

THE MOST
INNOVATIVE
TRENDS



NEXT
Design
Perspectives
2018

La Triennale
di Milano
30 October 2018

IN
CREATIVITY
AND DESIGN

MAKE TIME FOR THE NEXT DESIGN PERSPECTIVE

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.

1 **DESIGN** is the **creative energy** that turns ideas into fashion, furniture, food, yachts, cars, homes, jewellery, video projects

As **AN INNOVATIVE PROCESS**, design is a leap into the future: a **new "Perspective"** 2

3 Design is a precious **ECOSYSTEM** where aesthetics, social acumen and ability **to make things come together**

Our final **common goal** is to **ENVISION** a **BETTER WORLD** 4

5 **SLOW DOWN, LISTEN, BE AWARE:** let's move out of our **comfort zones**

FRESH PERSPECTIVES and **CROSS FERTILIZATION** open new doors, **we are here to be open** 6

7 **EMBRACING CHANGE** fuels the future and **lights up the present**

MILAN is an amazing crossroads for **sharing new ideas** 8

9 **THINKING GLOBAL** and **GLOCAL** will be the **way to go**

10 **A SUSTAINABLE FUTURE** starts with new **cultural frameworks**

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.

THE STEERING COMMITTEE

NEXT DESIGN PERSPECTIVES has been curated with the input of Altagamma's entrepreneurs, together with a number of architecture and design experts and the representatives of the strategic and institutional partners supporting the initiative.

Paola Antonelli MoMA

Stefano Boeri La Triennale di Milano

Carlotta de Bevilacqua Danese - Artemide

Fabrizio Curci Fiera Milano

Andrea Illy illycaffè - Altagamma

Claudio Luti Kartell, Salone del Mobile.Milano

Giuseppe Mazzeola ITA - Italian Trade Agency

Dario Rinero Altagamma - Poltrona Frau Group

Fabrizio Sala Regione Lombardia

Cristina Tajani Comune di Milano

Giovanna Vitelli Azimut Benetti Group

Paolo Zegna Ermenegildo Zegna

“DESIGN IS ABOUT THE ESSENCE OF OUR TIME, NOW MORE THAN EVER.”

Paola Antonelli

“DESIGN is life. It is a close mirror not only of the evolution of aesthetics, but also of deep social and cultural trends, a privileged way to appreciate a broader historical context. At the same time, design is also based on an intuition of the future. Whether in the shape of furniture, fashion, and products or in new forms such as information design, biodesign, or infrastructure engineering, it is a constructive discipline that is aware of its role and consequence.

DESIGN's key task is to help people deal with change. People have weathered dramatic changes in their experience of time, space, matter, and identity. Individuals cope daily with a multitude of changes in scale and pace, working across several time zones, traveling with relative ease between satellite maps and nanoscale images, and being inundated with information.

DESIGN is the enzyme for innovation. If scientists and engineers spark revolutions, designers transform revolutions into life. To better accommodate these fast and furious innovations, and anticipate the upheaval they can bring, the designer's role has shifted from form-giver to fundamental interpreter of reality.

The new DESIGN culture is global and supported by the speed of information dissemination and by an international market of informed people who select, buy, use, and provide powerful feedback. It is animated by the vision of internationally trained designers and entrepreneurs, and based on customization and variety. It is nourished by the vitality of team ingenuity, encouraged by industry, and in some countries it is promoted by central governments as a national asset.”

The paragraphs above are culled from a 2008 essay by Next Scientific Committee member, Paola Antonelli, published in the catalogue of her MoMA exhibition Design and the Elastic Mind.

BY EMBRACING TO THIS NEW REALITY,
NEXT DESIGN PERSPECTIVES WILL
BECOME NOT ONLY RELEVANT AND
NECESSARY, BUT ALSO THE DEFAULT
LOCUS FOR ANYONE WHO IS INTERESTED
IN DESIGN, A MAGNET THAT ATTRACTS
INTELLECTUAL, POLITICAL AND
FINANCIAL SUPPORT.

9.00 - 9.15 am

WELCOME SPEECHESGiuseppe Sala
Andrea Illy
Stefano Boeri**INTRODUCTION**

The first edition of NEXT Design Perspectives

Dario Rinero

9.15 - 10.15 am

WGSN TRENDS REPORTAndrea Bell
Lisa White

10.15 - 10.45 am

CONVERSATIONMarco Bizzarri
Tony Chambers

10.45 - 11.15 am

BIOFABRICATION - KEYNOTE

Suzanne Lee

11.15 am - 12.30 pm

BIOFACTURING - PANELNatsai Audrey Chieza
Suzanne Lee
Koert van Mensvoort
Maurizio Montalti
Moderator Paola Antonelli

12.30 - 1.00 pm

CONVERSATIONPhilippe Starck
Tony Chambers

1.00 - 2.30 pm

LUNCH

2.45 - 4.15 pm

POSITIVE DISCOMFORT - PANELAndrea Trimarchi and Simone Farresin
Sissel Tolaas
Moderator Tony Chambers

4.15 - 5.30 pm

NEW CONSUMER VOICES - PANELNipa Doshi
John C. Jay
Moderator Anja Aronowsky Cronberg

5.30 - 6.15 pm

CONVERSATIONAlice Rawsthorn
Paola Antonelli

6.15 - 6.20 pm

FINAL REMARKS

Stefania Lazzaroni



← 9.00-9.15 am

GIUSEPPE SALA
Mayor of Milan

Having held senior roles in both the public and private sectors, he has accumulated a wealth of managerial experience. In May 2013, he was appointed the government's Sole Delegated Commissioner for Expo Milano 2015.

9.00-9.15 am →

ANDREA ILLY
Chairman of Altagamma

Chairman of illycaffè, he is a passionate supporter of the stakeholder company model and advocates corporate responsibility to improve society. A "humanist chemist", he also promotes culture and art. Under his mandate, the Altagamma Foundation was officially recognized as an ambassador of the Italian lifestyle in the world.



← 9.00-9.15 am

STEFANO BOERI
*President,
La Triennale di Milano*

Stefano Boeri, architect and urban planner, he is full Professor at Politecnico in Milan, visiting professor at various international universities and curator of several international biennials and exhibitions of architecture and design.

9.00-9.15 am →

DARIO RINERO
CEO of Poltrona Frau Group

Since 2009 CEO of Poltrona Frau Group, part of Haworth Group since 2014, with the brands Poltrona Frau, Cassina, Cappellini, JANUS Et Cie, Luminaire and Ceccotti. A 25-year experience in leadership roles in companies such as Barilla and Coca-Cola where he was President and CEO in Italy. Altagamma Board Member, he sits on the Board of Directors of Aspen Institute Italia and on the Advisory Board of SDA Bocconi.





← 9.15-10.15 am

ANDREA BELL
*Head of Mindset,
Strategic Insight at WGSN*

Part trend-forecaster, part-futurist, she is a seasoned strategist with an in-depth knowledge of the consumer marketplace and mindset and an international speaker. Her opinion on the future consumer and macro trends has been quoted in numerous publications.

9.15-10.15 am →

LISA WHITE
*Director of Lifestyle
& Interiors
and The Vision at WGSN*

A trend forecaster and future thinker with over 25 years of experience, Lisa is an expert in design and lifestyle trends. She has predicted long-term trends as different as experience design, ethical commerce, and the rise of rosé.



← 10.15-10.45 am

MARCO BIZZARRI
President & Ceo, Gucci


The astonishing turnaround that Gucci has achieved since 2015 is driven by Marco Bizzarri's mantra to foster creativity in every aspect of the business and to emphasize the importance of approaching work in a different way, challenging the status quo and encouraging risk-taking within the framework of a learning organization based on a culture of empowerment, respect and inclusivity.

10.45-11.15 am →

SUZANNE LEE
*Chief Creative Officer,
Modern Meadow*

She was an early pioneer of biotechnology in textiles for fashion. She coined the term 'Biocouture™' and in 2014 she founded Biofabricate, the annual summit uniting design, biology and technology. Her thought-leadership has been awarded a prestigious TED Senior Fellowship.





← 11.15-12.30 pm



NATSAI AUDREY CHIEZA
*Founder & Director,
Faber Futures*

Co-founder and Curator of The Ginkgo Creative Residency Through Faber Futures Natsai Audrey Chieza is pioneering the alignment of DNA-scale engineering with critical design thinking for sustainable futures.

11.15-12.30 pm →

KOERT VAN MENSVOORT
*Founder & Director,
Next Nature Network*

He is an artist and philosopher best known for his work on the philosophical concept of Next Nature, which revolves around the idea that our technological environment has become so complex, omnipresent and autonomous that it is best perceived as a nature of its own.

← 11.15-12.30 pm


MAURIZIO MONTALTI
*Creative Director
at Officina Corpuscoli
and Co-Founder and Director
of R&D at Mogu*

He is one of the early pioneers committed to studying and to developing a range of mycelium-based technologies, for the production of natural biomaterials and products.

12.30-1.00 pm →

PHILIPPE STARCK
Creator

Worldwide fame creator with multifaceted inventiveness, Philippe Starck always focuses on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This is why he is one of the pioneers and one of the central figures of the concept of "democratic design".





← 2.45-4.15 pm

ANDREA TRIMARCHI
& SIMONE FARRÉSIN
Founders, Studio Formafantasma

Their work is characterised by experimental material investigations and explores issues such as the relationship between tradition and local culture, critical approaches to sustainability and the significance of objects as cultural conduits.

2.45-4.15 pm →

SISSEL TOLAAS
Smell Researcher & Artist

Her work has focused on the topic of SMELL since 1990, in different sciences, fields of art/design and other disciplines. She established the revolutionary SMELL RE_searchLab Berlin in 2004, supported by with one of the biggest chemical provider (IFF inc.) and is currently involved with several start-ups and NGOs world wide in the fields of the senses. Tolaas just launched the world's first Smell Memory Kit and several other devices for functional SMELLS.



← 4.15-5.30 pm

NIPA DOSHI
Co-Founder, Doshi Levien

Infusing the industrial with the sensibility of the handmade has been the central philosophy of Doshi Levien since establishing her studio over 10 years ago. The studio, founded with Jonathan Levien, bases its approach to work on the love of fine craftsmanship.

4.15-5.30 pm →

JOHN C. JAY
*President of Global Creative
for Fast Retailing (owner of
Uniqlo)*

His diverse creative career enables many unusual collaborations crossing over disciplines and cultures. From Creative Director of Bloomingdales to Executive Creative Director of Wieden + Kennedy (21 years with Nike as client) to Uniqlo and his own Studio J, he continues to push the boundaries.





← 5.30-6.15 pm

ALICE RAWSTHORN
Design Critic and Author

She is an award-winning design critic and the author of the critically acclaimed books, *Design as an Attitude* and *Hello World: Where Design Meets Life*. Her weekly design column for *The New York Times* was syndicated worldwide for over a decade.

6.15-6.20 pm →

STEFANIA LAZZARONI
General Manager, Altgamma

Member of the Executive Team of Altgamma, where she coordinates all the activities and projects. She previously held top-management roles in Enterprise Communication, Corporate Social Responsibility and Reputational Crisis Management in Italian and multinational Companies.



FIND OUT MORE ABOUT THE SPEAKERS AND MODERATORS
AT NEXTDESIGNPERSPECTIVES.COM



← Moderator

ANJA ARONOWSKY CRONBERG
*Senior Research Fellow,
London College of Fashion & Founder
and Editor-in-Chief, Vestoj*

Vestoj is a platform for critical thinking on dress, bridging the gap between theory and practice in fashion. It encompasses a publication, an online site as well as regular live and performative events.

Moderator →

TONY CHAMBERS
*Creative Consultant,
Founder of Studio TC & Friends*

He was Creative Director and Editor-in-Chief of *Wallpaper** from 2003 to 2018. One of his latest projects is to co-chair the development of the Brainstorm Design conference held annually each March in Singapore.



← Moderator

PAOLA ANTONELLI
*Senior Curator of Architecture & Design
and Director of Research & Development
at The Museum of Modern Art, NY*

Her goal is to promote design's understanding, until its positive influence on the world is universally acknowledged. She is currently working on the XXII Triennale di Milano, entitled *Broken Nature* and opening on March 1, 2019.



ALTAGAMMA

ITALIAN CREATIVITY AND CULTURE

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, yachts 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

Acqua Di Parma, Agnona, Agrimontana, Alberta Ferretti, Alessi, Alfa Romeo, Alias, Allegrini, Amico&Co., Arcadia Yachts, Artemide, Aurora, B&B Italia, Baglietto, Baratti&Milano, Bauer Hotel, Bellavista, Bellevue Syrene, Belmond Hotel Splendido, Benetti, Biondi Santi - Castello di Montepò, Bisazza, Boffi, Bottega Veneta, Brioni, Brunello Cucinelli, Buccellati, Bvlgari, Bvlgari Hotel Milano, Ca' del Bosco, Calvisius Caviar, Cantiere delle Marche, Cantieri Navali del Mediterraneo, Capri Palace, Chantecler, Corneliani, Cristallo Resort & Spa, Dainese, Danese, Domori, Driade, Ducati, Emilio Pucci, Ermenegildo Zegna, Etro, Fantini, Fedeli, Fendi, Ferrari, Ferrari Trento, Feudi di San Gregorio, Fontanaarte, Giorgetti, Gucci, Herno, Hotel De Russie, Hotel Principe di Savoia, illycaffè, Isaia, Kartell, L'Albereta, L'Andana, Lamborghini, Living Divani, Livio Felluga, Loro Piana, Luce della Vite, Lungarno Collection, Manifatture Sigaro Toscano,

Maserati, Masi, Masseria San Domenico, Mastrojanni, Max Mara, Moleskine, Moroso, Nonino, Ornellaia, Perini Navi, Poltrona Frau, Pomellato, Porro, Renè Caovilla, Riva, Riva 1920, S.Pellegrino, Salvatore Ferragamo, San Maurizio 1619, Segnana, Sergio Rossi, Skira, Stone Island, Technogym, Tod's, Townhouse Galleria, Valcucine, Valentino, Verdura Resort, Versace, Vhernier, Villa D'Este, Zanotta.

PARTNERS

Bain&Company, BonelliErede, Borsa Italiana, Boston Consulting Group, ContactLab, Deloitte, EY, Fiera Milano, Global Blue, J.P. Morgan, Key-2-People, La Rinascente, McArthur Glen, McKinsey&Company, Pirelli, Robilant Associati, Sda Bocconi, Sib - Societa' Italiana Brevetti, Simest, UniCredit, Value Retail, Yoox Net-A-Porter Group

KEY PARTNERS



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 particular 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.



ITALIAN TRADE AGENCY

ITA - Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. With a modern organization and a worldwide network of offices, ITA provides information, assistance, consulting and training to small and medium-sized businesses. Using the latest multi-channel promotion and communication tools, it aims to spread the excellence of Made in Italy in the world.

CONTRIBUTOR



Regione Lombardia

The role of the government authority of Regione Lombardia is to guide, plan, coordinate and control the management of the territory. Its role is to create the conditions and the context which allow people, enterprises, bodies and organizations to transform their projects and ideas into reality. The regional government has legislative powers for several areas including education, scientific and technological research, support for innovation in manufacturing sectors and organisation of cultural activities.

GOLDEN SPONSORS



Ca' del Bosco

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.

LINEAPELLE

LINEAPELLE is the most important international exhibition dedicated to leather, accessories, components, synthetics and models for footwear, leather goods, garments and furniture. Launched in 1981, it has become the most qualified international exhibition of leather and accessories, components, synthetics for footwear, leather goods, garments and furniture. The event takes place twice a year, in February for the summer and September for the winter collections, at the Milan exhibition centre. The exhibition has enhanced its offer by further "niche" events: Lineapelle New York, Lineapelle London.



MIDO - Milano Eyewear Show is the leading international trade fair in the eyewear sector, with over 1,300 exhibitors and 58,000 entries of visiting trade people from around the world, an exceptional annual event where all aspects of the eyewear business are presented with dedicated areas to companies producing frames, machinery, eyewear designers and lenses manufacturers. The next MIDO will be held on February 23-24-25, 2019 at Rho-Pero exhibition complex, near Milan.

PARTNERS



SILVER SPONSORS



Artemide

AZIMUT | BENETTI
GROUP

B&B
ITALIA



LIVING
DIVANI

porro

S.PELLEGRINO

MEDIA PARTNERS

ABITARE



DECOR

Instagram

INTERNI

Living®

Radio24

Wallpaper*

CREATIVE & DESIGN DIRECTION



NASCENT



nextdesignperspectives.com

