

MORNING

- 9.30 – 10.00 **Introduction to the workshop series. The 8 Rs to propitiate Rebirth and Italian Human design.**
By Linda Gobbi & Francesco Morace
- 10.00 – 10.30 **The Unique & Universal paradigm:** The phenomena of Relevance and Resonance, by Linda Gobbi.
- 10.30 – 11.45 **The 3 aesthetic trends: Flow Power, Singular Activism and Painting Imprinting** by Linda Gobbi & Francesco Morace
- 11.45 – 12.00 **Break**
- 12.00 – 12.45 **The Art Room** by Samsung presented by Caroline Corbetta (Art Curator) and Francesco Cordani (Samsung Head of Marketing and Communication)
- 12.45 – 13.00 Questions
- 13.00 – 14.15 **Lunch break**

AFTERNOON

- 14.15 – 15.30 **Crossed aesthetics.** Aesthetic orientations and generational differences. **The mark as Total Game** (CreActives), **Flower Essence** (ProFamilies), **Uniqueness of colours** (ProTasters). By Linda Gobbi & Francesco Morace.
- 15.30 – 16.15 **Alessi** and the *100 Values Collection* presented by Carlo Gasparini Alessi (Design Manager Alessi) and Francesca Appiani (Museo Alessi Curator)
- 16.15 – 16.30 **Conclusions and map on the aesthetics of the rebirth,** by Linda Gobbi & Francesco Morace.