

gli scenari della CRESCITA

the scenarios of growth

Future
concept
LAB

FUTURE VISION WORKSHOPS 2015

How to enable business success and the success of a brand in all its strategic and operational aspects?

This challenge must be addressed courageously by those who reject a model of unsustainable development understanding that the answer cannot be happy de-growth.

A challenge taken on and re-launched by Future Concept Lab for its **2015 series of Future Vision Workshops** dedicated to the global challenge to be faced in coming years: **to fuel happy growth, with a vision of prosperity.**

Central to the analysis, trends and strategies presented will be the **theme of growth**, outlining a new map of the society and the market, and collecting the requests of companies who must interact in an innovative way, using regenerated tools.

On the occasion of each seminar, **Felice Limosani—multidisciplinary creative and digital storyteller—**will present innovative projects, created to relaunch the “relationship” of Institutions and Companies with the territory and the market.

Thursday **16th April**
“**GENERATIVITY**”
AND THE MACRO DIRECTIONS
OF AESTHETICS

Thursday **25th June**
“**SPECIFICITY**”
AND THE MACRO DIRECTIONS
OF CONSUMPTION OCCASIONS

Thursday **8th October**
“**MAGNETISM**”
AND THE MACRO DIRECTIONS
OF COMMUNICATION DYNAMICS

Thursday **26th November**
“**CIRCULARITY**”
AND THE MACRO DIRECTIONS
OF COMMERCIAL EXCHANGE

The workshops will: allow for a **global vision of the phenomena taking place** in the world of supply and demand, provide insights as to the most significant consumer trends and markets, offer a selection of emerging successful and incisiveness case studies, supply a set of tools and techniques to be activated in order to face the most advanced societies and to **support the expansion of the brand.**



Developing strategies for the coming years, defining new projects and renewing their market position.

This is the objective of the four workshops that connect on a strategic level to the themes developed by Francesco Morace in his new book **Crescita Felice. Percorsi di futuro civile** (published by Egea, January 2015). Themes that will be reflected on during the **Festival della Crescita**, organised by Future Concept Lab **between the 15th and 18th October** at **Palazzo delle Stelline**, on the occasion of Milan Expo 2015.

LOCATION

Teatro Elfo Puccini
Corso Buenos Aires 33
20124 Milan

INFO

www.futureconceptlab.com
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+39 02 29 51 00 15



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FUTURE VISION WORKSHOPS 2015

“CIRCULARITY” AND THE MACRO DIRECTIONS OF COMMERCIAL EXCHANGE

PROGRAM of thursday 26th November 2015

- | | | | |
|-------------|---|-------------|---|
| 9.30_9.45 | Introduction to the workshop day
by <i>Linda Gobbi</i> | 12.45_13.00 | QUESTIONS AND DISCUSSION |
| 9.45_10.00 | THE CHALLENGE OF GROWTH IN RETAIL
by <i>Francesco Morace</i> | 13.00_14.00 | LUNCH |
| 10.00_10.30 | MODELS OF THE SHARING ECONOMY
<i>Ivana Pais, Associate Professor
of Economic Sociology, Università Cattolica
del Sacro Cuore di Milano</i> | 14.00_14.30 | RETAIL HAS DIFFERENT VERSIONS
<i>Luigi Rubinelli, Director of Retail Watch</i> |
| 10.30_11.00 | MINDFUL BUSINESS
GIFT GIVING AND REWARDS
IN VIRTUOUS RETAIL
by <i>Future Concept Lab</i> | 14.30_15.00 | AMPLIFIED TERRITORIES
PROXIMITY THROUGH THE HARMONY
OF CHANNELS
by <i>Future Concept Lab</i> |
| 11.00_11.30 | PROFIT AND NO PROFIT IN THE CIRCULAR
ECONOMY. Subjection or a win-win partnership?
The experience of Banco Alimentare
<i>Andrea Giussani, President
of Fondazione Banco Alimentare Onlus</i> | 15.00_15.30 | DESIGNING TO UNDERSTAND THINGS
by <i>Mario Trimarchi, Studio Fragile</i> |
| 11.30_11.45 | COFFEE BREAK | 15.30_15.50 | COFFEE BREAK |
| 11.45_12.15 | EVOLUTIONARY HUBS
THE CIRCULAR DECONSTRUCTION OF RETAIL
by <i>Future Concept Lab</i> | 15.50_16.10 | COMMUNITY RETAIL
conversation with <i>Alessandra Ciccotosto,
Trade Marketing Manager Rolland</i> |
| 12.15_12.45 | CIRCULAR ECONOMY
<i>Massimiano Tellini, Global Head
Circular Economy Area Chief Innovation
Officer, Intesa Sanpaolo Group</i> | 16.10_16.30 | TRADE INCUBATORS
AUDACITY IN SERVICE STRATEGIES
by <i>Future Concept Lab</i> |
| | | 16.30_17.00 | TECHNOLOGICAL CHALLENGES
OF THE FUTURE
<i>Nicoletta Iacobacci, Marketing & New
Initiatives, Hyperloop Transportation
Technologies, inc.</i> |
| | | 17.00_17.30 | STRATEGIC CONCLUSIONS
by <i>Linda Gobbi and Francesco Morace</i> |

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HOW TO PARTICIPATE

1

Registration fee for the participation of up to 10 people
to the workshop-day of the 26th November *

Euro 5.000 + VAT 22%**

2

Individual participation the workshop of the 26th November *

Euro 1.600 + VAT 22%**

REGISTRATION FORM

Name and surname

Company

Current Position

Address

City

VAT Number

Telephone

Fax

e-mail

- 1 Business package for the workshop of the 26th November
- 2 Individual participation to the workshop of the 26th November

* In addition to seminar participation, registration also includes all relevant FCL documentation (paper and digital) to be distributed, coffee breaks and lunch.

** To be paid by money transfer or check upon registration to:
Banca Popolare di Milano Ag. 23 - Milano
IBAN IT37 P055 8401 6230 0000 0015 086

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