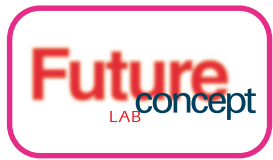


FutureVisionWorkshops_2014

RADICAL CHANGE



& BigData

The main social and consumption dynamics, analyzed through algorithms created by iCoolhunt (www.icoolhunt.com). Projects, places and products amidst a flow of changes, and the re-launching of identities, future relationships and new perspectives within diverse production sectors.

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.

AESTHETICS

10th April 2014



GENIUS PLUS

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

CONSUMPTION

26th June 2014



EXISTENZ MAXIMUM

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

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RADICAL CHANGE



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COMMUNICATION

9th October 2014



INSTINCTIVE RE-COGNITION

Reciprocal, permanent and universal mirroring

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.

City | Web | Print | Education

RETAIL

27th November 2014



COMMON ME

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.

Style | Services | Community | Large-scale Retail Channel

LOCATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO

www.futureconceptlab.com
info@futureconceptlab.com
+39 02 29 51 00 15



CONSUMPTION

EXISTENZ MAXIMUM

thursday 26th June 2014

FutureVisionWorkshops_2014

RADICAL CHANGE



& BigData

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



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



MOBILITY: PLACE VALUE ON THE URBAN RHYTHM

11,30 _ 12,00 BIRÒ 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



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



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

LOCATION

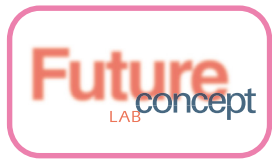
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RADICAL CHANGE



& BigData

HOW TO PARTICIPATE

1

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**

2

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
IBAN IT37 P055 8401 6230 0000 0015 086

LOCATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO

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