

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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RETAIL

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

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	coffee break
11.30_12.00	Cook case study: new strategies of proximity dialogue with Antonio Scarlino Founder and CEO of <i>Cook</i>
12.00_12.20	Limited Occasions <i>Carpe diem</i> & advanced retail
12.20_12.40	Permanent Bargain The continuous flow of offers
12.40_13.00	LAK. Innovation and services for a kitchen that's more liveable conversation with Felice Pietro Fanizza Director of <i>Snaidero Scientific Foundation</i>

13.00_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	Collective Synapses Social retail & new web-like relationships
15.20_15.40	Brand Expansion Smart solutions for retailers
15.40_16.00	coffee break
16.00_16.30	Lab store L.UN.A conversation with Dario Apollonio Director of <i>L.UN.A University</i>
16.30_17.00	Dignity, Love & Smart Cities 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

Registration fee for the participation of up to 10 people to the workshop-day of the 28th November *

Euro 5.000 + 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 for the workshop of 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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