

FutureVisionWorkshops 2013

# NUCLEI OF THE FUTURE

Future  
LAB concept

The dynamic acceleration of trends through the socialization of markets

27th June 2013



## CONSUMPTION

*Consumption: terrain for cultivating interests and nourishing growth*

9.30_10.00	<b>Planting, cultivating and nourishing: directions and keywords for new consumption</b> Francesco Morace
10.00_10.20	<b>Agri-Cultural Plots</b> From agriculture to productive systems: experiences to cultivate and nourish in consumption
10.20_10.40	<b>Pro-Creative Act</b> Consumer culture and cultural consumption, between new scenarios and shared strategies
10.40_11.15	<b><i>Territories and new talents: reality in transformation</i></b> Alessio Scalas, Vice Director <i>Coldiretti</i> Reggio Emilia and Regional Secretary <i>Coldiretti Giovani Impresa</i>
11.15_11.40	coffee break
11.40_12.00	<b>ModularScapes</b> Spatial boundaries and domestic objects in a modular and transforming landscape
12.00_12.20	<b>eMotion Partners</b> Integrated products and services: travelling companions for consumption and mobile occasions
12.20_12.45	<b><i>The strategic design synthesis between Domesticity and Mobility</i></b> dialogue with Stefano Marzano, Chief Design Officer Group Management <i>Electrolux</i>
12.45_13.00	Questions and discussion

13.00_14.00	lunch
14.00_15.00	<b><i>The Samsung Young Design Award project and the integrated research by Future Concept Lab</i></b> Linda Gobbi, Future Concept Lab and Claudia Guardamagna, Consumer and Marketing Insight Manager <i>Samsung Electronic Italia</i>
15.00_15.20	<b>Quality Bonds</b> Ethics of quality as the basis for shared responsibility in both consumption and the respect of the consumer
15.20_15.40	<b>Sense Lab</b> Sense-oriented experimentation in products with high sensory levels
15.40_16.00	<b><i>The strategic and productive synthesis between Responsibility and Attractiveness</i></b> dialogue with Lorella Coppo, Marketing Director <i>Bionike</i>
16.00_16.20	coffee break
16.20_16.50	<b><i>New consumption is vintage?</i></b> Luigi Rubinelli, journalist and Director of <i>RetailWatch</i>
16.50_17.10	Questions and discussion
17.10_17.30	Closing remarks and strategic conclusions

### LOCATION

Teatro Elfo Puccini  
Corso Buenos Aires 33  
20124 Milano

### 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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10th October 2013



## COMMUNICATION

*Social magnetism and its impact on businesses dedicated to advanced communication*

The focus of this workshop day dedicated to an area that is always becoming more articulate, will be to analyze the concept of looking forward, in particular in the world of business, through **the "social (network) realm" that is in continuous expansion**, in terms of concrete scenario and relationships with/between people, and therefore with the market in general.

**Six case studies** – including **Mega** and **Amazon** – that mark the new digital frontiers, community management, modes of internationalisation, relationships with creativity between **Vine** and **Google Hangouts**, **Livestream** and **Net-à-porter** magazine.

**Video interviews** with the consum-authors: *Expo Teens*, *Normal Breakers*, and *Premium Seekers*.

**Specific FCL research project** supported by multidisciplinary Delphi: *Quick Design* and the *Start Time* catalogue by **Veneta Cucine**.

**Overview of the FCL original research technique:** dialogues with retailers and elective consumers.

28th November 2013



## RETAIL

*The integrated areas between real and virtual that are shaping the market today*

At the core of the reflection, and "guide" for the different directions of analysis, will be the integrated territories between the real and the virtual, understood as **"open markets": meanings, opportunities and prospects** both on a local and global levels.

**Six case studies** – including that of the parapharmaceutical chain **Essere Benessere** and **Grandi Stazioni SpA** – marking the new boundaries between brand guarantee and the joy/pleasure of the experience, between service and product, between personal vocation and shared participation.

**Video interviews** with the consum-authors: *Posh Tweens*, *Linker People*, and *Family Activists*.

**Specific FCL research project** in which the service industries – from banks to insurance companies, from transport to public institutions – are measured by innovation: the **Carige Lab**.

**Overview of the FCL original research technique:** maieutic dialogues with entrepreneurs and managers within the business community.

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