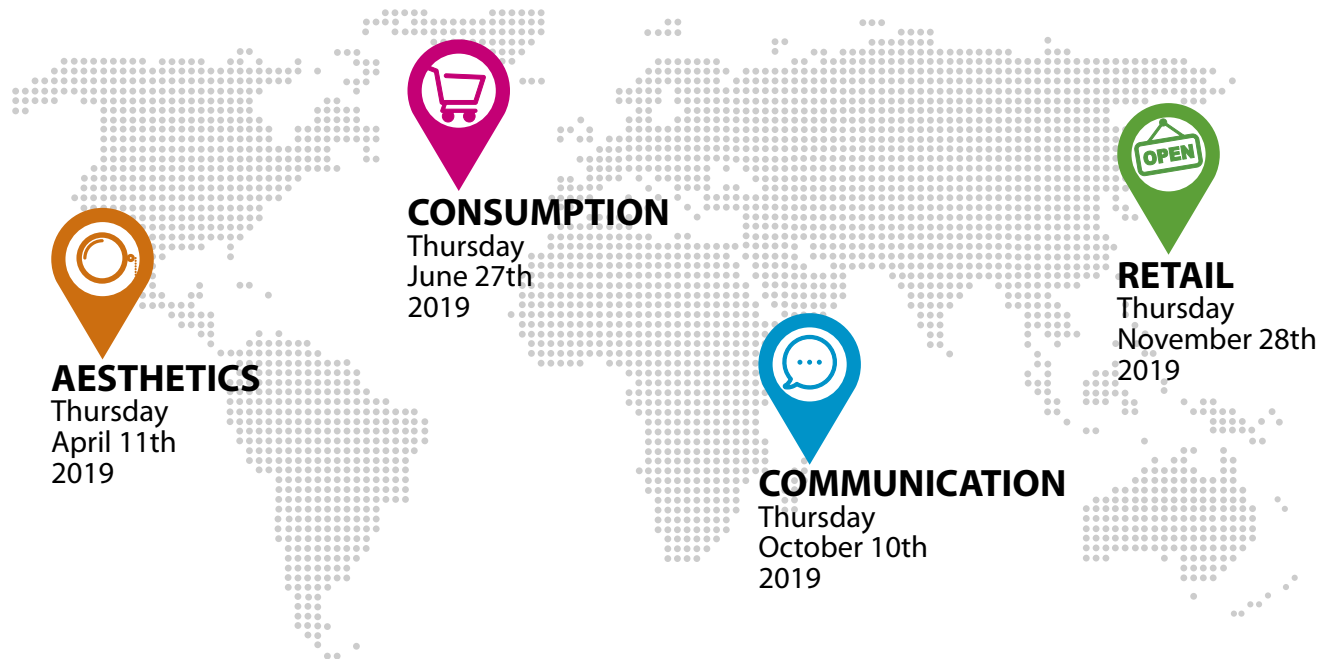


Future Vision Workshops 2019

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, October 10th 2019

COMMUNICATION

Teatro Elfo Puccini

Corso Buenos Aires 33 20144 Milano

Info

www.futureconceptlab.com

info@futureconceptlab.com

+39 0229510015



Focus on **San Paolo**

DAY SUMMARY

MORNING

9.30 - 10.15

Introduction: continuous partial attention and ultramediate communication

By Francesco Morace and Linda Gobbi.

10.15 - 10.45

From marketing positioning to taking a stand

Testimony of Paolo Iabichino, Advertising agent.

10.45 - 11.15

Trend | UltraVision

By Francesco Morace and Linda Gobbi, FCL.

In line with the consumption trend of CorpoNation, corporate communication must be structured on a powerful and distinctive Vision, beyond CSR.

11.15 - 11.45

Coffee break

11.45 - 12.15

The sustainable vision of Crédit Agricole

Testimony of Francesca Dellegrazie, Crédit Agricole Head of Communications.

12.15 - 12.45

Trend | UltraSound

By Francesco Morace and Isabella Guaitoli, FCL.

Brand Experience must measure itself with the new challenges of listening, training the ear to the world of ultrasound.

12.45 - 13.00

Question and discussion

13.00 - 14.00

Lunch break

AFTERNOON

14.00 - 14.30

Trend | UltraMessage

By Francesco Morace and Isabella Guaitoli, FCL.

In the market of continuous partial attention, radicalization, simplification and pervasiveness win.

14.30 - 15.00

Big Data. How to govern it, how to protect ourselves

Testimony of Antonio Nicita, AGCOM.

15.00 - 15.30

Narrative relationship design: each story proposes a relationship. Cases of business applications.

Testimony of Alessandra Cosso, business consultant, Storytelling Observatory.

15.30 - 16.00

Coffee break

16.00 - 16.30

Trend | UltraMirror

By Francesco Morace and Linda Gobbi, FCL.

The continuous mirroring between local beats and global breath mark the strategies for future communication.

16.30 - 17.00

The virtuous circle of knowledge. The case of Academia Berlucci

Testimony of Romina Castelletti, Berlucci Marketing and Communication.

17.00 - 18.00

The beauty of the world. Just do it ... but think it through!

Insight track and conclusions by Linda Gobbi and Francesco Morace

Presentation of the book "Il bello del mondo - Tra battiti locali e respiro globale".

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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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