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

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
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

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  
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The main social and consumption dynamics, analyzed through algorithms created by iCoolhunt ([www.icoolhunt.com](http://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.
Thursday 10th April 2014

**THE POWER OF IDEAS**
Introduction and conversation with Francesco Morace, Future Concept Lab and Franco Botelli, 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

**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**

**EXISTENZ MAXIMUM**

26th June 2014

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

**FOOD:** EXPAND THE TASTE ACTIONS

**HEALTH:** OPTIMISE RESOURCES AND INDIVIDUAL BOUNDARIES

**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)

2. **Individual participation to one workshop** *

### REGISTRATION FORM

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<thead>
<tr>
<th>Name and surname</th>
<th>Company</th>
<th>Current Position</th>
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<tbody>
<tr>
<td>Address</td>
<td>City</td>
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<td>Telephone</td>
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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 0401 6230 0000 0015 086

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**Future Vision Workshops 2014**
**Radical Change & Big Data**