

FutureVisionWorkshops2018

TOTALIFE 360°

Entrepreneurs, managers and companies can no longer take on business risks without a credible interaction with reality, observed at 360 degrees.

Onlife Extramedia Storydoing

The new strategies
of Societing

The 2018 **Future Vision Workshops** series will present the scenario of trends in which all **ConsumAuthor**, of any age, **tend to navigate at 360 degrees** in an intensely renewed life dimension. The themes of **Onlife**, **Extramedia** and **Storydoing**, become the key to understanding the metamorphosis in act, for all those who deal with innovation, marketing and communication within a business environment.

 Thursday, April 19th
AESTHETICS

 Thursday, June 28th
CONSUMPTION

 Thursday, October 4th
COMMUNICATION

 Thursday, November 29th
RETAIL

Teatro Elfo Puccini
Corso Buenos Aires 33
20144 Milan

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



FutureVisionWorkshops2018

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The analysis of **new Societing strategies** will constitute the conductor of the **four workshop days**, continuing the reflection matured during the 2017 workshop series, the most attended ever, with almost one thousand participants.

The themes of **Onlife** and the delicate relationship between online and offline, that pervasively impact everyone's everyday experience will resurface. We will understand how and why each subject has become a medium, forcing corporate communication to face an **Extramedia** challenge. Finally we will evaluate the possible strategies of **Storydoing**, imagining renewed forms of convocative and credible relationship.

In this way the **sixteen nuclei of ConsumAuthors** will become the **enablers of trends** presented in the morning, crossing the **different product sectors** through the **International Observatories** dedicated to the home, fashion accessories, food, mobility services and body care.

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pre-adults (4-19 year olds)



young adults (20-40 year olds)



mature adults (40-70 year olds)



seniors (65-90 year olds)



-  AESTHETICS
-  CONSUMPTION
-  COMMUNICATION
-  RETAIL

TREND SCENARIOS

The mornings will be dedicated to the presentation of the evolved **Aesthetics**, **Consumption**, **Communication** and **Retail** scenarios, through the presentation of the more innovative trends, enriched through the description of international case studies.

EVOLUTION LAB

During the afternoon we will propose the activity of the Evolution Lab, a practical insight highlighting the application of Future Concept Lab research and analysis tools, following the thread of **#coolhunting evolution**, to which the latest publication by Franco Angeli is dedicated, curated by Future Concept Lab's group of researchers, who, led by Francesco Morace and Linda Gobbi, intervene during the different workshop days: Luisa Aschiero, Lucia Chrometzka, Isabella Guitoli and Valentina Ventrelli.



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WORKSHOP PROGRAM

9.30 – 10.00

Introduction to the workshop day by
Linda Gobbi and Francesco Morace

10.00 – 10.30

How many retail models will there be in the future?

by Luigi Rubinelli (Director of RetailWatch.it)

10.30 - 11.00

Trend

Legendary Acts

The design saga of brands and labels is enriched with new chapters

by Luisa Aschiero

11.00 – 11.30 Coffee Break

11.30 – 12.00

Trend

ShoppAble Surround

Technological innovation enables immersive forms of retail

by Luisa Aschiero

12.00 – 12.30

The contribution of light design to the excellence of retail

by Davide Groppi (CEO Davide Groppi)

12.30 - 13.00

Trend

EcoNormic Ground

Ethics confirmed as a complete creative expression

by Luisa Aschiero

13.00 – 14.00 Lunch

14.00 – 15.00

The research and analysis tools of Future Concept Lab

PKI Esselunga: creative training lab

introduction by Valentina Ventrelli

and Lucia Chrometzka

with Barbara Abate (Training and Development Manager Esselunga)

15.00 – 16.00

ConsumAuthors: the evolution of the generational nuclei through socio-dynamic forces

ProActives (25-30 y.o.)

Singular Women & Mind Builders (45-60 y.o.)

by Linda Gobbi, Isabella Guitoli

and Francesco Morace

16.00 – 16.20 Coffee Break

16.20 – 16.45

ConsumAuthors: the emblematic cases

ProActives (25-30 y.o.)

Singular Women & Mind Builders (45-60 y.o.)

by Linda Gobbi, Isabella Guitoli

and Francesco Morace

16.45 – 17.15

Gnammo, an example of social eating

by Cristiano Rigon (Founder and CEO of Gnammo)

17.15 – 17.30

Evolution Lab: shared insights

by Future Concept Lab

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HOW TO PARTICIPATE

1

corporate package

includes: one workshop
(participation for a maximum of 10 people) *

euros 6.000 + VAT **

2

first participation of one person
to a single workshop *

euros 1.500 + VAT **

notes

REGISTRATION FORM

name and surname

company

current position

address

city

VAT number

telephone

fax

e-mail

1 corporate package (one 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