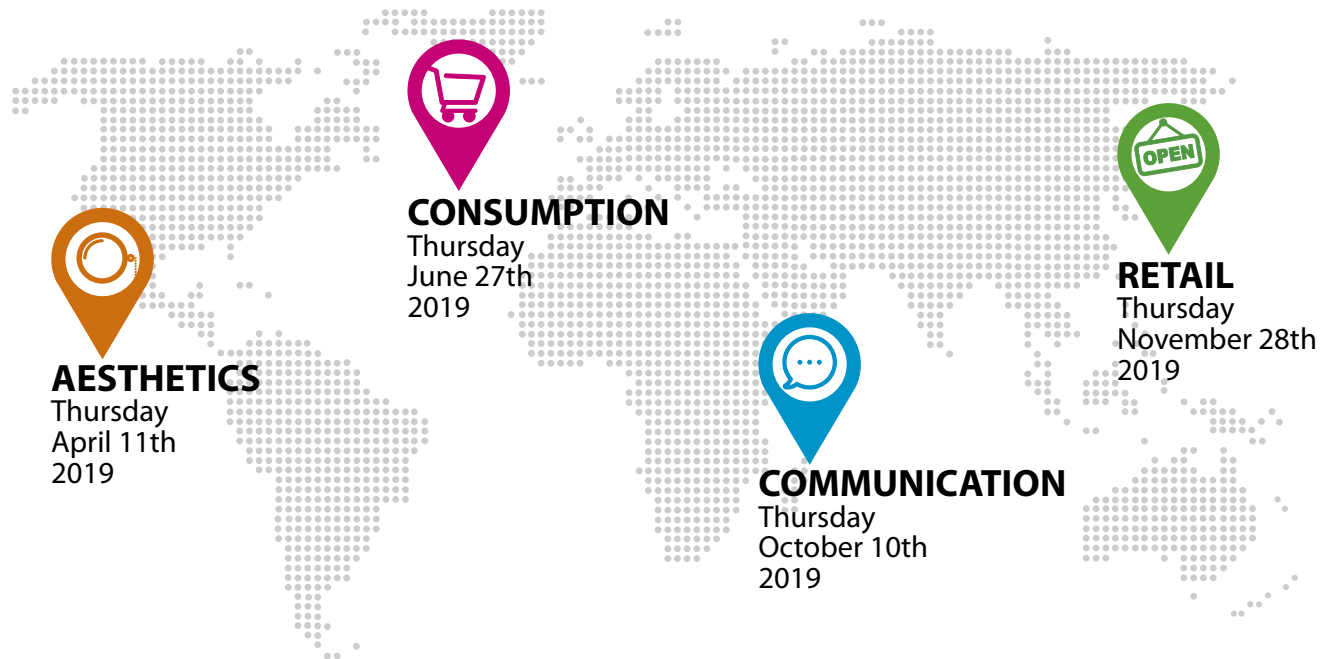


Future Vision Workshops 2019

# LEADING THE FUTURE

## Mapping the now present future



**AESTHETICS**  
Thursday  
April 11th  
2019

**CONSUMPTION**  
Thursday  
June 27th  
2019

**COMMUNICATION**  
Thursday  
October 10th  
2019

**RETAIL**  
Thursday  
November 28th  
2019

The **2019 Future Vision Workshops series** by Future Concept Lab will be entirely dedicated to the challenge of **Mapping the future** and will have as its main theme the activities and ideas of Leonardo da Vinci, 500 years from his death. The **regeneration of the global trend scenario**, passes through the activation of new cognitive compasses to guide managers and professionals along strategic routes modulated over the medium to long term.

The proposed analysis tools will help to **orient strategic actions** on the new maps that **explore global trends**, analysed through a specific focus on the **elective sectors** of each day: from food to domesticity, from technological innovation to design, from services to care.

The 4 trends presented throughout the day will illustrate the **future scenarios** that will help to govern the great change under way, starting from the analysis of the conceptual heritage gathered over the years by the Institute and with a diachronic reflection on the influence of the past on the paths of the present, analysed through **specific case studies also from the FCL Observatories**.



THE AESTHETICS LANDSCAPE **"MIDCULT"**  
Thursday, **April 11th**

The aesthetic signals interpret the new balance between creative mass, multiplication of signs and elective qualities.



THE CONSUMPTION LANDSCAPE **"DETAILS"**  
Thursday, **June 27th**

The new world of consumption is qualified through an infinite series of specificities: special occasions, unique processes, radical personalization.



THE COMMUNICATION LANDSCAPE **"ULTRAMEDIATED"**  
Thursday, **October 10th**

Communication lives the paradox of the free circulation of stimuli that is self-organizing through increasingly powerful mediation and filters.



THE **RETAIL LANDSCAPE 5.0**  
Thursday, **November 28th**

In a global system shaped by a 4.0 industry and multinational strategies, trade is strengthened only if it has the ability to regenerate through interpersonal relationships.

Future Vision Workshops 2019

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Mapping the now present future

Thursday, April 11th 2019

## AESTHETICS

**Teatro Elfo Puccini**

Corso Buenos Aires 33 20144 Milano

**Info**

[www.futureconceptlab.com](http://www.futureconceptlab.com)

[info@futureconceptlab.com](mailto:info@futureconceptlab.com)

+39 0229510015



### DAY SUMMARY

#### MORNING

9.30 - 10.15

##### **Introduction to the workshop day**

by Francesco Morace and Linda Gobbi

10.15 - 10.45

##### **Trend | PhotoGraphic Quality**

by Valentina Ventrelli, FCL

Colour, light, sharpness and contrast as essential parameters of design quality in widespread aesthetic languages.

10.45 - 11.15

##### **See the music**

by Paolo De Francesco, Art director

The view of a creative in the field of graphics and photography on the subject of disciplines in relation to contemporary languages.

11.15 - 11.45

##### **Coffee break**

11.45 - 12.15

##### **Trend | Symmetric Hypnosis**

by Valentina Ventrelli, FCL

Symmetrical suggestion and kaleidoscopic repetition as creative vertigo.

12.15 - 12.45

##### **The Human Tipe**

by Andrea Incontri, Designer

The vision and inspiration of an artist between analogue and digital.

12.45 - 13.00

##### **Questions and discussion**

13.00 - 14.00

##### **Lunch break**

#### AFTERNOON

14.00 - 14.45

##### **Labo Matter: the solid side of innovation**

by Christian Tubito, Project Manager, Innovation & Research, Material ConneXion Italia e Filippo Servalli, Marketing & Sustainability Corporate Director – RadiciGroup

How engineering the development of matter launches us towards more advanced project opportunities and unexpected products.

14.45 - 15.30

##### **Trend | Augmented Illusion**

by Valentina Ventrelli, FCL

New technologies define landscapes of pure and conscious illusion, fuelling the desire to go beyond reality.

15.30 - 16.00

##### **Coffee break**

16.00 - 16.30

##### **Greenrail-Sustainability and Innovation in the railway sector**

by Giovanni De Lisi, CEO and Founder Greenrail

The experience of a start-up in sustainable technological development.

16.30 - 17.15

##### **Trend | MateriaLens**

by Valentina Ventrelli, FCL

Scientific observation of materials as a creative imprint, between function and decorum, aesthetic language and structural innovation.

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)\*

euro 19.000 + IVA\*\*

2

**Corporate package**

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

euro 5.500 + IVA\*\*

3

First participation of one person  
**to a single workshop\***

euro 1.000 + IVA\*\*

**note**

### REGISTRATION FORM

Name and surname

Company

Current position

Address

City

VAT number

Telephone

Fax

Email

- 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:  
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IBAN IT02G0503401738000000015086