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.

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.

In the 4 workshops in 2014, Future Concept Lab presents the main social and consumption trends, analyzed together with algorithms created by iCoolhunt (www.icoolhunt.com). Projects, places and products are presented amidst a flow of changes; the relaunching of identities, relations and future prospects within diverse production sectors. Following the Aesthetics (April 10th) and Consumption (June 26th) workshops, the Institute proposes two new events dedicated to Communication and Retail trends.

LOCATION
Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO
www.futureconceptlab.com
info@futureconceptlab.com
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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 9:30-10:10 | CONVOCATIONAL COMMUNICATION  
Introduction by Francesco Morace and Linda Gobbi, Future Concept Lab |
| 10:10-10:30 | CITY: LIVE CONNECTIONS AND REACTIVITY  
BRITISH AIRWAYS  
To evoke wonder through technology |
| 10:30-11:00 | LYFT  
Alternative mobility in the name of the eccentricity |
| 11:00-11:30 | NEXTATLAS  
Observe, Perceive and Measure the Trends  
Luca Morena founder and CEO of iCoolhunt |
| 11:30-11:50 | COFFEE BREAK |
| 11:50-12:15 | PUBLISHING: INTEGRATE CHANNELS AND CONTENT  
The GUARDIAN  
The alliance between traditional media and the digital mindset |
| 12:15-12:30 | GAMBERO ROSSO  
Excellence as the key to the present |
| 12:30-13:00 | GUEST SPEAKER: GAMBERO ROSSO  
Paolo Cuccia  
President of Gambero Rosso Holding |
| 13:00-14:00 | LUNCH |
| 14:00-14:30 | MOBILE: PLAY BETWEEN EXCHANGE AND REWARD  
DUOLINGO  
Learn and contribute through play |
| 14:30-14:45 | SAMSUNG  
Launch innovative projects and keep memory alive |
| 14:45-15:15 | GUEST SPEAKER: SAMSUNG  
Francesco Cordani  
Head of Marcom Samsung Electronics Italia |
| 15:15-15:30 | COFFEE BREAK |
| 15:30-16:00 | VIDEO: EMPOWER AGILE VISIONS  
NETFLIX  
Agility, service and passions in everyday visions |
| 16:00-16:15 | EPSON METEO  
Expertise at the service of multiple video platforms |
| 16:15-16:45 | GUEST SPEAKER: EPSON METEO  
Luigi Latini  
Executive Producer of Epson Meteo |
| 16:45-17:15 | NEXTATLAS  
Observe, Perceive and Measure the Trends  
Luca Morena founder and CEO of iCoolhunt |
| 17:15-17:30 | STRATEGIC CONCLUSIONS |

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9:30 _10:00  COMMON ME AND THE RETAIL STRATEGIES  
Introduction and conversation  
Francesco Morace, Future Concept Lab  
with Luigi Rubinelli, journalist and director of Retail Watch

LEISURE & CULTURE: SUMMONS AND MULTIPLY IDEAS AND PRACTICES OF LIFE

10:00 _10:30  PRESENTATION OF TRENDS, CASE STUDIES AND BUSINESS STRATEGIES  
by the Future Concept Lab team

10:30_11:00  GUEST SPEAKER: RETAIL DESIGN  
Paolo Lucchetta, Architect and founder of Retail Design, IUAV Professor

11.00_11:30  GUEST SPEAKER: GRENDENE  
Edson Matsuo, Creative Activist of Grendene

11:30_11:45  COFFEE BREAK

ENERGY: INNOVATE TO ENHANCE THE VALUE OF SUSTAINABLE

11:45 _12:15  PRESENTATION OF TRENDS, CASE STUDIES AND BUSINESS STRATEGIES  
by the Future Concept Lab team

12:15_12:45  GUEST SPEAKER: EDISON ENERGIA  
Alessandro Zunino, CEO Edison Energia

12:45_13:15  NEXTATLAS  
Observe, Perceive and Measure the Trends  
Luca Morena founder and CEO of iCoolhunt

13:15_14:15  LUNCH

WEALTH: ACTIVATE INDIVIDUAL AND COLLECTIVE PROJECT PARTNERSHIPS

14:15_14:45  PRESENTATION OF TRENDS, CASE STUDIES AND BUSINESS STRATEGIES  
by the Future Concept Lab team

14:45_15:15  GUEST SPEAKER: UNIONE NAZIONALE CONSUMATORI  
Massimiliano Dona  
General Secretary of Unione Nazionale Consumatori

15:15_15:30  COFFEE BREAK

LARGE SCALE RETAIL CHANNEL: COMBINE MICRO AND MACRO-CONSUMPTION FOR AN INCLUSIVE RETAIL

15:30_16:00  PRESENTATION OF TRENDS, CASE STUDIES AND BUSINESS STRATEGIES  
by the Future Concept Lab team

16:00_16:30  GUEST SPEAKER: EATALY AND F.I.CO.  
Tiziana Primori Managing Director  
Eataly World Bologna and F.I.CO. - Fabbrica Italiana Contadina

16:30_17:00  NEXTATLAS  
Observe, Perceive and Measure the Trends  
Luca Morena founder and CEO of iCoolhunt

17:00_17:30  STRATEGIC CONCLUSIONS

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HOW TO PARTICIPATE

Corporate package includes:

**Two workshops** (on 9th October and 27th November 2014) at Teatro Elfo Puccini in Corso Buenos Aires 33, Milan (participation for a maximum of 10 people) *

**A innovative strategy session** on November 28th, 2014 at Future Concept Lab headquarters, in Via Benedetto Marcello 4, in Milan (participation of one person per company)

Euro 9,000 + VAT 22%**

Individual participation to **one workshop** *

Euro 1,600 + VAT 22%**

REGISTRATION FORM

Name and surname
Company
Current Position
Address  City
VAT Number
Telephone  Fax
 e-mail

1  ❑  Business package of two workshops and a innovative strategy session

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