

4 worlds of happiness

Future Vision Workshops 2023

Eudamonia

Felicitas

Happiness

Ashré

Greek world

Latin world

English world

Hebrew world

Aesthetics

Consumption

Communication

Retail

PROPOSAL

Training and Consulting
FVW 2023

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Future Vision Workshops 2023 / Introduction

In the 2023 edition of the Future Vision Workshops, Future Concept Lab **will focus on the happy prospects of Aesthetics, Consumption, Communication and Retail**, launching a new training and consultancy programme, between the presentation of scenario and *tailor made* consultancy.

On the basis of the new proposal, we find a socio-cultural reflection on the scenario of the 2020s, with **a range of relevant and happily propitiatory topics** which will make up the four-day program with the participation of entrepreneurs, creatives and managers. Following the **Principles of Hope**, presented in the 2021 edition (utopia, care, regeneration and uncertainty) and **the 8Rs presented in 2022** (Relevance, Resonance, Regeneration, Recognition, Reparation, Reciprocity, Regard and Restitution) **the Future Vision Workshops 2023 they will focus on the 4 worlds/ways of pursuing happiness.**

The capacity for resilience put in place by citizens and businesses, is only the premise of the path that in 2023 will be **under the banner of Discernment**. Each element separated (the good and the bad that history imposes) and discern the righteous, seen more clearly, but **even all that which makes us happy**. The time has now come to react and intervene, to choose and pursue the true good and at the same time **personal happiness**.

Particularly – starting from the book by Marco Balzano *Cosa c'entra la felicità. Una parola e quattro storie* (What does happiness have to do with it. One word and four stories), **4 dimensions that derive from the etymology of the word happiness in four different cultures** will be explored: *Eudamonia* from ancient Greek (the happiness of doing things well), *Felicitas* from Latin (the happiness of bloom), *Ashré* from Hebrew (the happiness of moving towards one's goals) and *Happiness* from English (happiness as an opportunity to be seized).

The 2023 research, training and consultancy package, foresees remote engagement (**4 webinars**) and in presence (**1 meeting at FCL or the company**), with the aim of interpreting the emerging trends for the various corporate realities in the most advanced scenario.

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Future Vision Workshops 2023 / Calendar

AESTHETIC TRENDS: THE DEMONS OF TALENT | April 27, 2023

From the Greek *Eudaimonia*: the happiness of excellence in doing things well. The aesthetic trends that focus on creativity as a propitiatory rite. Cases and trends of the Unique & Universal paradigm. Meanings and generational differences in the aesthetic scenario: CreActives (20-29), ProFamilies (30-39), ProTasters (40-49).

CONSUMPTION TRENDS: THE GENERATIVE CHALLENGES | June 29, 2023

From the Latin *Felicitas*: the happiness of bloom. Consumption trends that focus on the ancestral fertility of the earth (and of the female world). Cases and trends of the Smart & Sustainable paradigm. Generational orientations and differences in the consumer scenario: ProActives (25-34), New Normals (40-54), Singular Women (50-64).

COMMUNICATION TRENDS: OCCASIONS FOR HAPPY ENGAGEMENTS | October 13, 2023

From the English *Happiness*: happiness as an opportunity to be seized. Communication trends that focus on the future to happen. Cases and trends of the Trust & Truth paradigm. Codes and languages for different generations in the communication scenario: TechTweens (9-12), ExperTeens (16-19), Mind Builders (55-69).

RETAIL TRENDS: THE COMMON JOURNEY THAT REWARDS | November 23, 2023

From the Hebrew *Ashrè*: the happiness of proceeding decisively towards one's goals. Retail trends that focus on achieving a better life condition. Cases and trends of the Deep & Deal paradigm. The experiences and expectations for the different generations in the value distribution scenario: ExpoTeens (13-16), Premium Seekers (50-65), Family Activists (65 and over).

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Future Vision Workshops 2023 / Contents

| 4 paradigms | 12 Trends | The 4 Happinesses | Focus of the day |
|---------------------|---|-------------------|---|
| Unique & Universal | PhantasMagical Scenes ImmerSensorial Feelings MultiPermanent Contrast | [1] Eudamonia | Distinctive uniqueness as a key element for building phantasmagorical aesthetics, multi-sensory experiences , contrasting situations . |
| Smart & Sustainable | Blooming Behaviours Recovery Attitudes Repair Statement | [2] Felicitas | The emerging dynamics of consumption combine critical thinking and an orientation towards reparation, managing to make new behaviors flourish . |
| Trust & Truth | Enabling Storydoing Generative AI Expansion Communicate CivilMente | [3] Happiness | New communication is based on engagement and authenticity, of those who seize opportunities and transform them into happy experiences, expanding the DNA . |
| Deep & Deal | ServiShaping Socialife Labs Touch Journey | [4] Ashré | Value-oriented retail of services shaped on the community, with the intention of powering touch points for experiential travel . |

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Future Vision Workshops 2023 / Program

RETAIL TRENDS: THE COMMON JOURNEY THAT REWARDS | November 23, 2023

MORNING

- 9.30 – 10.00 **Introduction to the day. From Hebrew *Ashrè*: the happiness of moving decisively towards one's goals.**
By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Deep & Deal paradigm:** phenomena linked to the 2030 Agenda, by Linda Gobbi.
- 10.30 – 11.45 **The 3 retail trends that focus on achieving better life conditions:** Servi-Shaping, SocialLife Labs, Touch Journey.
By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.00 **Urban regeneration for the cities of the future.** Testimony from Mara Servetto (Architect expert in identity and urban installations), Laura Galimberti (Director Legal Affairs and Corporate Sustainability - Agos) and Paolo Verri, expert in urban development and major events.
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 15.30 **Purchasing processes across generations.** The experiences and expectations of the various generations in the retail scenario. The ExpoTeens (13-16), i Premium Seekers (50-65), i Family Activists (over 65).
By Linda Gobbi and Isabella Guaitoli.
- 15.30 – 16.15 **The scenario of large-scale distribution** presented by Luigi Rubinelli
- 16.15 – 16.30 **Conclusions and map on Retail trends** by Linda Gobbi and Francesco Morace