

gli scenari della **CRESCITA** the scenarios of growth

Future
concept
LAB

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.

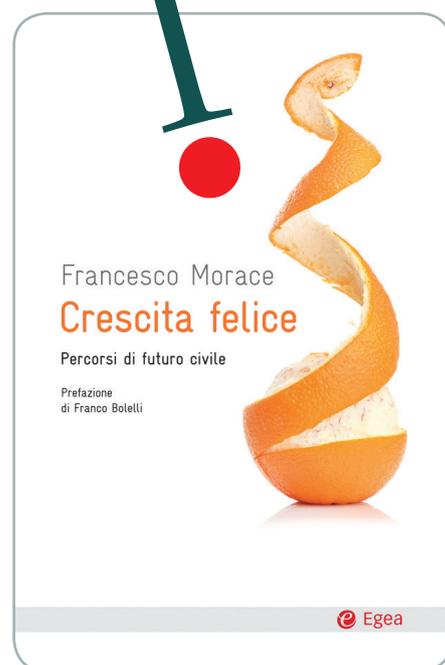
Thursday **16th April**
“**GENERATIVITY**”
AND THE MACRO DIRECTIONS
OF AESTHETICS

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
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FUTURE VISION WORKSHOPS 2015

“MAGNETISM” AND THE MACRO DIRECTIONS OF COMMUNICATION DYNAMICS

PROGRAM of thursday 8th October 2015

9.30_9.50	Introduction to the workshop day by <i>Linda Gobbi</i>	13.00_14.00	LUNCH
9.50_10.20	THE “MAGNETIC” CIRCUITS OF COMMUNICATION AND NEW SCENARIOS by <i>Francesco Morace</i>	14.00_14.30	MUTUAL RECORDING DO I CONTROL THE BRAND OR IS IT THE BRAND THAT CONTROLS ME?
10.20_10.50	SINGULAR CALL CONVOCAZIONE IN FIRST PERSON	14.30_15.00	SOUND DESIGN THAT GIVES A VOICE TO THE BRAND <i>Chiara Luzzana, Sound artist, Sound designer, Music composer</i>
10.50_11.20	«IF YOU WANT MY DATA, YOU HAVE TO SWEAT FOR IT» GATORADE CASE STUDY <i>Stefania Siani and Federico Pepe Executive Creative Directors DLV BBDO and Dario Lo Nardo, Senior Copywriter DLV BBDO</i>	15.00_15.30	QUESTIONS AND DISCUSSION
11.20_11.40	COFFEE BREAK	15.30_15.50	COFFEE BREAK
11.40_12.10	EDITED LIFE RECOGNIZE ONESELF THROUGH STORIES	15.50_16.20	USABLE MESSAGE THE SOLID OBJECT OF COMMUNICATION
12.10_12.40	“MAGNETISM” BETWEEN ATTENTION AND MEMORY <i>Felice Limosani, Multidisciplinary Creative and Digital Storyteller</i>	16.20_17.00	AN EXAMPLE OF CONVOCATIVE COMMUNICATION: FESTIVAL DELLA CRESCITA CASE STUDY <i>Francesco Morace and Aldo Cernuto, Creative director of Cernuto Pizzigoni & Partners</i>
12.40_13.00	QUESTIONS AND DISCUSSION	17.00_17.30	STRATEGIC CONCLUSIONS by <i>Linda Gobbi e Francesco Morace</i>

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HOW TO PARTICIPATE

1

Corporate package (participation up to a maximum of 10 people)*

Two workshops (8th October and 26th November 2015)
at Teatro Elfo Puccini in Corso Buenos Aires 33, Milan

Euro 9.000 + VAT 22%**

2

Corporate package (participation up to a maximum of 10 people)*

One workshop (8th October 2015)
at Teatro Elfo Puccini in Corso Buenos Aires 33, Milan

Euro 5.000 + VAT 22%**

REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

e-mail

1 corporate package of two workshops (8th October and 26th November 2015)

2 corporate package of one workshop (8th October 2015)

* 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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