

## **NEXT DESIGN PERSPECTIVES 2021-22**

**Curator of the third edition: Beatrice Leanza**

*Milan, October 28th, 2021.* The third edition of NEXT DESIGN PERSPECTIVES – the event dedicated to future trends in creativity and design – will be curated this year by **Beatrice Leanza**, Director of the Museum of Art, Architecture and Technology (maat) in Lisbon. The initiative takes the form of three separate events: today's launch in Milan, the event in Shanghai on Saturday November 6th, and the plenary conference in **Milan on March 7th, 2022.**

**NEXT DESIGN PERSPECTIVES** explores the creative expressions of design applied to fashion, furniture, food, automotive, yacht-building, jewelry and hospitality, and is held in partnership with the Italian Ministry of Foreign Affairs and International Cooperation and ICE - the Agency for the promotion abroad and internationalization of Italian companies.

“DESIGN IN FLUX: Emotional, Sensorial, Other-than-Human” is the title of the concept developed by Beatrice Leanza, with the aim of examining the cognitive and transformational power of design and creativity, from the micro-molecular scale to the ultra-planetary dimension, focussing on three main areas:

- **Design, Nature and the Scientific Imagination** (Body and Mind). The pandemic has rendered the invisible (the microbial dimension) visible. Scientific research and technology - biomimetics, neuroaesthetics, data science and bio-algorithms – are helping us explore ourselves.
- **Designing Anatomies of Care** (Systems and the Environment). Humans and “the environment” or rather, how to construct “with the environment”. Building a homeostatic relationship with the systems that humans are part of – the local area, community, culture and traditions - and looking for new relational approaches informed by preservation and care.
- **Design and World-making** (Other Worlds and Futuristic Scenarios). From materials engineering to the construction of automated living landscapes, and regenerative solutions that range from earth-bound to ultra-planetary. A future that is already here, and that inspires awe, fuels hope and offers concrete opportunities.

As usual, the launch event in Milan kicked off with the presentation of the up and coming trends in the social, cultural and creative arenas that are destined to have a significant impact on the luxury industry, curated by **Lisa White**, Creative Director of WGSN (→ *see the enclosed file Trends*):

- **HEALING AS A HABIT** – The pandemic has illuminated the need for a focus on wellness: mental, physical and spiritual.
- **COLLECTIVE AND REGENERATIVE** - The climate emergency demands circularity, a regenerative path that spans agriculture, design and research into materials.
- **SUPERNATURE** - Technological advances in engineered materials and products will help conserve natural resources, opening up a super-natural future.
- **NAVIGATING THE METAVERSE** – The metaverse - a shared, explorable virtual space that includes VR/AR, NFTs, blockchain and gaming - is destined to reshape human behaviour.
- **NEW ALLIANCES** – Geopolitical, productive, creative. Community over individuality.

These were the topics that Beatrice Leanza discussed with speakers **Brendan Cormier** (Senior Curator of Exhibitions and Special Projects at the Victoria & Albert Museum in London) and the philosopher and writer

**Emanuele Coccia**, looking at how the pandemic has changed the way we relate to objects and the world around us. The dialogue continued with the designer **Yves Béhar**, (founder of “fuseproject”), with a focus on design thinking as a virtuous force capable of responding to the increasingly urgent challenges of environmental sustainability and social inclusivity.

**Matteo Lunelli**, President of Altagamma, commented, “With NEXT DESIGN PERSPECTIVES we are back talking about the future. Luxury is a sector that is experiencing a positive moment of revival after the pandemic and today it represents a real driving force for the recovery of our economy. The annual NEXT DESIGN PERSPECTIVES event aims to be a laboratory on new trends in creativity, which is the heart and the key success factor of our brands. Conceived with an international vocation, this year it will also be presented in Shanghai, relaunching the topics discussed in Milan with Asian speakers, in a direct dialogue with a country that is going to represent 50% of the high-end market in 2025”.

### **Design in Flux: Emotional, Sensorial, Other-than-human**

*By turning a spotlight on what had always been invisible - the microbial, the molecular - the pandemic has conditioned the way we experience the world physically, and also the way we think about and interpret it: our relationships, ties of kinship, sense of belonging, care and empathy for people and the environment and the universe in general, restoring a profound sense of connection. Entitled Design in Flux, the program focuses on design and its essentially exploratory approach, aimed at enhancing the human experience, and thus its ability to navigate the depths of perception, in a world of knowledge that is now radically expanded and interconnected - with a sensorial, emotional, "other than human" dimension. We will be talking about forms of action and thinking in the context of contemporary design that operate in a fluid, idealistic and radically collaborative way, therefore necessarily inclusive, holistic and sustainable, guided by intentionality and, as the great philosopher/scientist Gregory Bateson would say, by "curiosity about the world of which we are part. The reward for this work is not power, but beauty".*

***Beatrice Leanza**, curator of Next Design Perspectives 2021/2022*

Organized by the Altagamma Club China in collaboration with MAECI-ICE, NEXT DESIGN PERSPECTIVES SHANGHAI will be taking place on November 6th, at 4.00 pm local time, at the Bulgari Hotel in Shanghai. It will present some of the insights explored during the Italian launch to the Chinese business community, journalists and local managers of Altagamma companies. The event will be attended by the Italian Ambassador to China, Luca Ferrari, and discussing the topics of NEXT DESIGN PERSPECTIVES will be Aldo Cibic (Professor of Design at Tongji University), Shaway Yeh (Style Editorial Director of Modern Media, Yehyehyeh Group) and Eric X Li (Venture Capitalist, Chengwei Capital).

And so to **2022: Monday March 7<sup>th</sup>** sees the full day conference of NEXT DESIGN PERSPECTIVES, in the traditional format: an opportunity to engage and enter into dialogue with key players in the world of design and creativity. The speakers confirmed to date include **Refik Anadol** (media artist and data engineer), **Erez Nevi Pana** (vegan designer and materials explorer), **Elaine Yan Ling Ng** (founder of Fabrick Lab, Hong Kong), Lonneke Gordijn and Ralph Nauta from **Studio Drift**, **Liam Young** (architect and film-maker), architect **Alfredo Munoz** and astronomer **Guillem Anglada** (founding members of Nuwa, a sustainable extraterrestrial colony project), **Aric Chen** (director of the Het Nieuwe Instituut in Rotterdam) and **Zoe Ryan** (Director of the Institute of Contemporary Art in Philadelphia). The event will also count on the collaboration with the **Ellen MacArthur Foundation**, a leader in research and implementation of circular economy projects.

**BEATRICE LEANZA**  
**CURATOR, 3RD EDITION OF NEXT DESIGN PERSPECTIVES**

A cultural strategist, curator and critic with a background in Asian Studies at Ca' Foscari University (Venice), specializing in Asian art, Beatrice was based in Beijing for over 17 years and is currently the executive director of the Museum of Art, Architecture and Technology (maat) in Lisbon. She is the former creative director of Beijing Design Week and was head curator of the research program Across Chinese Cities featured at the Venice Architecture Biennale in 2014, 2016 and 2018. She is the co-founder of B/Side Design, an organization that develops strategies of urban and social impact, and which spearheaded the establishment of The Global School, the first independent institute for design and creative research in the PRC.

**FONDAZIONE ALTAGAMMA**

Founded in 1992, Altagamma gathers Italy's top cultural and creative companies, which promote the country's excellence, distinctive identity and lifestyle worldwide. With a uniquely transversal approach, Altagamma has 22 partners and represents 108 brands from seven different industries: fashion, design, jewelry, food, hospitality, automotive and yacht-building, which together boast more than 9,000 years of history. Altagamma's mission is to boost the growth and competitiveness of Italy's cultural and creative companies, thus making an effective contribution to the Italian economy. In a worldwide market worth almost € 1,000 billion, the Italian high-end sector has a turnover of € 100 billion, and accounts for 6.85% of the country's GDP. 53% of its revenues comes from exports. The sector employs 402,000 people directly and indirectly. [www.altagamma.it](http://www.altagamma.it)

**Contacts**

Edoardo Carloni – [carloni@altagamma.it](mailto:carloni@altagamma.it) M: +39 3391618463

Giorgio Bocchieri – [bocchieri@altagamma.it](mailto:bocchieri@altagamma.it) M: +39 3346853078

# NEXT

DESIGN  
PERSPECTIVES  
21 | 22

