

The challenges of **Change Engagement & GenZ**

Future Vision Workshops 2025

Unique & Universal

Smart & Sustainable

Trust & Truth

Deep & Deal

ExpoTeens
ProTasters

ProActives
New Normals

CreActives
Mind Builders

ExperTeens
Premium Seekers

Aesthetics

Consumption

Communication

Retail

Fashion, Design,
Style, Beauty

Food, Automotive
Living, Energy

Adv, AI, Social,
Media, Culture

Gdo, Fin. services,
Tourism, Delivery

PROPOSAL

Training and Consulting
FVW 2025

Email: info@futureconceptlab.com



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Change Engagement & GenZ

Future Vision Workshops 2025 / Premise

The 2025 edition of the Future Vision Workshops by Future Concept Lab will focus on the prospects of **Change Engagement** and of the **Future of Marketing Intelligence** starting from the characteristics and needs of the GenZ (will be presented according to the 4 FCL nuclei that compose it), that extends to other generations and which have repercussions on Aesthetics, Consumption, Communication and Retail, brought to life through a training and consultancy program, between scenario updating and *tailor-made*.

The series of 4 seminars proposes a socio-cultural reflection on the radical change taking place in the socio-political and market scenario, with **a range of topics relevant to corporate strategies** (Uniqueness, Sustainability, AI implementation), which will make up the four-day program with the participation of entrepreneurs, creatives and managers.

The ability to understand and intercept change will be at the heart of the journey **in the name of Engagement and Activation**. The time has indeed come for **react** and **intervene**, to **choose** and **pursue** personal, family and social growth objectives in harmony with the business of each company. The themes of **evolutionary trends** and of the **generational nuclei** most permeable to the change that GenZ imposes will therefore be addressed, of the most **emblematic corporate success stories**, of the **most suitable tools and strategies** to become protagonists in the ongoing change. The 2025 research, training and consultancy package includes participation of 20 remote participants (**4 webinars**) and in presence (**1 meeting with Future Concept Lab**), with the aim of applying the trends that have emerged and are emerging in the most advanced scenario to the various corporate realities.

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Future Vision Workshops 2025 / 4 nuclei Z by FCL

ExpoTeens



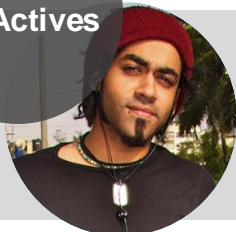
13-15 years
1.72 mln
Equal to
17,1% of GenZ's
2,9% of Italian pop.

ExperTeens



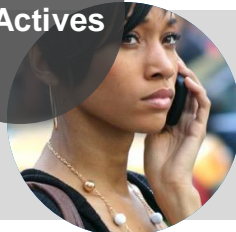
16-19 years
2.34 mln
Equal to
23,3% of GenZ's
4,0% of Italian pop.

CreActives



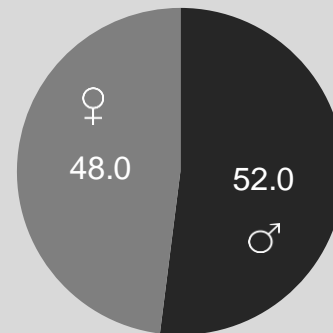
20-24 years
2.96 mln
Equal to
29,5% of GenZ's
5,0% of Italian pop.

ProActives



25-29 years
3.03 mln
Equal to
30,2% of GenZ's
5,1% of Italian pop.

GenZ in Italy
10.05 million - 17.0% of the
population





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Future Vision Workshops 2025 / Calendar

AESTHETIC TRENDS: SIGNATURE AND FORM OF THE FUTURE | April 3rd, 2025

The Search for Recognition in Uniqueness: Fashion, Design, Beauty, Art. Radicalism of «feeling»: Aesthetic Synchronies, Cultural Syncretism, Radical Memories, Poetic Craftmanship. Cases and trends of the Unique & Universal paradigm: The Human Body. Generational meanings and differences in the aesthetics scenario: between GenZ, ProTasters (40-49) and Premium Seekers (50-65). The mapping of fashion under 30 defined by Antonio Mancinelli (journalist, writer and fashion critic).

CONSUMPTION TRENDS: DAILY INTELLIGENCE, OPTIMAL AND SUSTAINABLE | June 26th, 2025

Proactive and Generative Consumption: Food, Home, Automotive, Wellness. The Consumption trends between custody, insight and empathy. Cases and trends of the Smart & Sustainable paradigm. Generational orientations and differences in the generative consumption scenario identified through the lens of sustainability: between GenZ (13-29), Singular Women (25-34) and New Normals (50-60).

COMMUNICATION TRENDS: MIXED CREATIVITY AT THE MEETING OF EXTENDED REALITY AND AI | October 2nd, 2025

The Present of Integrated Intelligence: The Sparks Between Corporate Past (Heritage, Legacy) and Digital Future (AI, AR). The Communication trends focus on the meeting between Brand, Imagination and Advertising. Cases and trends of the Trust & Truth paradigm. Codes, languages and generational bridges in the “intelligent” communication scenario: between GenZ (13-29), ProFamilies (35-45) and Mind Builders (55-69).

RETAIL TRENDS: AT THE SERVICE OF THE FUTURE, ACTIVATING TRUST AND SHARING VALUE | November 27th, 2025

The Radical Challenge of Innovation in Services: Exemplary Actions in Trade, Tourism, Credit, Insurance. The Retail trends that transform the market. Cases and trends of the Deep & Deal paradigm. Experiences and expectations for different generations in the integrated distribution scenario: between GenZ (13-29), TechTweens (8-12) and Family Activists (60-75).



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Future Vision Workshops 2025 / Program

AESTHETIC TRENDS: SIGNATURE AND FORM OF THE FUTURE | April 3rd, 2025

MORNING

- 9.30 – 10.00 **Introduction to the 2025 workshop series:** GenZ and the radicalism of feeling present. By Linda Gobbi and Francesco Morace
- 10.00 – 10.30 **The Unique & Universal paradigm.** Uniqueness of the body: case studies and experiences by Francesco Morace
- 10.30 – 11.15 **The new imaginary:** Aesthetic Synchronism and Cultural Syncretism. By Linda Gobbi and Francesco Morace
- 11.15 – 11.30 Break
- 11.30 – 12.10 **ExpoTeens and ExperTeens:** Digital Synchronists. **CreActives and ProActives:** Cultural Syncretics. By Linda Gobbi, Isabella Guaitoli and Francesco Morace
- 12.10 – 13.00 **Testimonials of Excellence.** *Delulu: aesthetics of the incongruous* with Antonio Mancinelli (fashion journalist); *The Scenario of design* with Giulio Cappellini (entrepreneur and curator of *Happiness* with Superstudio at Design Week 2025)
- 13.00 – 14.00 **Lunch break**

AFTERNOON

- 14.00 – 15.00 **The 4 orientations of the New Imaginary.** Ludic Synchronism, MultiFantasy Syncretism, Geo-nomadic Actualism, Existential Collecting by Francesco Morace
- 15.00 – 15.30 **Trends and related nuclei.** Radical Memories and the Protasters, Poetic Craftmanship and the Premium Seekers by Linda Gobbi, Isabella Guaitoli and Francesco Morace.
- 15.30 – 16.15 **Testimonial of Excellence.** *Art, Industry and the Slow Factory* with Giovanni Bonotto (textile entrepreneur)
- 16.15 – 16.30 **Conclusions and the map of the aesthetic trends** by Linda Gobbi and Francesco Morace

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Future Vision Workshops 2025 / 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 2024

BVLGARI

from 2019 till 2022

BTICINO

from 2011 till 2025

BEIERSDORF

from 2012 till 2022

ESSELUNGA

from 2017 till 2021