



The challenges of

# Future Building

## Future Vision Workshops 2026 / Calendar

### AESTHETIC TRENDS: ART AND CULTURE SOLUTIONS AT THE SERVICE OF THE FUTURE | April 16th 2026

**The Quest for Recognition in Uniqueness: How to Regenerate Corporate DNA and Business on the Edge of an «extreme» Present.** Aesthetic trends are rooted in the increasingly creative lifestyle choices of Consumer Authors. Case studies and trends in the Unique & Universal paradigm, starting with supply chains, processes, and their creative innovation. The meanings and generational differences in the aesthetics landscape: between GenAlfa (8-12 year-olds) and ProTasters (40-49 year-olds). The standard-bearers of fashion, design, style, beauty, and art.

### CONSUMPTION TRENDS: OPTIMAL AND SUSTAINABLE SOLUTIONS FOR DAILY INTELLIGENCE | June 25th, 2026

**Proactive and Generative Consumption: Food, Home, Automotive, Wellness.** Consumption trends and solutions to be implemented sector by sector. Case studies and trends in the Smart & Sustainable paradigm. Generational orientations and differences in the landscape of sustainability and generative consumption: between ExperTeens (16-19 year-olds) and New Normals (45-60 year-olds).

### COMMUNICATION TRENDS: «FURTHER» CREATIVITY SOLUTIONS BETWEEN AR and AI | October 1st, 2026

**Working creatively on the «unspoken» and latency: the sparks between the corporate past (Heritage, Legacy) and the digital future (Artificial Intelligence and Augmented Reality).** Communication trends are redefining the intersection of brand, imagination, and advertising, guiding their choices. Case studies and trends in the Trust, Truth, and Share paradigm. Codes, languages, and generational bridges in the "intelligent" communication landscape: between CreActives (20-29 year-olds) and Mind Builders (55-69 year-olds).

### RETAIL TRENDS: MULTI-GENERATIONAL SOLUTIONS AT THE SERVICE OF COMMERCE | November 26th, 2026

**The radical challenge of innovation in services: exemplary actions in commerce, tourism, credit, and insurance.** Retail trends transforming the market and incorporating multigenerational insights emerging from civil society. Case studies and trends in the Quick, Deep & Deal paradigm. The experiences and expectations of different generations in the integrated retail landscape: between ProActives (25-34 year-olds) and Premium Seekers (50-65 year-olds).