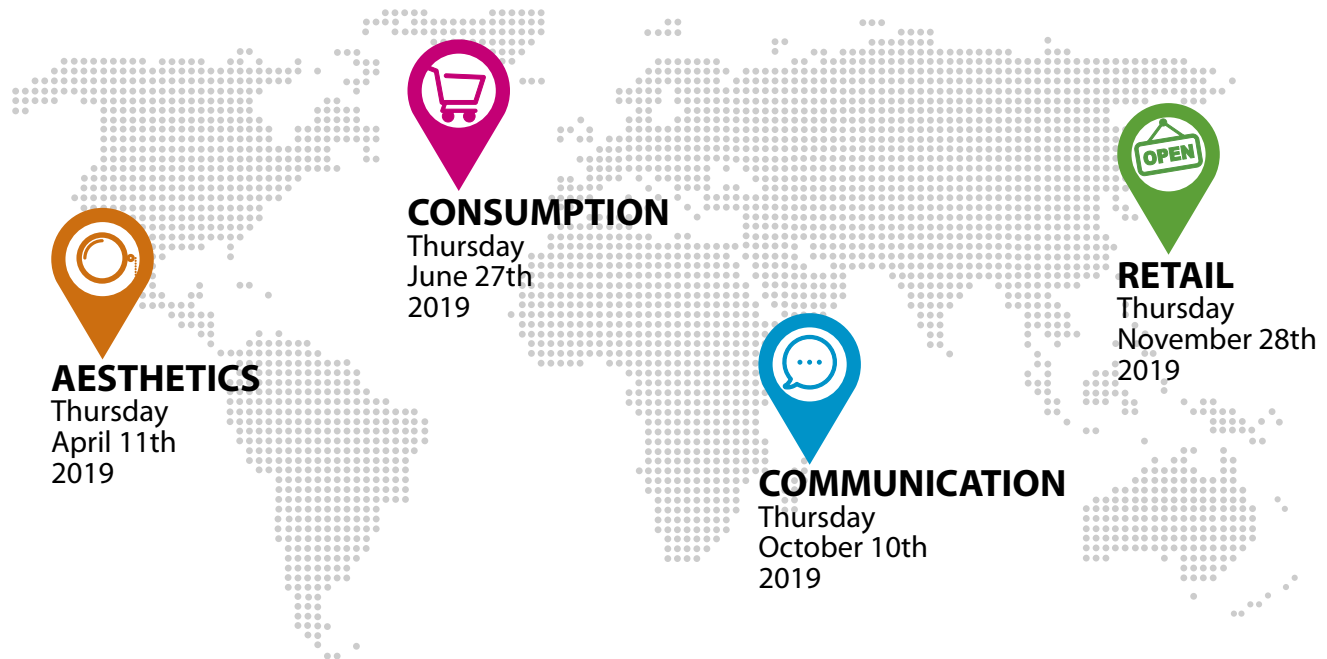


Future Vision Workshops 2019

LEADING THE FUTURE

Mapping the now present future



AESTHETICS
Thursday
April 11th
2019

CONSUMPTION
Thursday
June 27th
2019

COMMUNICATION
Thursday
October 10th
2019

RETAIL
Thursday
November 28th
2019

The **2019 Future Vision Workshops series** by Future Concept Lab will be entirely dedicated to the challenge of **Mapping the future** and will have as its main theme the activities and ideas of Leonardo da Vinci, 500 years from his death. The **regeneration of the global trend scenario**, passes through the activation of new cognitive compasses to guide managers and professionals along strategic routes modulated over the medium to long term.

The proposed analysis tools will help to **orient strategic actions** on the new maps that **explore global trends**, analysed through a specific focus on the **elective sectors** of each day: from food to domesticity, from technological innovation to design, from services to care.

The 4 trends presented throughout the day will illustrate the **future scenarios** that will help to govern the great change under way, starting from the analysis of the conceptual heritage gathered over the years by the Institute and with a diachronic reflection on the influence of the past on the paths of the present, analysed through **specific case studies also from the FCL Observatories**.



THE AESTHETICS LANDSCAPE **"MIDCULT"**
Thursday, **April 11th**

The aesthetic signals interpret the new balance between creative mass, multiplication of signs and elective qualities.



THE CONSUMPTION LANDSCAPE **"DETAILS"**
Thursday, **June 27th**

The new world of consumption is qualified through an infinite series of specificities: special occasions, unique processes, radical personalization.



THE COMMUNICATION LANDSCAPE **"ULTRAMEDIATED"**
Thursday, **October 10th**

Communication lives the paradox of the free circulation of stimuli that is self-organizing through increasingly powerful mediation and filters.



THE **RETAIL LANDSCAPE 5.0**
Thursday, **November 28th**

In a global system shaped by a 4.0 industry and multinational strategies, trade is strengthened only if it has the ability to regenerate through interpersonal relationships.

Future Vision Workshops 2019

LEADING THE FUTURE

Mapping the now present future

Thursday, November 28th 2019

RETAIL

Teatro Elfo Puccini

Corso Buenos Aires 33 20124 Milano

Info

www.futureconceptlab.com

info@futureconceptlab.com

+39 0229510015



Focus on **Milan**

DAY SUMMARY

MORNING

9.30 - 10.15

Introduction to the workshop day

by Francesco Morace and Linda Gobbi

10.15 - 10.45

The deconstruction of time, place and space in retail

by Luigi Rubinelli, Director of RetailWatch.it

10.45 - 11.15

Trend | SurRetail Occasions

by Luisa Aschiero, FCL

Sales points as attractive spaces to both amplify and radicalize the normality of everyday life.

11.15 - 11.45

Coffee break

11.45 - 12.15

Trend | Masters House

by Luisa Aschiero, FCL

Retail spaces as arenas for talent competition.

12.15 - 12.45

Le nuove piazze

by Angelo Micheli, Architect Studio Amdl Circle

12.45 - 13.00

Conversation with Giorgio Santambrogio

CEO of the VEGÉ Group - President of ADM

13.00 - 14.00

Lunch break

AFTERNOON

14.00 - 14.45

Trend | mAppRetail

by Luisa Aschiero, FCL

Retail maps through forms of relations, trade and service, expressions of the local beat.

14.45 - 15.30

Behavioural sciences and NeuroMarketing to create brain-friendly shopping experiences

by Luca Florentino, CEO Ottosunove

15.30 - 16.00

Coffee break

16.00 - 16.30

Trend | Activating Platforms

by Luisa Aschiero, FCL

Places, opportunities and services that embody new forms of activism for and with the consumer.

16.30 - 17.15

Digitally produced in the city, the case of TheFabLab

by Massimo Temporelli, President and Co-Founder TheFabLab

17.15 - 17.30

Conclusions

Future Vision Workshops 2019

LEADING THE FUTURE

Mapping the now present future

Thursday, November 28th 2019

RETAIL

Teatro Elfo Puccini

Corso Buenos Aires 33 20124 Milano

Info

www.futureconceptlab.com

info@futureconceptlab.com

+39 0229510015

HOW TO PARTICIPATE

1

Corporate package

Includes: four workshops
(participation for a maximum of 10 people)*

euro 19.000 + IVA**

2

Corporate package

Includes: one of the four workshops
(participation for a maximum of 10 people)*

euro 5.500 + IVA**

3

First participation of one person
to a single workshop*

euro 1.000 + IVA**

note

REGISTRATION FORM

Name and surname

Company

Current position

Address

City

VAT number

Telephone

Fax

Email

- 1 Corporate package of all four workshops
- 2 Corporate package of one of the four workshops
- 3 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:
BANCO BPM - FILIALE 00667
IBAN IT02G0503401738000000015086