

FutureVisionWorkshops 2013

NUCLEI OF THE FUTURE

Future
LAB concept

The dynamic acceleration of trends through the socialization of markets

For the 2013 series **Future Concept Lab** presents four workshops that focus on offering an analysis of the **Nuclei of the Future**, which are changing the world as well as the global markets. Four workshop days in which to gain an understanding of these evolving markets and to explore their contexts and dynamic acceleration in today's society, are as follows:

In order to share its methodologies and concrete work-production strategies, during each individual workshop day **Future Concept Lab** presents **one of its original research techniques**, in addition to a selection of case studies **with live testimonies** from the business world, offering an analysis of the strategic steps implemented, from the conceptual definition of the project to its resulting success.

11th April 2013

AESTHETICS

The educational role of Aesthetics: design-thinking that becomes mainstream

Each day is also an opportunity to view **short video interviews from a select number of generational groups**, to observe performances and to circulate comments and suggestions made by participants in real time through social networks.

27th June 2013

CONSUMPTION

Terrain for cultivating interests and nourishing growth

Each workshop day becomes an occasion for in-depth study and reflection for 200 participants whom include managers, designers, and entrepreneurs from 30 different companies. Simultaneous English translation is available for each of the 4 workshop days. More than 5,500 participants have attended the 48 workshops held over the past 12 years.

10th October 2013

COMMUNICATION

Social magnetism and its impact on businesses dedicated to advanced communication

28th November 2013

RETAIL

The integrated areas between real and virtual that are shaping the market today

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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10th October 2013



COMMUNICATION

*Social magnetism and its impact on businesses
dedicated to advanced communication*

9.30_10.15 **The significance of the expanding social reality: the *existenz maximum* in the relationship between people and the market**
Francesco Morace

10.15_10.45 **Bright Metropolis**
Smart technology moves to the cities, offering new forms of communication and intelligent urban furniture

10.45_11.15 **Eccentric Me**
Personal eccentricities become communications new terrain for experimentation

11.15_11.30 coffee break

11.30_12.00 **The tandem Hyper-public & Hyper-private**
a conversation with Pepe Moder
Digital Marketing Director
and Claudia Paoluzzi,
Digital Marketing International Key Projects *Pirelli*

12.00_12.30 **Cheeky Mainstream**
New rules of interaction with the media will be based on an attraction generated by (IM)pertinent messages

12.30_13.00 **Comu-Niche**
Transmitting the most the genuine creative talents, that is what the relationship between communication and the community will be founded on

13.00_14.00 lunch

14.00_14.30 **Nintendo case study: Super Mario soars in the social sphere and Japanese rigor adjusts to the immediacy of new forms of communication**

Simona Portigliotti
Senior Brand Manager at *Nintendo Italia*

14.30_15.00 **iCoolhunt: using social gaming *data and insights* to design a comprehensive map of global innovation**
Luca and Alessio Morena
iCoolhunt founders

15.00_15.30 **Solid Clouds**
Finding a balance between the permanence of digital memory and peoples desire to forget... this will be the gamefield for playing out the future of communication

15.30_16.00 **Moldable Affinities**
Education and communication will be regulated by moldable affinities, which grow and develop with the people

16.00_16.15 coffee break

16.15_16.45 **FCL's methodology and practices for conducting the multidisciplinary researches**
Linda Gobbi

16.45_17.15 **Veneta Cucine: Quick Design in the communication of domesticity**
Francesco Dell'Agnello,
Research and Development at *Veneta Cucine*

17.15_17.30 Strategic conclusions

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9.30_10.00	Which "open markets": the meanings, opportunities and new prospects Francesco Morace
10.00_10.30	Reduce by offering more services, is this possible? Challenges and opportunities in Retail Luigi Rubinelli Director of <i>RetailWatch</i>
10.30_10.50	Km 0 The new challenges of local retail
10.50_11.10	Km 10.000 The new languages of multi-channel offers
11.10_11.30	Lab store L.UN.A. conversation with Dario Apollonio Director of <i>L.UN.A University</i>
11.30_11.40	coffee break
11.40_12.10	RE(tail) is dead! Long live RE(tail)! Maurizio Motta CEO of <i>Mediamarket</i>
12.10_12.30	Limited Occasions <i>Carpe diem</i> & advanced retail
12.30_12.50	Permanent Bargain The continuous flow of offers
12.50_13.10	LAK. Innovation and services for a kitchen that's more liveable conversation with Felice Pietro Fanizza Director of <i>Snaidero Scientific Foundation</i>

13.10_14.00	lunch
14.00_14.45	FCL research application - The world of services is measured through innovation: the Lab with Carige Antonello Amato Communications Director, <i>Carige</i> Gianfranco Lertora Commercial Planning and Marketing, <i>Carige</i> Linda Gobbi, <i>Future Concept Lab</i>
14.45_15.00	Questions and discussion
15.00_15.20	Net Relation Social retail & new web-like relationships
15.20_15.40	Brand Extention Smart solutions for retailers
15.40_16.00	New pharmacy store formats Conversation with Renzo Pomari CEO of <i>TH.KOHL</i> and Mirto Pellicari Art Director of <i>Kohl Interiors</i>
16.00_16.15	coffee break
16.15_17.00	Smart City for IBM: the Bolzano case study Nicola Palmarini Director Human Centric Solutions Center, <i>IBM Europe</i>
17.00_17.30	Closing remarks and strategic conclusions

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HOW TO PARTICIPATE

1

Business package for two workshops:
10th October and 28th November
(with the participation of up to a maximum of 10 people) *

Euro 9.000 + 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 two workshops (10th October and 28th November)
- 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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