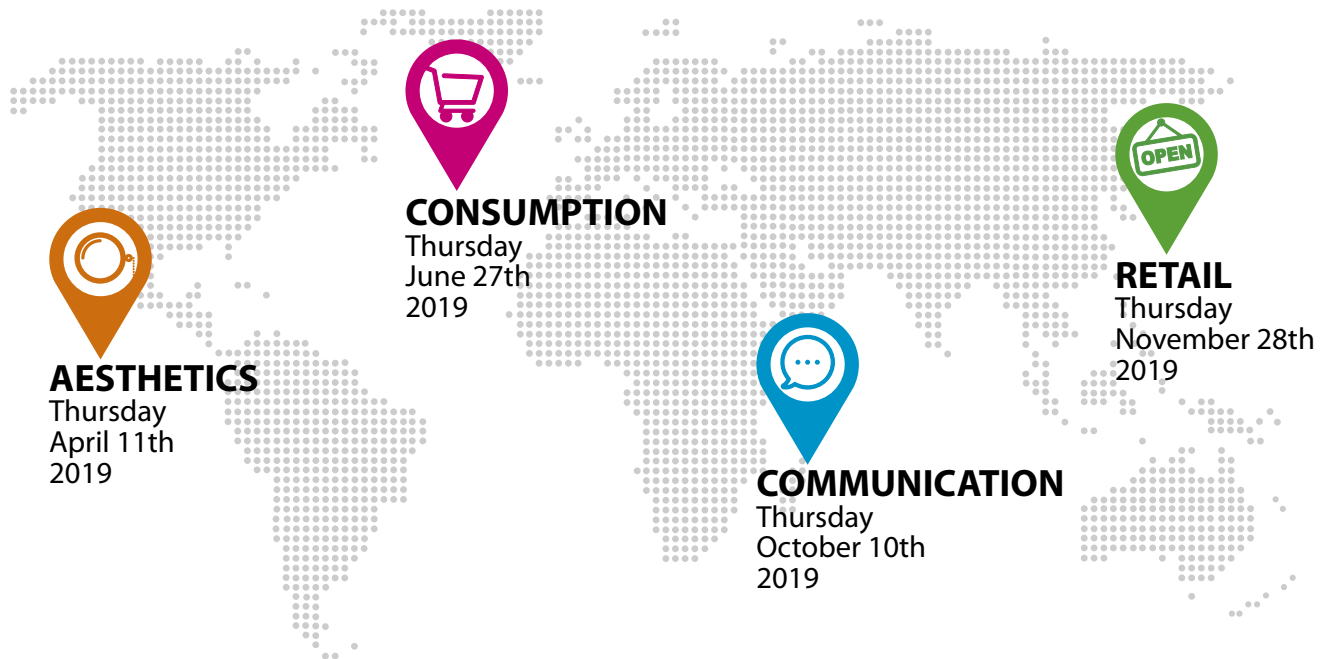


Future Vision Workshops 2019

LEADING THE FUTURE

Mapping the now present future



AESTHETICS
Thursday
April 11th
2019

CONSUMPTION
Thursday
June 27th
2019

COMMUNICATION
Thursday
October 10th
2019

RETAIL
Thursday
November 28th
2019

The **2019 Future Vision Workshops series** by Future Concept Lab will be entirely dedicated to the challenge of **Mapping the future** and will have as its main theme the activities and ideas of Leonardo da Vinci, 500 years from his death. The **regeneration of the global trend scenario**, passes through the activation of new cognitive compasses to guide managers and professionals along strategic routes modulated over the medium to long term.

The proposed analysis tools will help to **orient strategic actions** on the new maps that **explore global trends**, analysed through a specific focus on the **elective sectors** of each day: from food to domesticity, from technological innovation to design, from services to care.

The 4 trends presented throughout the day will illustrate the **future scenarios** that will help to govern the great change under way, starting from the analysis of the conceptual heritage gathered over the years by the Institute and with a diachronic reflection on the influence of the past on the paths of the present, analysed through **specific case studies also from the FCL Observatories**.



THE AESTHETICS LANDSCAPE **"MIDCULT"**
Thursday, **April 11th**

The aesthetic signals interpret the new balance between creative mass, multiplication of signs and elective qualities.



THE CONSUMPTION LANDSCAPE **"DETAILS"**
Thursday, **June 27th**

The new world of consumption is qualified through an infinite series of specificities: special occasions, unique processes, radical personalization.



THE COMMUNICATION LANDSCAPE **"ULTRAMEDIATED"**
Thursday, **October 10th**

Communication lives the paradox of the free circulation of stimuli that is self-organizing through increasingly powerful mediation and filters.



THE **RETAIL LANDSCAPE 5.0**
Thursday, **November 28th**

In a global system shaped by a 4.0 industry and multinational strategies, trade is strengthened only if it has the ability to regenerate through interpersonal relationships.

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Thursday, June 27th 2019

CONSUMPTION

Teatro Elfo Puccini

Corso Buenos Aires 33 20144 Milano

Info

www.futureconceptlab.com

info@futureconceptlab.com

+39 0229510015



Focus on **San Francisco**

DAY SUMMARY

MORNING

9.30 - 10.15

Introduction: Detail/Particular Consumption

by Francesco Morace and Linda Gobbi

10.15 - 10.45

Is the consumer ahead of companies?

by Luigi Rubinelli, Director of RetailWatch.it

10.45 - 11.15

Trend | CorpoNation

by Lucia Chrometzka, FCL

From declarations of intent to innovative solutions in an increasingly responsible business world, which today takes on the new role of social facilitator.

11.15 - 11.45

Coffee break

11.45 - 12.15

Trend | WellSense

by Lucia Chrometzka, FCL

From an ego referenced aesthetic personalization to the search for empowerment and personal growth, in a constant balance between sensoriality and wellness.

12.15 - 12.45

LabSolue, the perfumes and its olfactory library

by Giorgia Martone, Founder Labsolue and Adviser for ICR Cosmetics

12.45 - 13.00

The disappearance of prices

by Massimiliano Dona, lawyer, President of the Unione Nazionale Consumatori

13.00 - 14.00

Lunch break

AFTERNOON

14.00 - 14.45

New social gyms: how digital entertainment becomes a bridge to physical relationships

by Geoffrey M. Davis, General Manager & Co-Founder Digital Bros Game Academy

14.45 - 15.30

Trend | GeniusPath

by Lucia Chrometzka, FCL

From the materiality of products to the innovation of processes, for new business models that have a radical impact on the collective imaginary.

15.30 - 16.00

Coffee break

16.00 - 16.30

"My Cooking Box occasions: between gourmet passion and simplification of excellence"

by Chiara Rota, Co-founder My Cooking Box

16.30 - 17.15

Trend | InSmartWeTrust

by Lucia Chrometzka, FCL

From the simplification of the everyday to the amplification of empathic experiences even in domesticity, through increasingly sensitive and chameleon-like technology.

17.15 - 17.30

Strategic conclusions

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HOW TO PARTICIPATE

1

Corporate package

Includes: four workshops
(participation for a maximum of 10 people)*

euro 19.000 + IVA**

2

Corporate package

Includes: one of the four workshops
(participation for a maximum of 10 people)*

euro 5.500 + IVA**

3

**First participation of one person
to a single workshop***

euro 1.000 + IVA**

note

REGISTRATION FORM

Name and surname

Company

Current position

Address

City

VAT number

Telephone

Fax

Email

- 1 Corporate package of all four workshops
- 2 Corporate package of one of the four 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:
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