The discovery of uniqueness within the design dimension, starting from individual creative talent and virtue

Radical change and future identities move towards the recognition of personal uniqueness, in terms of human touch and creative potential. Inner “genius” and personal creative ability as the differentiating factor (Genius Plus) needed to consolidate forms of excellence from an aesthetic, as well as a more strictly economic and social point of view.

Art | Fashion | Design | Beauty

The ongoing search for relative maximum satisfaction

Daily existence and social logics, even before consumption, shaped by the highest relative satisfaction: Existenz Maximum. People of all ages and from different social backgrounds want to be happy, in every occasion and they want to be recognized in that principle, which distorts the previous logics of market segmentation.

Food | Mobility | Living | Health

The 2014 training route will develop over the course of the four workshops at Teatro Elfo Puccini, in C.so Buenos Aires 33, Milan. Additionally, two innovative strategy sessions will be held on June 27 and November 28, 2014 at Future Concept Lab’s HQ in Milan. These sessions will enable the sharing and re-launching of scenarios and potential project directions that have emerged during the various seminars.
Instinctive Mirroring, according to neurological impulses, is a reality that will only later be culturally processed. **Instinctive Re-Cognition**, is instead an element of communication whereby the individual demonstrates not only to be a social animal, but also an empathetic subject. A basic identity that the web has mobilized and amplified.

Common me, as a unit of measurement for both the individual and the social

Public and private, individual and collective, as revised dimensions in terms of mixed and hybrid experiences where the **Common Me** is marked by a sustainable quality, in both human and commercial relationships. The collective experience and its “places”, confirms a personal quality of life that shares a common foundation.
### 9,30 _10,15  EXISTENZ MAXIMUM  
**IN THE DYNAMICS OF CONSUMPTION**
Introduction and conversation by Francesco Morace, Future Concept Lab, with Luigi Rubinelli, journalist and Director of Retail Watch

### 10,15 _10,45  FOOD: EXPAND THE TASTE ACTIONS  
- **10,15 _10,45  SODASTREAM**
  Easy multiplication of flavour
- **10,45 _11,15  OREO 3D**
  The mainstream revolution in everyday life
- **11,15 _11,30  COFFEE BREAK**

### 11,30 _12,00  MOBILITY: PLACE VALUE ON THE URBAN RHYTHM  
- **11,30 _12,00  BIRO ESTRIMA**
  Compact and democratic solution for the city
- **12,00 _12,30  COPENHAGEN WHEEL**
  Intelligent kit that reinvents urban mobility
- **12,30 _13,00  NEXTATLAS**
  Observe, Perceive and Measure the Trends  
  *Luca and Alessio Morena*  
  founders and CEO of iCoolhunt
- **13,00 _14,00  LUNCH**

### 14,00 _14,30  LIVING: SELECT THE PIECES OF THE DOMESTIC MOSAIC  
- **14,00 _14,30  KALDEWEI SOUND WAVE**
  Sensory project that amplifies the domestic experience
- **14,30 _14,45  KEY SPEAKER FROM KALDEWEI**
  Donata Donzelli  
  Project Manager Kaldewei Italy
- **14,45 _15,15  BERTAZZONI**
  Flexibility and professional performance in the kitchen
- **15,15 _15,30  COFFEE BREAK**

### 15,30 _16,00  HEALTH: OPTIMISE RESOURCES AND INDIVIDUAL BOUNDARIES  
- **15,30 _16,00  JAWBONE UP**
  The world of wearable technology that stimulates activity
- **16,00 _16,30  TECHNOGYM**
  Integrated systems that ensure maximum interaction with the context
- **16,30 _17,00  NEXTATLAS**
  Observe, Perceive and Measure the Trends  
  *Luca and Alessio Morena*  
  founders and CEO of iCoolhunt
- **17,00 _17,30  STRATEGIC CONCLUSIONS**
HOW TO PARTICIPATE

Corporate package includes:

**Four workshops** at Teatro Elfo Puccini in Corso Buenos Aires 33, Milan (participation for a maximum of 10 people)*

**Two innovative strategy sessions**
on June 27th and November 28th, 2014 at Future Concept Lab headquarters, in Via Benedetto Marcello 4, in Milan (participation of one person per company)

Euro 18.000 + VAT**

Individual participation to **one workshop** *

Euro 1.600 + VAT**

REGISTRATION FORM

Name and surname
Company
Current Position
Address City
VAT Number
Telephone Fax
e-mail

1 ❑ Business package of four workshops and two innovative strategy sessions
2 ❑ Individual participation to one 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
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