



FUTURE VISION WORKSHOPS 2017

InnovAction

Trends, People and Knowledge

The 2017 series of Future Vision Workshop by Future Concept Lab will be dedicated **to the exploration and analysis** of the main **project actions** that characterize **innovation** in different spheres of material and immaterial culture.

A privileged point of view will be that of the **main actors of change**, the new ConsumAuthors, as producers of increasingly decisive strategies and actions for the **definition of trends**.

Knowledge Innovation therefore, becomes the key for the design of aesthetics, products, communication and relevant formats for the future.



Within **each of the workshop days, four trends** will be analysed with the aid of concepts and case studies, exploring their connections with **two generational nuclei** selected from the ConsumAuthors Observatory, for which behaviours and attitudes in different **areas of consumption** will be analysed, including for example Food, Fashion, Design, Domesticity, Mobility, Wealth and Care.

During the series of Future Vision Workshops, **guest speakers** will enrich each day with the support of **successful case studies**, starting from their own expertise and in relation to the themes of the event, which **will be added to the academic point of view** of four university professors, and writers.

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thursday **6th april**
ProTasters (35-40 year olds)
Young Adults
Pleasure Growers (over 70 year olds)
Long-lived

The workshop dedicated to the **Aesthetics** trends will focus on the analysis of design oxymorons that are characterizing the most advanced frontiers of creative experimentation. From these contrasts today new languages are born that are redefining the rules and the boundaries of aesthetic perception.



thursday **22nd june**
ProActives (25-30 year olds)
Young Adults
Singular Women (45-60 year olds)
Mature Adults

The **Consumption** trends will reveal how it is possible to activate strategies for growth, through the introduction of new systems of interaction between public and private, with the ambition to include in order to innovate. The city will become a laboratory to define new dynamics of active citizenship.



thursday **5th october**
CreActives (20-25 year olds)
Young Adults
Family Activists (over 65 year olds)
Long-lived

To restore the importance of gestures and words, will represent the starting point for the workshop day dedicated to **Communication**, the ultimate goal being that of offering new possible tools to meet the challenge of truthfulness of the message.



thursday **23rd november**
ExperTeens (16-19 year olds)
Pre-Adults
ProFamilies (30-35 year olds)
Young Adults

The definition of virtuous and proactive alliances between generations, supported by the expansive opportunities of the digital, represent a challenge for the most advanced Retail and will be one of the topics covered during the day dedicated to the **Retail** trends.



thursday **22nd june**

ProActives (25-30 year olds)
Young Adults

Singular Women (45-60 year olds)
Mature Adults

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THE DAY'S PROGRAM

9.30 – 9.45

Introduction to the workshop day

by Linda Gobbi

9.45 – 10.10

Evolution of the Trust & Sharing Paradigm

by Francesco Morace

10.10 – 10.30

Changes in purchasing are faster than changes in consumption

Testimony by Luigi Rubinelli (Director of RetailWatch.com)

10.30 – 11.00

Trend | Self Coding

When personal actions create unexpected awareness

by Lucia Chrometzka

11.00 – 11.30 Coffee Break

11.30 – 12.00

Trend | We-Big

When social growth attracts big players

by Lucia Chrometzka

12.00 – 12.30

Focus on the ConsumAuthors

ProActives: Millennials who (more than others) are changing the very meaning of consumption

by Isabella Guaitoli

12.30 – 13.00

Influencer, who me?

Testimony by Paola Sucato (Food specialist)

13.00 – 14.00 Lunch

14.00 – 14.30

Nudge: gentle pushes that motivate us to change

Testimony by Luciano Canova
(Professor at Scuola Enrico Mattei)

14.30 – 15.00

Trend | Life Wrapping

When everyday life is caressed by truth

by Lucia Chrometzka

15.00 – 15.30

The Brand in support of the Artist and Artist in support of the Brand: new creative dialogues

Testimony by Chiara Luzzana
(Sound Designer, creator of THE SOUND OF CITY ®)

15.30 – 16.00 Coffee Break

16.00 – 16.30

Trend | Engaging Issues

When diversity requires original solutions

by Lucia Chrometzka

16.30 – 17.00

Focus on the ConsumAuthors

Singular Women: mature women who accept and support the challenges of smart consumption

by Isabella Guaitoli

17.00 – 17.30

Questions and discussion Strategic conclusions

by Linda Gobbi e Francesco Morace



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HOW TO PARTICIPATE

1

corporate package

includes:
three workshops
(participation for a maximum of 10 people) *

euro 13.500 + VAT **

2

corporate package

includes:
one of the three workshops
(participation for a maximum of 10 people) *

euro 5.000 + VAT **

3

the first participation
to a single workshop *

euro 900 + VAT **

notes

REGISTRATION FORM

name and surname

company

current position

address

city

VAT number

telephone

fax

e-mail

- 1** corporate package of three workshops
- 2** corporate package of one of the three workshops
- 3** the first participation of one person only to a single 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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