

# gli scenari della CRESCITA

the scenarios of growth

Future  
LAB concept

FUTURE VISION WORKSHOPS 2015

How to enable business success and the success of a brand in all its strategic and operational aspects?

This challenge must be addressed courageously by those who reject a model of unsustainable development understanding that the answer cannot be happy de-growth.

A challenge taken on and re-launched by Future Concept Lab for its **2015 series of Future Vision Workshops** dedicated to the global challenge to be faced in coming years: **to fuel happy growth, with a vision of prosperity.**

Central to the analysis, trends and strategies presented will be the **theme of growth**, outlining a new map of the society and the market, and collecting the requests of companies who must interact in an innovative way, using regenerated tools.

On the occasion of each seminar, **Felice Limosani—multidisciplinary creative and digital storyteller—**will present innovative projects, created to relaunch the “relationship” of Institutions and Companies with the territory and the market.

Thursday **16th April**  
“**GENERATIVITY**”  
AND THE MACRO DIRECTIONS  
OF AESTHETICS

Thursday **25th June**  
“**SPECIFICITY**”  
AND THE MACRO DIRECTIONS  
OF CONSUMPTION OCCASIONS

Thursday **8th October**  
“**MAGNETISM**”  
AND THE MACRO DIRECTIONS  
OF COMMUNICATION DYNAMICS

Thursday **26th November**  
“**CIRCULARITY**”  
AND THE MACRO DIRECTIONS  
OF COMMERCIAL EXCHANGE

The workshops will: allow for a **global vision of the phenomena taking place** in the world of supply and demand, provide insights as to the most significant consumer trends and markets, offer a selection of emerging successful and incisiveness case studies, supply a set of tools and techniques to be activated in order to face the most advanced societies and to **support the expansion of the brand.**



**Developing strategies for the coming years, defining new projects and renewing their market position.** This is the objective of the four workshops that connect on a strategic level to the themes developed by Francesco Morace in his new book **Crescita Felice. Percorsi di futuro civile** (published by Egea, January 2015). Themes that will be reflected on during the **Festival della Crescita**, organised by Future Concept Lab **between the 15th and 18th October** at **Palazzo delle Stelline**, on the occasion of Milan Expo 2015.

## LOCATION

Teatro Elfo Puccini  
Corso Buenos Aires 33  
20124 Milan

## INFO

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



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## “SPECIFICITY” AND THE MACRO DIRECTIONS OF CONSUMPTION OCCASIONS

### PROGRAM of thursday 25th June

9.30\_9.45 Introduction to the workshop day  
by *Linda Gobbi*

9.45\_10.15 THE “SPECIFIC” IMPULSES  
OF NEW CONSUMPTION  
by *Francesco Morace* and *Luigi Rubinelli*,  
Editor in Chief of *RetailWatch*

10.15\_10.45 **SNAP PERFORMANCE**  
EXPERIMENT AND INTERVENE  
IN A TIMELY MANNER

10.45\_11.15 LIFE SIMPLIFICATION AND INTELLIGENT HOME  
SYSTEMS THAT CHANGE WITH THE USER  
*Milka Eskola*, Vice President Art & Design  
*Legrand Group*

11.15\_11.40 COFFEE BREAK

11.40\_12.10 **SUPREME TRACKS**  
ASPIRE AND CARVE OUT EXPERIENCES  
OF EXCEPTION

12.10\_12.40 VADOLIBERO, SMART CYCLING SOLUTIONS  
*Antonella Grua* and *Ran Reuveni*,  
Co-founders of *Vadolibero*

12.40\_13.00 QUESTIONS AND DISCUSSION

13.00\_14.00 LUNCH

14.00\_14.30 CIBUS IN FABULA: A SITE SPECIFIC  
PERFORMANCE FOR EXPO MILANO 2015  
*Felice Limosani*, *Multidisciplinary creative*  
and *Digital Storyteller*

14.30\_15.00 **ENVELOP TO DEVELOP**  
INCLUDE SINGULARITIES  
AND DESIGN ALTERNATIVES

15.00\_15.20 QUESTIONS AND DISCUSSION

15.20\_15.40 COFFEE BREAK

15.40\_16.10 **LIFE UPGRADE**  
ADVANCE STEADILY  
THROUGH TARGETED CHOICES

16.10\_16.40 TALKING FURNITURE  
*Daniele Lago*, CEO and Head of Design *LAGO SpA*

16.40\_17.10 STRATEGIC SHARING  
with *Andrea Illy*, *Andrea Illy*, President and  
CEO of *illycaffè* and President of *Altagamma*

17.10\_17.30 CONCLUSIONS  
by *Linda Gobbi* and *Francesco Morace*

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## 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) \*

Euro 16.000 + VAT\*\*

2

Individual participation to **one workshop** \*

Euro 1.600 + IVA\*\*

## 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*

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