

FutureVisionWorkshops2018

TOTALIFE & 360°

Entrepreneurs, managers and companies can no longer take on business risks without a credible interaction with reality, observed at 360 degrees.

Onlife Extramedia Storydoing

The new strategies
of Societing

The 2018 **Future Vision Workshops** series will present the scenario of trends in which all **ConsumAuthor**, of any age, **tend to navigate at 360 degrees** in an intensely renewed life dimension. The themes of **Onlife**, **Extramedia** and **Storydoing**, become the key to understanding the metamorphosis in act, for all those who deal with innovation, marketing and communication within a business environment.

 Thursday, April 19th
AESTHETICS

 Thursday, June 28th
CONSUMPTION

 Thursday, October 4th
COMMUNICATION

 Thursday, November 29th
RETAIL

Teatro Elfo Puccini
Corso Buenos Aires 33
20144 Milan

INFO
www.futureconceptlab.com
info@futureconceptlab.com
+39 02 29 51 00 15



FutureVisionWorkshops2018

TOTALIFE 360°

The analysis of **new Societing strategies** will constitute the conductor of the **four workshop days**, continuing the reflection matured during the 2017 workshop series, the most attended ever, with almost one thousand participants.

The themes of **Onlife** and the delicate relationship between online and offline, that pervasively impact everyone's everyday experience will resurface. We will understand how and why each subject has become a medium, forcing corporate communication to face an **Extramedia** challenge. Finally we will evaluate the possible strategies of **Storydoing**, imagining renewed forms of convocative and credible relationship.

In this way the **sixteen nuclei of ConsumAuthors** will become the **enablers of trends** presented in the morning, crossing the **different product sectors** through the **International Observatories** dedicated to the home, fashion accessories, food, mobility services and body care.

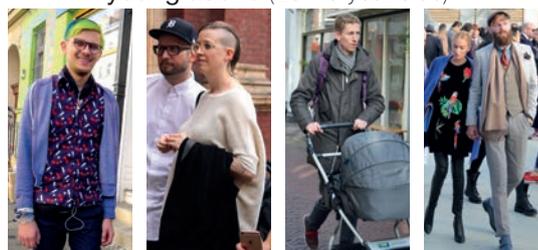
Onlife Extramedia Storydoing

The new strategies
of Societing

pre-adults (4-19 year olds)



young adults (20-40 year olds)



mature adults (40-70 year olds)



seniors (65-90 year olds)



TREND SCENARIOS

The **mornings** will be dedicated to the presentation of the evolved **Aesthetics, Consumption, Communication** and **Retail** scenarios, through the presentation of the more innovative trends, enriched through the description of international case studies.

EVOLUTION LAB

During the **afternoon** we will propose the activity of the Evolution Lab, a practical insight highlighting the application of Future Concept Lab research and analysis tools, following **the thread of #coolhunting evolution**, to which the latest publication by Franco Angeli is dedicated, curated by Future Concept Lab's group of researchers, who, led by Francesco Morace and Linda Gobbi, intervene during the different workshop days: Luisa Aschiero, Lucia Chrometzka, Isabella Guaitoli and Valentina Ventrelli.



FutureVisionWorkshops2018

TOTALIFE 360°

Entrepreneurs, managers and companies can no longer take on business risks without a credible interaction with reality, observed at 360 degrees.

**Onlife
Extramedia
Storydoing**

The new strategies of Societing

Thursday, October 4th

COMMUNICATION

Teatro Elfo Puccini

Corso Buenos Aires 33
20144 Milan

INFO

www.futureconceptlab.com

info@futureconceptlab.com

+39 02 29 51 00 15

WORKSHOP PROGRAM

9.30 – 10.00

Introduction to the workshop day

by Linda Gobbi and Francesco Morace

10.00 – 10.30

Ignoring boundaries between art and advertising

by Stefania Siani (Vice President, Executive Creative Director DLVBBDO) and Federico Pepe (Founder and Partner Le Dictateur)

10.30 - 11.00

Trend

SocioLogical Curiosity

The experimental opening up to the use and rejection of social networks
by Future Concept Lab

11.00 – 11.30 Coffee Break

11.30 – 12.00

Trend

Trust Chains

The “maintenance” of the new chains of trust
by Future Concept Lab

12.00 – 12.30

@Caffeina case study

by Tiziano Tassi (CEO @Caffeina)

12.30 - 13.00

Trend

Mood Jump

The intensity and radicality of individual feeling as a shared pathos
by Future Concept Lab

13.00 – 14.00 Lunch

14.00 – 15.00

The research and analysis tools of Future Concept Lab

The Inglesina Observatory

with Luca Tomasi (CEO at L'Inglesina Baby spa)
by Valentina Ventrelli

The design evolution

To communicate the brand values in retail

by Mario Trimarchi (Studio Fragile)

15.00 – 16.15

ConsumAuthors: the evolution of the generational nuclei through socio-dynamic forces

ExpoTeens & ExperTeens (13-19 years old)

ProFamilies (30-35 years old)

by Linda Gobbi, Isabella Guaitoli and Francesco Morace

16.15 – 16.30 Coffee Break

16.30 – 17.00

ConsumAuthors: the emblematic cases

ExpoTeens & ExperTeens (13-19 years old)

ProFamilies (30-35 years old)

by Linda Gobbi, Isabella Guaitoli and Francesco Morace

17.00 – 17.30

Evolution Lab: shared insights

by Future Concept Lab

FutureVisionWorkshops2018

TOTALIFE 360°

Entrepreneurs, managers and companies can no longer take on business risks without a credible interaction with reality, observed at 360 degrees.

**Onlife
Extramedia
Storydoing**

The new strategies of Societing

Thursday, October 4th
COMMUNICATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20144 Milan

INFO
www.futureconceptlab.com
info@futureconceptlab.com
+39 02 29 51 00 15

HOW TO PARTICIPATE

1

corporate package

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

euros 10.000 + VAT **

2

corporate package

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

euros 6.000 + VAT **

3

first participation
to a single workshop *

euros 1.500 + IVA **

notes

REGISTRATION FORM

name and surname

company

current position

address

city

VAT number

telephone

fax

e-mail

- 1 corporate package of two workshops
- 2 corporate package of one of the two 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
IBAN IT37 P055 8401 6230 0000 0015 086