



# PROGRAMME PROGRAMME

9.30 - 9.40 am

Welcome speech

/ **Andrea Illy**

Chairman, Altagamma

9.40 - 09.55 am

Why Design Matters

/ **Deyan Sudjic**

Curator, NEXT DESIGN PERSPECTIVES 2019

Director, Design Museum, London

Introduction by the moderators

/ **Johanna Agerman Ross**

Founder, DISEGNO and Curator,

Victoria & Albert Museum,

London

/ **Tony Chambers**

Creative Director,

Design Consultant and Editor

09.55 - 10.25 am

The Key Trends for  
Creative Industries

/ **Lisa White:** Director of Lifestyle

& Interiors and Future Innovations,

WGSN

10.25 - 11.30 am

Mobility: The Road Ahead

/ **Klaus Busse:** Head of EMEA Fiat

Chrysler Automobiles Design

**Carlo Ratti:** Director, Senseable

City Lab, MIT, Boston

**Philipp Rode:** Executive Director,

LSE Cities

**Hong Zhou:** President, Huawei European

and Russian Research Institutes

**Moderator:**

Johanna Agerman Ross

12.40 - 1.00 pm

Design Focus: Future  
within Fu(rni)ture

/ **Claudia D'Arpizio:** Partner,

Bain & Company

2.15 - 3.25 pm

Design: how we will  
work and live

/ **David Chipperfield:** Architect

**Roberto Cingolani:** Chief Technology

and Innovation Officer, Leonardo

**Marcus Engman:** CEO and Creative

Director, Skewed

**Patricia Urquiola:** Architect and Designer

**Moderator:**

Johanna Agerman Ross

11.30 am - 12.40 pm

Fashion in a Digital Age

/ **Adrian Cheng:** Founder, K11 (video)

**Sara Ferrero:** CEO, Valextra

**Caroline Issa:** CEO and Fashion Director, Tank

**Vittorio Radice:** Vice-Chairman, Rinascente

**Nadja Swarovski:** Executive

Board Member, Swarovski

**Moderator:**

Tony Chambers

1.00 - 2.15 pm

Lunch break

3.25 - 4.30 pm

Food and Hospitality:  
You are where you eat

/ **Ilse Crawford:** Designer, Academic

and Creative Director

**Tom Dixon:** Designer and

Creative Director

**Piero Lissoni:** Architect and Designer

**Davide Oldani:** Chef, D'O

**Moderator:**

Tony Chambers

4.30 - 4.35 pm

Final remarks

# MANIFESTO MANIFESTO

Altagamma has conceived this event to give makers, thinkers and doers the opportunity to come together, share their vision and offer new insights on the present and future of creativity and design.

We believe this is the way forward if we want to compete in a global arena. More and more our success depends on our ability to think and plan for the future.

- 1 Design is the creative energy that turns ideas into fashion, furniture, food, yachts, cars, homes, jewels, video projects
- 2 As an innovative process, design is a leap into the future: a new "Perspective"
- 3 Design is a precious Ecosystem where aesthetics, social acumen and ability to make things come together
- 4 Our final common goal is to Envision a Better World
- 5 Slow down, listen, be aware: let's move out of our comfort zones
- 6 Fresh Perspectives and Cross Fertilization open new doors, we are here to be open
- 7 Embracing Change fuels the future and lights up the present
- 8 Milan is an amazing crossroads for sharing new ideas
- 9 Thinking Global and Glocal will be the way to go
- 10 A sustainable future starts with new cultural frameworks



# SPEAKERS SPEAKERS



Deyan Sudjic,  
Curator

Director,  
Design Museum,  
London

Deyan Sudjic is Director of the Design Museum in London. His career has spanned journalism, teaching and writing. Formerly director of Glasgow UK City of Architecture and of the Venice Architecture Biennale, Editor of Domus Magazine and Founding Editor of Blueprint Magazine.



Andrea  
Illy

Chairman,  
Altagamma

Leading Altagamma since 2013, Andrea Illy is also the Chairman of illycaffè. He is a passionate supporter of the stakeholder company business model, and firmly advocates for corporate responsibility as means to improve society. Under his leadership, the Altagamma Foundation was officially recognized as an ambassador of the Italian lifestyle in the world.



Adrian  
Cheng

Founder,  
K11

Adrian Cheng established the K11 brand in 2008 to reshape the conventional retail experience by blending art and culture with commerce. His latest flagship project K11 Musea opened in Hong Kong's mega waterfront district Victoria Dockside.



Klaus  
Busse

Head  
of EMEA,  
FCA  
Design

Klaus was appointed Head of Design for FCA's European brands in 2015. Prior to this, he spent 10 years in the US as Head of Interior Design for Chrysler, Dodge, Jeep and RAM. He received the Automotive News All Star Award for Design and Industry Innovator of the Year Award.



David  
Chipperfield

Architect

He established David Chipperfield Architects in 1985. He is a member of the Royal Institute of British Architects and an honorary fellow of both the American Institute of Architects and the Bund Deutscher Architekten. Among the many recognitions, in 2011 he received the RIBA Royal Gold Medal for Architecture.



Roberto Cingolani /

Chief Technology and Innovation Officer, Leonardo

Scientific Director of the Istituto Italiano di Tecnologia for the last 14 years, on September 1st 2019 was appointed as Chief Technology and Innovation Officer of Leonardo. Author and co-author of more than 1000 papers on international journals, he holds about 100 patents.

Ilse Crawford /

Designer, Academic and Creative Director



Formerly founding editor of Elle Decoration UK, with more than thirty years at the forefront of the international design world, Ilse brought her philosophy to life with Studiollse, with the mission to put human needs and desires at the centre of all that she does.



Marcus Engman /

CEO & Creative Director, Skewed

As Head of Design of IKEA he spearheaded the change for a more collaborative and transparent way of working with design. From 2018 he runs the creative collective Skewed Productions. In 2018 he was voted to be one of the top 50 Creative Leaders of the world.

Sara Ferrero /

CEO, Valextra



With more than 20 years of experience in luxury and fashion, since 2015 Sara Ferrero is CEO of Valextra, a Milanese luxury leather goods brand known for its architecture and design inspiration, Milanese legacy, best in class craftsmanship and its community-based creative approach.



Claudia D'Arpizio /

Partner, Bain & Company

Globally recognized expert in luxury, she is a Partner at Bain & Company Milan office and the Global Head of the fashion&luxury vertical. She is the lead author of the Altgamma Worldwide Luxury Market Monitor, developed with Altgamma, one of the most cited sources of market information in the luxury industry.

Tom Dixon /

Designer and Creative Director



An internationally renowned British Designer and Creative Director of eponymous brand Tom Dixon, his works are included in permanent collections at the world's most prestigious museums, including the V&A and the MoMA.



Caroline Issa /

CEO and Fashion Director, Tank

Caroline Issa is CEO and fashion director of London-based quarterly title Tank and editor of online magazine Because. In 2004, she founded Tank Form, a creative agency developing marketing, social media and white label content strategies for luxury fashion and retail clients.

Piero Lissoni /

Architect and Designer



He has headed Lissoni & Partners since its inception in 1986 and is currently Art Director of numerous design brands such as Boffi, De Padova, Living Divani, Porro and Sanlorenzo. He has won the Good Design Award, the Red Dot Award and the Compasso d'Oro ADI and is also Honorary Member of Altgamma.



Davide Oldani /  
 Chef, D'O

Among the greatest Italian Chefs of Italian cuisine, creator of cucina POP, Davide Oldani opened his restaurant D'O, in 2003, in his hometown near Milan. He created Design Brands according to his POP philosophy.



Carlo Ratti /  
 Director, Senseable City Lab, MIT, Boston

A leading voice in the debate on new technologies' impact on urban life, Carlo Ratti teaches at MIT, where he directs the Senseable City Laboratory, and is a founding partner of Carlo Ratti Associati.

Vittorio Radice /  
 Vice-Chairman, Rinascente



With a long and successful experience in the retail business, in 2005 he moved to Rinascente as CEO. Since 2012 he has been Vice-Chairman of Rinascente, since 2013 Board Member of Illum, since 2015 Managing Director of Kadewe Holdings.

Philipp Rode /  
 Executive Director, LSE Cities



As researcher, consultant and advisor Philipp Rode has been directing interdisciplinary projects comprising urban governance, transport, city planning and urban design at the LSE since 2003.



Nadja Swarovski /  
 Executive Board Member, Swarovski

Nadja leads the brand strategy and sustainability initiatives of the family business, which turns over €3.5 billion a year. In 2007 she founded Atelier Swarovski and in 2013 established the Swarovski Foundation. She was made a Chevalier de l'Ordre des Arts et des Lettres in 2016.



Lisa White /  
 Director of Lifestyle & Interiors and Future Innovations, WGSN

A trend forecaster and future thinker with over 25 years of experience, Lisa White is an expert in design and lifestyle trends. Most recently she was the head curator and creative director of the 2019 International Design Biennale in Saint Etienne, France.

Patricia Urquiola /  
 Founder, Patricia Urquiola Studio, Art Director, Cassina



Architect, designer and since 2001 founder of Patricia Urquiola Studio. Graduated at Politecnico di Milano with Achille Castiglioni, she worked with Maddalena De Padova and Vico Magistretti. She is Art Director for Cassina since 2015.

Hong Zhou /  
 President, Huawei European and Russian Research Institutes



In 15 years of outstanding work as President of Huawei Shanghai Research Center and vice President of Wireless Product Line, Hong Zhou contributed to the development of breakthrough technologies that enabled great progress in ICT. He is now responsible for Huawei general research activities in Europe and Russia.

# MODERATORS



Johanna  
Agerman  
Ross

Founder, DISEGNO and Curator,  
Victoria & Albert Museum,  
London

Curator and design historian, she founded the quarterly design journal Disegno in 2011 and became a curator of twentieth century and contemporary design at the Victoria & Albert Museum in London in 2016.



Tony  
Chambers

Creative Director,  
Design Consultant  
and Editor

Founder of studio TC & Friends and Co-Chair of Brainstorm Design, Fortune magazine's annual conference held in Singapore. Formerly Tony served as Brand & Content Director, Editor-in-Chief and Creative Director of Wallpaper\* magazine, for which he still contributes.



Since 1992, Altagamma gathers the best High-End Italian Cultural and Creative Companies that promote Italian Excellence, Uniqueness and Lifestyle.

Altagamma is unique for its cross-sectorial approach, as its members operate in multiple fields among which fashion, design, jewellery, food&beverage, hospitality, automotive, yachting and wellness.

The mission of Altagamma is to increase the competitiveness of the high-end industry, contributing to Italy's economic growth. Its vision, as an ambassador to the world of the Italian lifestyle, is to be a creative and cultural ecosystem that is the most important accelerator of Made in Italy products.

## Members

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**FIERA MILANO**

Fiera Milano is the leading exhibition Group in Italy and one of the top in the world. Expertise, excellence in professional exhibitions and services and cutting edge facilities, as well as its success in the foremost international conference management, all make Fiera Milano the ideal partner for promotion, development and internationalization in particularly for SMEs. Fiera Milano helps companies expand expressly their untapped potential by helping them connect to the world; communicate most effectively with reference markets; nurture human capital through continual professional training; share knowledge at high profile conferences.

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Ca' del Bosco, a pioneering vintner and winemaker since the early '70s, is one of today's leading producers of Franciacorta wines. A standing reached thanks to enthusiasm, passion, experimentation and hard work, which transformed a cottage surrounded by chestnut woods into one of the most modern and advanced wineries. At Ca' del Bosco, a single objective determines and defines production, from selection in the vineyard to bottling. Quality of the highest level, better known as excellence.



**HUAWEI**

Founded in 1987, Huawei is a leading global provider of information and communications technology infrastructure and smart devices. It is committed to bringing the latest technological advances to every person for a fully connected, intelligent world. It operates in more than 170 countries, serving more than one third of the world's population. Fourteen R&D centers have been set up around the world, as well as Aesthetic and Design Research Centers, to continuously improve our Customer Experience.

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