FCL original research technique: dialogues with retailers and elective consumers.

28th November 2013



RETAIL

The integrated areas between real and virtual that are shaping the market today

At the core of the reflection, and "guide" for the different directions of analysis, will be the integrated territories between the real and the virtual, understood as **"open markets": meanings, opportunities and prospects** both on a local and global levels.

Six case studies – including that of the parapharmaceutical chain **Essere Benessere** and **Grandi Stazioni SpA** – marking the new boundaries between brand guarantee and the joy/pleasure of the experience, between service and product, between personal vocation and shared participation.

Video interviews with the consum-authors: *Posh Tweens*, *Linker People*, and *Family Activists*.

Specific FCL research project in which the service industries – from banks to insurance companies, from transport to public institutions – are measured by innovation: the **Carige Lab**.

Overview of the FCL original research technique: maieutic dialogues with entrepreneurs and managers within the business community.

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HOW TO PARTICIPATE

1

Business package for all four workshops
(with the participation of up to a maximum of 10 people) *

Euro 16.000 + VAT**

2

Individual participation to one workshop *

Euro 1.600 + VAT**

REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

e-mail

- 1 Business package of four workshops
2 Individual participation to one workshop

* In addition to seminar participation, registration also includes all relevant FCL documentation (paper and digital) to be distributed, coffee breaks and lunch.

** 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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