

# 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

# The challenges of gaseous modernity

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 27, 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: ExpoTeens (13-16 year olds), ProActives (25-34 year olds), Singular Women (50-64 year olds).

## COMMUNICATION TRENDS: THE INTELLIGENCE OF THE MEETING IN EXTENDED REALITY | 3 October 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: TechTweens (9-12 year olds), ExperTeens (16-19 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

**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 Unique & Universal paradigm, by Francesco Morace
- 10.30 – 11.45 **Aesthetic trends that focus on visionary creativity.** By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 12.45 **Case study of excellence**
- 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 Guitoli.
- 15.30 – 16.15 **The aesthetic scenario** Creative testimony
- 16.15 – 16.30 **Conclusions and map of aesthetic trends,** by Linda Gobbi and Francesco Morace

# The challenges of gaseous modernity

Future Vision Workshops 2024 / Program

**CONSUMPTION TRENDS: GRATIFYING A SUSTAINABLE PRESENT** | June 27, 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.** By Linda Gobbi and Francesco Morace.
- 11.45 – 12.00 **Coffee break**
- 12.00 – 12.45 **Case study of excellence**
- 12.45 – 13.00 Questions
- 13.00 – 14.00 **Lunch break**

## AFTERNOON

- 14.30 – 15.30 **Consumption expectations and sustainability.** Generational orientations and differences in the consumption scenario: ExpoTeens (13-16), ProActives (25-34), Singular Women (50-64). A cura di Linda Gobbi e Isabella Guaitoli
- 15.30 – 16.15 **The scenario of large-scale consumption** by Luigi Rubinelli (Retail Watch)
- 16.15 – 16.30 **Conclusions and map of consumption trends** by Linda Gobbi and Francesco Morace

# The challenges of gaseous modernity

Future Vision Workshops 2024 / Program

**COMMUNICATION TRENDS: THE INTELLIGENCE OF THE MEETING IN EXTENDED REALITY** | October 3, 2024

## MORNING

- 9.30 – 10.00 **Introduction to the day. The present of integrated intelligence: the sparks between corporate past (Heritage, Legacy) and digital future (AI, AR).** By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Trust & Truth paradigm:** cases studies and trends for the Trust & Truth paradigm. By Francesco Morace
- 10.30 – 11.45 **Communication trends that focus on the meeting between Brand, Imagination and Advertising.** By Linda Gobbi and Francesco Morace
- 11.45 – 12.00 **Coffee break**
- 12.00 – 12.45 **Case study of excellence**
- 12.45 – 13.00 Questions
- 13.00 – 14.30 **Lunch break**

## AFTERNOON

- 14.00 – 15.30 **Codes and languages for different generations.** New orientations in the communication scenario. TechTweens (9-12), ExperTeens (16-19), Mind Builders (55-69). By Linda Gobbi and Francesco Morace
- 15.30 – 16.15 **The communication scenario.** Agency testimony.
- 16.15 – 16.30 **Conclusions and map of communication trends,** by Linda Gobbi and Francesco Morace

# The challenges of gaseous modernity

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

# The challenges of gaseous modernity

Future Vision Workshops 2024 / Clients

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