



FUTURE VISION WORKSHOPS 2017

InnovAction

Trends, People and Knowledge

The 2017 series of Future Vision Workshop by Future Concept Lab will be dedicated **to the exploration and analysis** of the main **project actions** that characterize **innovation** in different spheres of material and immaterial culture.

A privileged point of view will be that of the **main actors of change**, the new ConsumAuthors, as producers of increasingly decisive strategies and actions for the **definition of trends**.

Knowledge Innovation therefore, becomes the key for the design of aesthetics, products, communication and relevant formats for the future.



Within **each of the workshop days**, **four trends** will be analysed with the aid of concepts and case studies, exploring their connections with **two generational nuclei** selected from the ConsumAuthors Observatory, for which behaviours and attitudes in different **areas of consumption** will be analysed, including for example Food, Fashion, Design, Domesticity, Mobility, Wealth and Care.

During the series of Future Vision Workshops, **guest speakers** will enrich each day with the support of **successful case studies**, starting from their own expertise and in relation to the themes of the event, which **will be added to the academic point of view** of four university professors, and writers.

Teatro Elfo Puccini | Corso Buenos Aires 33 | 20144 Milan

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



Teatro Elfo Puccini | Corso Buenos Aires 33 | 20144 Milan

FUTURE VISION WORKSHOPS 2017

Future
LAB concept

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

InnovAction

Trends, People and Knowledge



thursday **6th april**
ProTasters (35-40 year olds)
Young Adults
Pleasure Growers (over 70 year olds)
Long-lived

The workshop dedicated to the **Aesthetics** trends will focus on the analysis of design oxymorons that are characterizing the most advanced frontiers of creative experimentation. From these contrasts today new languages are born that are redefining the rules and the boundaries of aesthetic perception.



thursday **22nd june**
ProActives (25-30 year olds)
Young Adults
Singular Women (45-60 year olds)
Mature Adults

The **Consumption** trends will reveal how it is possible to activate strategies for growth, through the introduction of new systems of interaction between public and private, with the ambition to include in order to innovate. The city will become a laboratory to define new dynamics of active citizenship.



thursday **5th october**
CreActives (20-25 year olds)
Young Adults
Premium Seekers (55-70 year olds)
Mature Adults

To restore the importance of gestures and words, will represent the starting point for the workshop day dedicated to **Communication**, the ultimate goal being that of offering new possible tools to meet the challenge of truthfulness of the message.



thursday **23rd november**
ExperTeens (16-19 year olds)
Pre-Adults
ProFamilies (30-35 year olds)
Young Adults

The definition of virtuous and proactive alliances between generations, supported by the expansive opportunities of the digital, represent a challenge for the most advanced Retail and will be one of the topics covered during the day dedicated to the **Retail** trends.

RETAIL

thursday **23rd** november

ExperTeens (16-19 year olds)
Pre-Adults

ProFamilies (30-35 year olds)
Young Adults

Teatro Elfo Puccini | Corso Buenos Aires 33 | 20144 Milan

Future
LAB concept

INFO

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



FUTURE VISION WORKSHOPS 2017

InnovAction

Trends, People and Knowledge

THE DAY'S PROGRAM

9.30 – 9.45

Introduction to the workshop day by Linda Gobbi

9.45 – 10.10

Evolution of the Quick & Deep Paradigm

by Francesco Morace

10.10 - 10.30

Why studying again customer touchpoints

by Luigi Rubinelli (Director of RetailWatch.it)

10.30 – 11.00

Trend | Concrete Engagement

Retail between convocation and personal growth

by Luisa Aschiero

11.00 – 11.30 Coffee Break

11.30 – 12.00

Trend | Decisive Signature

Retail as a guide for important choices

by Luisa Aschiero

12.00 – 12.30

Focus on the ConsumAuthors

ProFamilies (30-35 year olds)

by Isabella Guaitoli

12.30 – 13.00

Il Viaggiator Goloso case study

Testimony by Mario Gasbarrino
(President and CEO UNES)

13.00 – 14.00 Lunch

14.00 – 14.30

From certification to stars rating: the promises and the risks of peer evaluation

by Ivana Pais (Professor at Università Cattolica del Sacro Cuore di Milano)

14.30 – 14.50

The speed of sound: time with emotion and resonance with spaces

by Chiara Luzzana

(Sound Designer, Soundtrack's Composer, creator of THE SOUND OF CITY®)

14.50 – 15.20

Trend | Quick Smartness

The challenges of retail for an onlife consumer

by Luisa Aschiero

15.20 – 15.50

How to extract value from retail:

Mercatino case study

Testimony by Sebastiano Marinaccio
(President Mercatino)

15.50 – 16.10 Coffee Break

16.10 – 16.40

Trend | Open Dimensional Journey

The multiple paths of distribution that supports socialization

by Luisa Aschiero

16.40 – 17.10

Focus on the ConsumAuthors

ExperTeens (16-19 year olds)

by Isabella Guaitoli

17.10 – 17.30

Questions and discussion

Strategic conclusions

by cura di Linda Gobbi and Francesco Morace



thursday **23rd** november

ExperTeens (16-19 year olds)
Pre-Adults

ProFamilies (30-35 year olds)
Young Adults



Teatro Elfo Puccini | Corso Buenos Aires 33 | 20144 Milan

FUTURE VISION WORKSHOPS 2017

Future
LAB concept

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

InnovAction

Trends, People and Knowledge

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 **

notes

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

* 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