

FutureVisionWorkshops2018

# TOTALIFE & 360°

Entrepreneurs, managers and companies can no longer take on business risks without a credible interaction with reality, observed at 360 degrees.

## Onlife Extramedia Storydoing

The new strategies  
of Societing

The 2018 **Future Vision Workshops** series will present the scenario of trends in which all **ConsumAuthor**, of any age, **tend to navigate at 360 degrees** in an intensely renewed life dimension. The themes of **Onlife**, **Extramedia** and **Storydoing**, become the key to understanding the metamorphosis in act, for all those who deal with innovation, marketing and communication within a business environment.

 Thursday, April 19<sup>th</sup>  
**AESTHETICS**

 Thursday, June 28<sup>th</sup>  
**CONSUMPTION**

 Thursday, October 4<sup>th</sup>  
**COMMUNICATION**

 Thursday, November 29<sup>th</sup>  
**RETAIL**

**Teatro Elfo Puccini**  
Corso Buenos Aires 33  
20144 Milan

**INFO**  
[www.futureconceptlab.com](http://www.futureconceptlab.com)  
[info@futureconceptlab.com](mailto:info@futureconceptlab.com)  
+39 02 29 51 00 15



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# TOTALIFE 360°

The analysis of **new Societing strategies** will constitute the conductor of the **four workshop days**, continuing the reflection matured during the 2017 workshop series, the most attended ever, with almost one thousand participants.

The themes of **Onlife** and the delicate relationship between online and offline, that pervasively impact everyone's everyday experience will resurface. We will understand how and why each subject has become a medium, forcing corporate communication to face an **Extramedia** challenge. Finally we will evaluate the possible strategies of **Storydoing**, imagining renewed forms of convocative and credible relationship.

In this way the **sixteen nuclei of ConsumAuthors** will become the **enablers of trends** presented in the morning, crossing the **different product sectors** through the **International Observatories** dedicated to the home, fashion accessories, food, mobility services and body care.

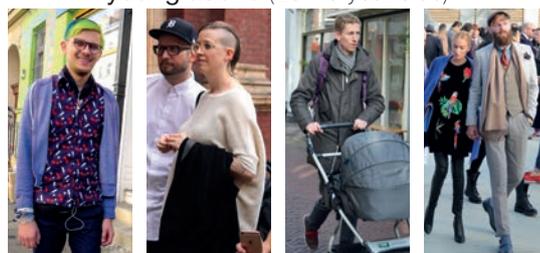
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pre-adults (4-19 year olds)



young adults (20-40 year olds)



mature adults (40-70 year olds)



seniors (65-90 year olds)



### TREND SCENARIOS

The **mornings** will be dedicated to the presentation of the evolved **Aesthetics, Consumption, Communication** and **Retail** scenarios, through the presentation of the more innovative trends, enriched through the description of international case studies.

### EVOLUTION LAB

During the **afternoon** we will propose the activity of the Evolution Lab, a practical insight highlighting the application of Future Concept Lab research and analysis tools, following **the thread of #coolhunting evolution**, to which the latest publication by Franco Angeli is dedicated, curated by Future Concept Lab's group of researchers, who, led by Francesco Morace and Linda Gobbi, intervene during the different workshop days: Luisa Aschiero, Lucia Chrometzka, Isabella Guaitoli and Valentina Ventrelli.



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## WORKSHOP PROGRAM

**9.30 – 10.10**

**Introduction to the workshop day**

by Linda Gobbi and Francesco Morace

**10.10 – 10.40**

**Onlife. Millennials at Home**

by Livia Peraldo (Director Elle Decor Italia),  
Alberto Artesani and Frederik De Wachter  
(DWA Design Studio)

**10.40 - 11.00**

**Trend**

**Stranger Garden**

Opulence and mystery  
as a new imaginative landscape  
by Valentina Ventrelli

**11.00 – 11.30** Coffee Break

**11.30 – 12.00**

**Meaningful Solutions:**

**Driven by design, technology enabled**

by Eric Quint  
(Vice President and Chief Design Officer 3M)

**12.00 – 12.30**

**Trend**

**Sacral Now**

Contemporaneity as a new aesthetic religion  
by Valentina Ventrelli

**12.30 - 13.00**

**Trend**

**Sentimental Punk**

The cultural fracture as a nostalgic metabolism  
by Valentina Ventrelli

**13.00 – 14.00** Lunch

**14.00 – 15.00**

**ConsumAuthors**

**CreActives** (20-25 year olds)

**New Normals** (40-50 year olds)

by Linda Gobbi, Isabella Guaitoli  
and Francesco Morace

**15.00 – 16.00**

**The research and analysis tools  
of Future Concept Lab**

**MIDO Observatory**

introduction by Valentina Ventrelli  
with Cinzia Ronchi  
(Market Research Manager MIDO)  
and Federica Andreoli  
(Communication Manager MIDO)

**16.00 – 16.30** Coffee Break

**16.30 – 17.15**

**Evolution Lab: shared insights**

by Future Concept Lab

**17.15 – 17.30**

**Strategic conclusions**

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## HOW TO PARTICIPATE

1

### corporate package

includes: four workshops  
(participation for a maximum of 10 people) \*

euros 19.000 + VAT \*\*

2

### corporate package

includes: one of the four workshops  
(participation for a maximum of 10 people) \*

euros 6.000 + VAT \*\*

3

### first participation to a single workshop \*

euros 1.500 + IVA \*\*

### notes

## REGISTRATION FORM

name and surname

company

current position

address

city

VAT number

telephone

fax

e-mail

- 1  corporate package of all four workshops
- 2  corporate package of one of the four workshops
- 3  the first participation of one person only to a single 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