

The challenges of **gaseous modernity**

Future Vision Workshops 2024

Evaporation

Suspension

Contamination

Explosiveness

Lightness

Gravitation

Meeting

Activation

Aesthetics

Consumption

Communication

Retail

PROPOSAL

Training and Consulting
FVW 2024



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Future
concept
LAB

Future Vision Workshops 2024 / Introduction

For the 2024 edition of the Future Vision Workshops Future Concept Lab **will focus on the prospects of Gaseous Modernity in Aesthetics, Consumption, Communication and Retail**, inaugurating a new training and consultancy programme, between scenarios training and consultancy.

At the basis of the new proposal, we find a socio-cultural reflection on the consolidation of the scenario of the 2020s, with **a range of relevant topics from creativity to business strategies** which will make up the four-day program with the participation of entrepreneurs, creatives and managers.

Following **the 8Rs presented** in 2022 (Relevance, Resonance, Regeneration, Recognition, Repair, Reciprocity, Regard and Restitution) and the 4 worlds of happiness of 2023 (Eudamonia, Felicitas, Happiness and Ashré) **the Future Vision Workshop 2024 will focus on 4 dimensions of Gaseous Modernity**: Evaporation, Suspension, Contamination and Explosivity.

The capacity for resilience put in place by citizens and businesses is only the premise of the 2024 training path which will be rather **in the name of Engagement and Activation**. The time has now come to react and intervene, to choose and pursue personal, family and social good in harmony with the work of each and every business.

The 2024 research, training and consultancy package includes remote viewing of the **(4 webinars)** and in presence **(1 meeting with the company)**, with the aim of translating the trends that have emerged and are emerging in the most advanced scenario into the various corporate realities.

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Future Vision Workshops 2024 / Introduction

AESTHETIC TRENDS: THE TASTE TO LIGHTEN THE FUTURE | April 11, 2024

The search for lightness in the uniqueness of beauty: Architecture, Design, Graphics, Fashion. Aesthetic trends that focus on visionary creativity. Cases and trends of the Unique & Universal paradigm. The meanings and generational differences in the aesthetics scenario: CreActives (20-29 year olds), ProTasters (40-49 year olds), Premium Seekers (50-65 year olds).

CONSUMPTION TRENDS: GRATIFYING A SUSTAINABLE PRESENT | June 26, 2024

The suspended future and the permanent center of gravity: Home, Body, Mobility, Health. Consumer trends that focus on conscious subjectivity. Cases and trends of the Smart & Sustainable paradigm. The orientations and generational differences in the generative consumption scenario: ExperTeens (16-19 year olds), ProActives (25-34 year olds), Singular Women (50-64 year olds).

COMMUNICATION TRENDS: THE INTELLIGENCE OF THE MEETING IN EXTENDED REALITY | October 14, 2024

The present of integrated intelligence: the sparks between the corporate past (Heritage, Legacy) and the digital future (AI, AR). Communication trends that focus on the meeting between Brand, Imagination and Advertising. Cases and trends of the Trust & Truth paradigm. Codes and languages for the different generations in the "intelligent" communication scenario: ExpoTeens (13-15 year olds), New Normals (45-59 year olds), Mind Builders (55-69 year olds).

RETAIL TRENDS: ACTIVATE TRUST SHARING VALUE | November 28, 2024

The radical challenge of innovation in services: exemplary actions in Commerce, Credit and Insurance. Retail trends transforming the market. Cases and trends of the Deep & Deal paradigm. The experiences and expectations for the different generations in the integrated retail scenario: ProFamilies (30-39 year olds), New Normals (40-54 year olds), Family Activists (over 65 year olds).



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Future Vision Workshops 2024 / Program

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AESTHETIC TRENDS: THE TASTE TO LIGHTEN THE FUTURE | April 11, 2024

MORNING

- 9.30 – 10.00 **Introduction to the workshop series.** The 4 words for the trends of Gaseous Modernity. *The search for lightness in the uniqueness of beauty: Architecture, Design, Graphics, Fashion.* By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Unique & Universal paradigm:** Cases and trends of the dimension *Be You But Better*, by Francesco Morace
- 10.30 – 11.45 **Aesthetic trends that focus on visionary creativity.** *Natural Resonances, Recurring Metamemories, Concrete PoEthics.* By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 12.45 **Case study of excellence.** *Recurrent metamemories in fashion with Antonio Mancinelli (journalist), The chromatic experiences of the world of Pantone and Peach Fuzz, colour of the year with Francesco Tomasello (Global VP Sales, Pantone); MIDO 2024 trends with Alessandra Albarello (journalist).*
- 12.45 – 13.00 Questions
- 13.00 – 14.00 **Lunch**

AFTERNOON

- 14.00 – 15.30 **Cross-over aesthetics.** Aesthetic orientations and generational differences. The CreActives (20-29), the ProTasters (40-49), the Premium Seekers (50-65). By Linda Gobbi and Isabella Guaitoli.
- 15.30 – 16.15 **The aesthetic scenario.** The creative testimony of Felice Limosani (Multidisciplinary Artist).
- 16.15 – 16.30 **Conclusions and map of aesthetic trends,** by Linda Gobbi and Francesco Morace



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Future Vision Workshops 2024 / Program

CONSUMPTION TRENDS: GRATIFYING A SUSTAINABLE PRESENT | June 26, 2024

MORNING

- 9.30 – 10.00 **Introduction to the day. The suspended future and the permanent centre of gravity: Home, Body, Mobility, Health.** Consumption trends that focus on conscious subjectivity. By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Smart & Sustainable paradigm:** case studies and trends for the Smart & Sustainable paradigm, by Francesco Morace.
- 10.30 – 11.45 **Consumption trends that focus on conscious subjectivity.** *Adaptive Movement, PerspActive Values, Extended Benefit.* By Linda Gobbi and Francesco Morace.
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.00 **Case study of excellence** *Designing inevitable objects (and needs)* with **Mario Trimarchi** (Designer); *The scenario of large-scale consumption* by **Luigi Rubinelli** (Retail Watch)
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 15.30 **Consumption expectations and sustainability.** Generational orientations and differences in the consumption scenario: ExperTeens (16-19), ProActives (25-34), Singular Women (50-64). By Linda Gobbi and Isabella Guaitoli
- 15.30 – 16.00 **The first Gen Z observatory on the ExperTeens, CreActives and ProActives generational groups** (**Furio Camillo**, professor of Statistics - Università di Bologna, **Alfonso Brunetti**, Research Director - Sylla)
- 16.00 – 16.30 **Conclusions on sustainability and the future:** dialogue with Prof. **Enrico Giovannini** (ASviS Scientific Director)



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Future Vision Workshops 2024 / Program

COMMUNICATION TRENDS: THE INTELLIGENCE OF THE MEETING IN EXTENDED REALITY | October 14, 2024

MORNING

- 9.30 – 10.00 **Introduction to the day. Social and AI in three dimensions: story, memory and testimony**
- 10.00 – 10.15 **The Trust & Truth paradigm: authentic relationships with reality.**
- 10.15 – 10.45 **The 6 orientations of Sight Specific communication.** [1] Specific visions, [2] Comparative intelligences, [3] Rooms with a view, [4] Distinctions on merit, [5] Potential and enhanced realities, [6] Wonderful mixes
- 10.45 – 11.45 **Communication trends that focus on the meeting between Brand, Imagination and Advertising.**
Sight Expansion, C2C Activation, Vibecession & Good Vibrations. By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.00 **Testimonials of excellence: Emilio Casalini**, journalist, author of the Rai programmes *Generazione Bellezza* and *Opera Verde*; **Daniele Basso**, artist; **the project. Costellazioni** by Negroni, Claudia Ferrari, Marketing Responsible Salumi Negroni.
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 14.45 **Codes and languages of the adolescents.** The ExpoTeens (13-15). By Linda Gobbi and Isabella Guaitoli
- 14.45 – 15.15 **The Gen Z Observatory: the nucleus of the Expo Teens** (**Furio Camillo**, professor of Statistics - Università di Bologna, **Alfonso Brunetti**, Research Director - Sylla)
- 15.15 - 16.15 **Codes and languages for adults and the more mature.** New Normals (45-59), Mind Builders (55-69). By Linda Gobbi and Isabella Guaitoli
- 16.15 – 16.30 **Conclusions and map of communication trends,** By Linda Gobbi and Francesco Morace



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Future Vision Workshops 2024 / Program

RETAIL TRENDS: ACTIVATE TRUST SHARING VALUE | November 28, 2024

MORNING

- 9.30 – 10.00 **Introduction to the day. The radical challenge of innovation in services: exemplary actions in Commerce, Credit and Insurance.** By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Deep & Deal paradigm:** case studies and trends for the Deep & Deal paradigm. By Francesco Morace
- 10.30 – 11.45 **Retail trends transforming the market.** By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 13.00 **Case study of excellence**
- 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. ProFamilies (30-39), New Normals (40-54), 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

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Future Vision Workshops 2024 / Clients

Future
LAB concept

We have carried out activities of **research**, **training** and **consulting** projects for over **250** companies and institutions globally, many of which have participated at the Future Vision Workshops.

from 1990

ALESSI

from 1992 till 2022

PHILIPS

from 1994 till 2006

GATORADE

from 1992 till 1997

LEVI'S

from 1996 till 1999



from 2000

ILLY

from 2000 till 2013

HAVAIANAS

from 2002 till 2010

VEUVE CLICQUOT

from 2005 till 2007

WHIRLPOOL

from 2005 till 2021

WELLA

from 1998 till 2018

UNICREDIT

2007

MOLESKINE

from 2009 till 2016



from 2010

FERRERO

from 2010 till 2015

APEROL

2011

3M

from 2012 till 2021

CREDIT AGRICOLE

from 2018 till 2022

TRUSSARDI

from 2013 till 2016

LAVAZZA

from 2014 till 2018

LG ELECTRONICS

from 2014 till 2016



DOLOMIA

2022 and 2023

INGLESINA

from 2015 till 2021

EUROJERSEY

From 2015 till 2023

BVLGARI

from 2019 till 2022

BTICINO

from 2011 till 2023

BEIERSDORF

from 2012 till 2022

ESSELUNGA

from 2017 till 2021