

COLLECTION

The Lungarno Collection Magazine

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Luigi Caterino
Francesco Morace

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Giovanni Crostarosa Guicciardi
Michele De Lucchi
Michele Bönan

PORTRAIT MILANO

New opening
Beefbar

City Tips

PORTRAIT



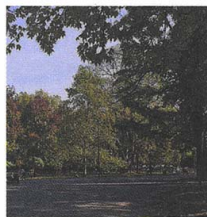
A journey to the future

Francesco Morace

The concept of liquid society coined by Bauman twenty years ago is evaporating and we are all in danger of becoming gasbags because of social media and of being manipulated by the technocrats' niche. What can we do? We can rediscover our humanity and emotional ability to be together and share. Which is why I am pleased to see that consumption is becoming a phenomenon in which our human characteristics are emphasized.

Tourism, meant as a shared or personal adventure, will become more and more important in people's dreams and in the possibility of fulfilling them. I believe that service and exclusivity will still be crucial in the future luxury hospitality field, but a variable that I describe as 'more cultural' will add to it: living in contact with nature or longing to assimilate cultures that are not dominant in order to experience pleasure and knowledge. We will pay attention to the more immersive aspect of the experience as opposed to 'hit-and-run' tourism. We will enjoy a richer and deeper travelling experience, more engaging and authentic at the same time. Travelling will be more like a treasure hunt, making room for our passions. Even my wife and I - we have been living and working together since the day we met in college - have been dreaming of travelling around the world as soon as we are less busy... Perhaps not in 80 days, probably in a year by enjoying experiences such as the Trans-Siberian railway and by using all the means of transport possible.

FRANCESCO MORACE IS CONSIDERED TO BE A GURU IN THE FIELD OF SOCIOLOGY OF CONSUMPTION. WITH HIS FUTURE CONCEPT LAB FIRM, HE IS AN EXPERT IN ANTICIPATING THE MAJOR CHANGES THAT INFLUENCE THE MARKET AND COMPANIES' CHOICES IN THE MEDIUM AND LONG TERM



WALKS IN MILAN

I love walking across neighborhoods. In mine, Porta Venezia, I walk to the Gardens where there was even a zoo once. Now it makes the ideal venue for exhibitions and events



FAVORITE WRITERS

I am a serial book reader. Above all, I love Philip K. Dick and Hugo Pratt, a true legend. The adventures of Corto Maltese, his experiences of anthropological journey, have always inspired me



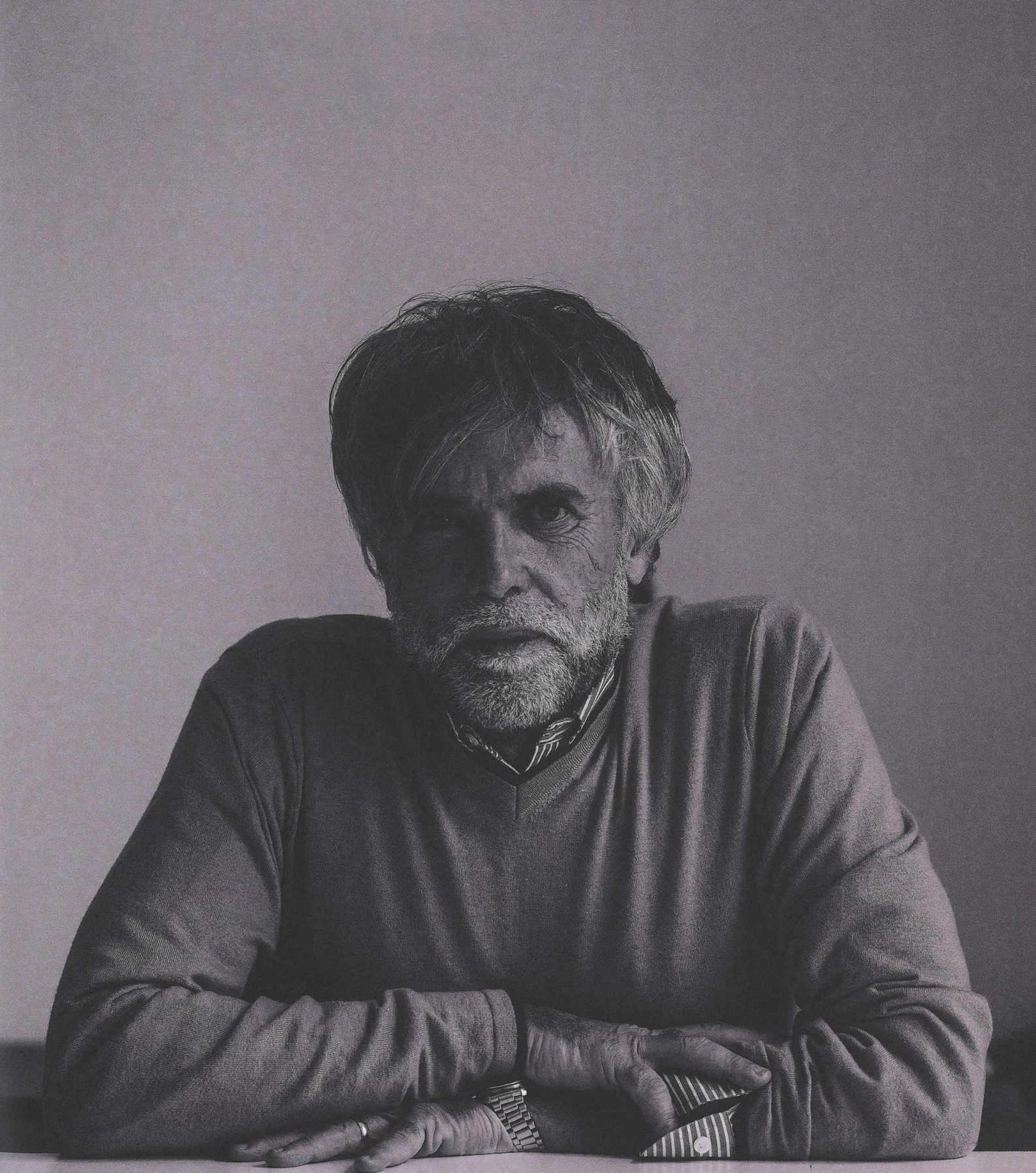
THE GASSY SOCIETY

We have gone from needs to desires and then to whims, because of the wrong assumption that freedom is limitless. We are in danger of letting social media transform us into gasbags, cutting off all ties with the community. I tackle this issue in my latest book



THE FUTURE

I am not afraid of artificial intelligence, but rather of human stupidity. (Francesco Morace, Futuro + Umano, Egea 2018)



FRANCESCO MORACE,
A NEAPOLITAN SOCIOLOGIST
TRANSPLANTED TO MILAN,
HAS BEEN SCRUTINIZING THE FUTURE
OR AT LEAST TRYING
TO IMAGINE IT SINCE 1989
(PH. VITO MARIA GRATTACASO/LUZ)