

# 4 worlds of happiness

Future Vision Workshops 2023 / Program

## AESTHETICS TRENDS: THE DEMONS OF TALENT | April 27, 2023

### MORNING

- 9.30 – 10.00 **Introduction to the workshop series.** The 4 words for happy trends. **From Greek *Eudaimonia*: the happiness of excellence in doing things well.** By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Unique & Universal paradigm:** the phenomena of Relevance and Resonance, by Francesco Morace
- 10.30 – 11.45 **The 3 aesthetic trends:** PhantasMagical Scenes, ImmerSensorial Feelings and MultiPermanent Contrast. By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 12.45 Testimony of Valentina Ventrelli curator of *Wonder Matter* for Materially on the **new trends in materials**
- 12.45 – 13.00 Questions
- 13.00 – 14.15 **Lunch**

### AFTERNOON

- 14.15 – 15.30 **Crossed aesthetics.** Aesthetic orientations and generational differences. The CreActives (25-35), the ProFamilies (35-45), the ProTasters (40-50). By Linda Gobbi and Francesco Morace.
- 15.30 – 16.15 Testimony of Caroline Corbetta and Valerio Rocco Orlando. *the role of art in business strategies.* A case study in progress: the project Vite Operose created for Guido Berlucchi.
- 16.15 – 16.30 **Conclusions and map of aesthetic trends,** by Linda Gobbi and Francesco Morace