

FutureVisionWorkshops_2014

RADICAL CHANGE



& BigData

The main social and consumption dynamics, analyzed through algorithms created by iCoolhunt (www.icoolhunt.com). Projects, places and products amidst a flow of changes, and the re-launching of identities, future relationships and new perspectives within diverse production sectors.

The 2014 training route will develop over the course of the **four workshops** at Teatro Elfo Puccini, in C.so Buenos Aires 33, Milan. Additionally, **two innovative strategy sessions** will be held on June 27 and November 28, 2014 at Future Concept Lab's HQ in Milan. These sessions will enable the sharing and re-launching of scenarios and potential project directions that have emerged during the various seminars.

AESTHETICS

10th April 2014



GENIUS PLUS

The discovery of uniqueness within the design dimension, starting from individual creative talent and virtue

Radical change and future identities move towards the recognition of personal uniqueness, in terms of human touch and creative potential. Inner "genius" and personal creative ability as the differentiating factor (**Genius Plus**) needed to consolidate forms of excellence from an aesthetic, as well as a more strictly economic and social point of view.

Plural Creativity | Makers Aesthetics | Genius Luxury

CONSUMPTION

26th June 2014



EXISTENZ MAXIMUM

The ongoing search for relative maximum satisfaction

Daily existence and social logics, even before consumption, shaped by the highest relative satisfaction: **Existenz Maximum**. People of all ages and from different social backgrounds want to be happy, in every occasion and they want to be recognized in that principle, which distorts the previous logics of market segmentation.

The Selfie Phenomenon | Consumption Portraits | The Personal Tools

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COMMUNICATION

9th October 2014



INSTINCTIVE RE-COGNITION

Reciprocal, permanent and universal mirroring

Instinctive Mirroring, according to neurological impulses, is a reality that will only later be culturally processed. **Instinctive Re-Cognition**, is instead an element of communication whereby the individual demonstrates not only to be a social animal, but also an empathetic subject. A basic identity that the web has mobilized and amplified.

Unconventional Exchange | Massive Crowdfunding | Cognitive Multiplication

RETAIL

27th November 2014



COMMON ME

Common me, as a unit of measurement for both the individual and the social

Public and private, individual and collective, as revised dimensions in terms of mixed and hybrid experiences where the **Common Me** is marked by a sustainable quality, in both human and commercial relationships. The collective experience and its "places", confirms a personal quality of life that shares a common foundation.

Extra-Domestic | Freemium Expressions | Smart Retail

LOCATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO

www.futureconceptlab.com
info@futureconceptlab.com
+39 02 29 51 00 15



AESTHETICS

GENIUS PLUS

thursday 10th April 2014

9:30_10:15 THE POWER OF IDEAS
Introduction and conversation
with *Francesco Morace, Future Concept Lab*
and *Franco Bolelli, writer and philosopher*



ART: GENIUS MULTIPLIED IN ART

10:15_10:45 ÉCAL IN LAUSANNE
The new challenges of aesthetic education

10:45_11:15 KATE MOROSS
The strategic declination
of artistic languages

11:15_11:30 COFFEE BREAK



FASHION: THE GENIUS OF CREATIVE INVESTMENT

11:30_12:00 MONCLER
The expansive vision of a specialization

12:00_12:30 VOGUE TALENTS
Care for and the "cultivation" of talent
Elisa Pervinca Bellini, Vogue Talents

12:30_13:00 NEXTATLAS
Observe, Perceive and Measure the Trends
Luca and Alessio Morena
founders and CEO of iCoolhunt

13:00_13:15 QUESTIONS AND DISCUSSION

13:15_14:15 LUNCH

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DESIGN: THE GENIUS OF TARGETED CO-DESIGN PROJECTS

14:15_14:45 KARTELL/LAVIANI
The Bourgie project, a perfect example
of creative Trust & Sharing

14:45_15:15 INTERNO ITALIANO
The credibility of the generative process
as the "certified" value of the product
Giulio Iacchetti
designer and founder of Interno Italiano



BEAUTY: THE GENIUS OF NARRATIVE AESTHETICS

15:15_15:45 KIEHL'S
The narration of products
as a phenomenon of coolness

15:45_16:00 COFFEE BREAK

16:00_16:30 PRORASO
Heritage as an aesthetic experience
Giovanni Galeotti, CEO of Proraso
Stefania Martelli
responsible foreign markets Proraso

16:30_17:00 NEXTATLAS
Understand, Apply
and Re-launch the Trends
Luca and Alessio Morena
founders and CEO of iCoolhunt

17:00_17:30 STRATEGIC CONCLUSIONS

CONSUMPTION

In the next workshop, dedicated
to the area of consumption, scenarios,
case studies and strategies
in the following areas will be analysed:

EXISTENZ MAXIMUM

FOOD: EXPAND THE TASTE ACTIONS

HEALTH: OPTIMISE RESOURCES
AND INDIVIDUAL BOUNDARIES

26th June 2014

MOBILITY: VALORISE THE URBAN RHYTHM

LIVING: SELECT THE PIECES
OF THE DOMESTIC MOSAIC

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HOW TO PARTICIPATE

1

Corporate package includes:

Four workshops at Teatro Elfo Puccini
in Corso Buenos Aires 33, Milan
(participation for a maximum of 10 people) *

Two innovative strategy sessions
on June 27th and November 28th, 2014 at Future Concept Lab
headquarters, in Via Benedetto Marcello 4, in Milan
(participation of one person per company)

Euro 18.000 + 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 and two innovative strategy sessions
- 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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