

# FutureVisionWorkshops\_2014

# RADICAL CHANGE



# & BigData

In the 4 workshops in 2014, Future Concept Lab presents **the main social and consumption trends**, analysed together with algorithms created by iCoolhunt ([www.icoolhunt.com](http://www.icoolhunt.com)). Projects, places and products are presented amidst a flow of changes; the re- launching of identities, relations and **future prospects within diverse production sectors**. The final workshop day of 2014 offers an insight into the **Retail trends**.

## RETAIL

27th November 2014



## COMMON ME

### 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.

Leisure & Culture | Services & Energy  
Wealth & Community | Macro & Micro Retail

## FUTURE VISION WORKSHOPS 2015

For 2015, Future Concept Lab will offer four workshop days dedicated to the theme of Happy Growth

The workshop series, focusing on **THE SCENARIOS OF GROWTH**, will be held at Teatro Elfo Puccini in Milan on the following dates:

Thursday 16th April \_\_\_\_\_ **THE SCENARIOS OF AESTHETICS**  
Thursday 25th June \_\_\_\_\_ **THE SCENARIOS OF CONSUMPTION**  
Thursday 8th October \_\_\_\_\_ **THE SCENARIOS OF COMMUNICATION**  
Thursday 26th November \_\_\_\_\_ **THE SCENARIOS OF RETAIL**

Francesco Morace

**Crescita felice**

Percorsi di futuro civile



Egea

## LOCATION

Teatro Elfo Puccini  
Corso Buenos Aires 33  
20124 Milan

## INFO

[www.futureconceptlab.com](http://www.futureconceptlab.com)  
[info@futureconceptlab.com](mailto:info@futureconceptlab.com)  
+39 02 29 51 00 15



# RETAIL

## COMMON ME

thursday 27th november 2014

from 9:30 to 17:30

FutureVisionWorkshops\_2014

# RADICAL CHANGE & BigData



9:30\_10:15 COMMON ME  
AND THE RETAIL STRATEGIES  
Introduction and conversation  
*Francesco Morace, Future Concept Lab*  
with *Luigi Rubinelli, journalist*  
and *Director of Retail Watch*

12:30\_13:00 NEXTATLAS  
Observe, Perceive and Measure the Trends  
*Luca Morena, founder and CEO of iCoolhunt*

13:00\_14:00 LUNCH



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



**WEALTH & COMMUNITY:**  
ACTIVATE INDIVIDUAL AND COLLECTIVE  
PROJECT PARTNERSHIPS

10:15\_10:30 CASE STUDY: GRENDENE  
Including a video interview with  
*Edson Matsuo, Director and creative*  
*activist of Grendene*

14:00\_14:20 CASE STUDY: VANCITY

14:20\_14:40 CASE STUDY: POSTE ITALIANE

10:30\_10:45 CASE STUDY: RIZZOLI

14:40\_15:10 A CONVERSATION  
with *Massimiliano Dona, General Secretary*  
*of Unione Nazionale Consumatori*

10:45\_11:15 RIZZOLI GALLERIA, M9 CITY DISTRICT  
The new frontiers of design between  
commerce and culture, digital scenarios  
and spaces of experience  
*Paolo Lucchetta, architect and founder*  
*of Retail Design, IUAV Professor*

15:10\_15:30 COFFEE BREAK

11:15\_11:30 COFFEE BREAK



**MICRO & MACRO RETAIL:**  
COMBINE MICRO & MACRO COSMOSES  
FOR AN INCLUSIVE RETAIL

15:30\_15:45 CASE STUDY: REDBUBBLE

15:45\_16:00 CASE STUDY: F.I.CO. EATALY WORLD

16:00\_16:30 F.I.CO. EATALY WORLD  
*Tiziana Primori, Managing Director Eataly*  
*World Bologna and F.I.CO.*

**SERVICES & ENERGY:**  
INNOVATE TO ENHANCE THE VALUE  
OF SUSTAINABLE CONSUMPTION

11:30\_11:45 CASE STUDY: PILLPACK

11:45\_12:00 CASE STUDY: EDISON ENERGIA

12:00\_12:30 EDISON ENERGIA  
Edison and the new energy of the Italians  
*Alessandro Zunino, CEO of Edison Energy*

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

1

Registration fee for the participation of up to 10 people  
**to the workshop-day of the 27th November \***

Euro 5.000 + VAT 22% \*\*

2

**Individual participation** the workshop of the 27th November \*

Euro 1.600 + VAT 22% \*\*

## REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

e-mail

- 1  Business package for the workshop of the 27th November
- 2  Individual participation to the workshop of the 27th November

\* 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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