Do companies observe and listen to people in their life challenges and consumption choices?

What does it mean to design innovation?

How to understand and “act” in the direction of change?

These are three questions that have become strategic to companies, institutions, communication agencies and professionals of different sectors.

Future Concept Lab will explore the respond with X-Change People, the FUTURE VISION WORKSHOPS series planned for 2016, offering the analysis of new scenarios, indicating strategic directions and helping to design solutions for the future.

Four days dedicated to Human Centric Innovation and the potential of change:

> Thursday April 14th
> Wednesday October 5th
> Thursday June 23rd
> Thursday November 24th

The workshops will present 16 trends (within Aesthetics, Consumption, Communication and Retail) and 16 new generational targets: people inside change, explorers of paths and solutions on this side and beyond the mirror. All those who experiment with and influence both life and consumption experiences.

Francesco Maietta and Sara Giannone of CENSIS will accompany each of the four workshops with an analysis for each generational target.

Future Concept Lab, with X-Change People, proposes visions and projects coming from its expertise in observation and strategic interpretation. With 27 years of research, consulting and training activity, and over 10 years of work on the ConsumAuthors, and relaunches analysis, instruments and experiences: an advanced thought on the subject of Human Centric Innovation.
The Future Vision Workshops by Future Concept Lab address issues of a strategic nature with the aim of contributing towards innovation within the corporate culture, in order to define new paths for projects. Aimed at different professional figures within companies that feel the need to acquire a global vision that intercepts and connects markets and consumers.

The first part of each workshop day will be dedicated to the description of innovative scenarios in aesthetics, consumption, communication and retail. The landscape of the underlying trends – the basis of the subsequent elaboration of strategic guidelines – will be strengthened by concepts and case studies of a global nature, enhanced with images and videos, drawn from International observatories of different sectors, and the patrimony of the institutes research.

During the afternoon an update to the Consum-Authors observatory will be presented which in 2016 has been enriched with new generational targets, passing from 12 to 16 profiles, proposed also through video interviews. On each of the workshop days we will explore the characteristics of 4 generational targets of neighbouring age groups, in terms of aesthetic vision, consumption aptitude, communicative engagement and their inclination to purchase.

In addition during the mornings, exemplary case studies will be presented for each scenario proposed by testimonials of excellence coming from different and important sectors.

The presentation of each generational target will be completed with an analysis in a quali-quantitative context by CENSIS, curated by Francesco Maietta, responsible for the Social welfare sector and Sara Giannone, Researcher Social welfare sector.
The new aesthetic territories outline a changing panorama oriented towards the redefinition of forms, the body and materials. If on the one hand we are witnessing experimentation that exceeds the classical concept of functionality, on the other new manufacturing techniques refine the relationship with materials, in the direction of an almost surgical nature, between artisan touch and industrial sophistication. Even the poetics of recovery — both cultural and formal — modulate a subtle “decadent” game, at the same time strong and rebellious. Lastly, the most advanced of project dynamics promote ever more advanced forms of unexpected collaboration, healthy carriers of profound innovation.

The evolution of consumption is increasingly oriented towards memorable life experiences, with a consumer who is in search of products to purchase not so much to satisfy increasingly sophisticated desires, but rather to ensure a mix of characteristics: their emotional quality, durability and the promise of a better future. It is not the need to own new products or services to show themselves to be a priority in consumption choices, but the possibility to elevate the experience — on a psychological and physical level — towards new existential directions, with products and services in sync with the new feelings and needs of consumers.
In the world of communication the time variable contracts always more, until it condenses in the present, with a view to instantaneity, creating a new relationship between communication, production and product experience. The brands take on a role comparable to that of opinion leaders, proposing advanced forms of communication ever closer to the art of oratory, targeting the digital. Even the more genuinely artistic dimension meets the most classic forms of communication, evolving from the idea of deep convergence between mainstream and niche phenomena. Lastly, we rediscover the value of the “not said”, discrete forms of communication that are whispered and almost hidden.

In the multitude of choices of an ever increasing number of purchase sources, consumers are proving to be increasingly eclectic: experts, curious and attentive in choosing the sales channel that best matches the specific shopping experience. Between everyday pragmatism and constant emotional excitement, are increasingly searching for consumption occasions that enhance the uniqueness, they themselves promoters of new forms of personalization, where technology plays a decisive role. In a rapidly changing market, suspended between on and offline, where new players appear on the horizon with innovative proposals sometimes unsettling, the responses of the mainstream is immediate.

**THE 4 COMMUNICATION TRENDS**

- New Normals — 40-50 year olds
- Singular Women — 40-60 year olds
- Mind Builders — 50-60 year olds
- Premium Seekers — 55-70 year olds

**THE 4 RETAIL TRENDS**

- Job Players — 65-75 year olds
- Family Activists — over 85 year olds
- Pleasure Growers — over 70 year olds
- Health Challengers — 75-90 year olds

**THE 4 GENERATIONAL TARGETS**

**LOCATION**
Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

**INFO**
www.futureconceptlab.com
info@futureconceptlab.com
+39 02 29 51 00 15
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>9.30 – 9.45</td>
<td>Introduction to the workshop day</td>
<td>Linda Gobbi</td>
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<td>9.45 – 10.00</td>
<td>The Power of People in Retail</td>
<td>Francesco Morace</td>
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<td>10.00 – 10.30</td>
<td>Retail Suffers More Accelerations</td>
<td>Luigi Rubinelli, Director of RetailWatch.it</td>
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<td>10.30 – 10.50</td>
<td>Format Escalation</td>
<td>Luisa Aschiero</td>
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<td>10.50 – 11.10</td>
<td>Tiny Revolution</td>
<td>Luisa Aschiero</td>
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<td>11.10 – 11.30</td>
<td>Coffee Break</td>
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<tr>
<td>11.30 – 12.00</td>
<td>The Vision of UNES: The World Does Not Stop At EDLP</td>
<td>Mario Gasbarrino, President and CEO Unes</td>
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<td>12.00 – 12.20</td>
<td>Magical Keys</td>
<td>Luisa Aschiero</td>
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<td>12.20 – 12.40</td>
<td>Irregular Price</td>
<td>Luisa Aschiero</td>
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<td>12.40 – 13.00</td>
<td>Questions and Discussion</td>
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<td>13.00 – 14.00</td>
<td>Lunch</td>
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<td>14.00 – 14.30</td>
<td>Quali-Quantitative Analysis of the Context</td>
<td>Sara Giannone, CENSIS</td>
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<td>14.30 – 15.00</td>
<td>Job Players (65-75 year olds)</td>
<td>Linda Gobbi, Francesco Morace and Isabella Guaitoli</td>
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<td>15.00 – 15.30</td>
<td>Family Activists (over 65 year olds)</td>
<td>Linda Gobbi, Francesco Morace and Isabella Guaitoli</td>
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<td>15.30 – 15.45</td>
<td>Coffee Break</td>
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<td>15.45 – 16.15</td>
<td>Formats and Relational Events for Sustainable Promotion</td>
<td>Daniele Pario Perra, Relational artist, Researcher and Designer</td>
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<td>16.15 – 16.45</td>
<td>Pleasure Growers (over 70 year olds)</td>
<td>Linda Gobbi, Francesco Morace and Isabella Guaitoli</td>
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<tr>
<td>16.45 – 17.15</td>
<td>Health Challengers (75-90 year olds)</td>
<td>Linda Gobbi, Francesco Morace and Isabella Guaitoli</td>
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<tr>
<td>17.15 – 17.30</td>
<td>Questions and Discussion</td>
<td>Linda Gobbi and Francesco Morace</td>
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+39 02 29 51 00 15

Event in collaboration with the Ordine degli Architetti PPC di Milano. 6 cfp from CNAPPC.
**HOW TO PARTICIPATE**

1. Corporate package includes: one workshop (participation for a maximum of 10 people) *
   - Euro 5,000 + VAT **

2. The first participation to a single workshop *
   - Euro 900 + VAT **

3. The participation of a single member of the Ordine degli Architetti PPC di Milano to the workshop
   - Euro 700 + VAT **

**REGISTRATION FORM**

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

E-mail

1. Corporate package of a single workshop
2. The first participation of one person only to a single workshop
3. The participation of a single member of the Ordine degli Architetti PPC di Milano to the 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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