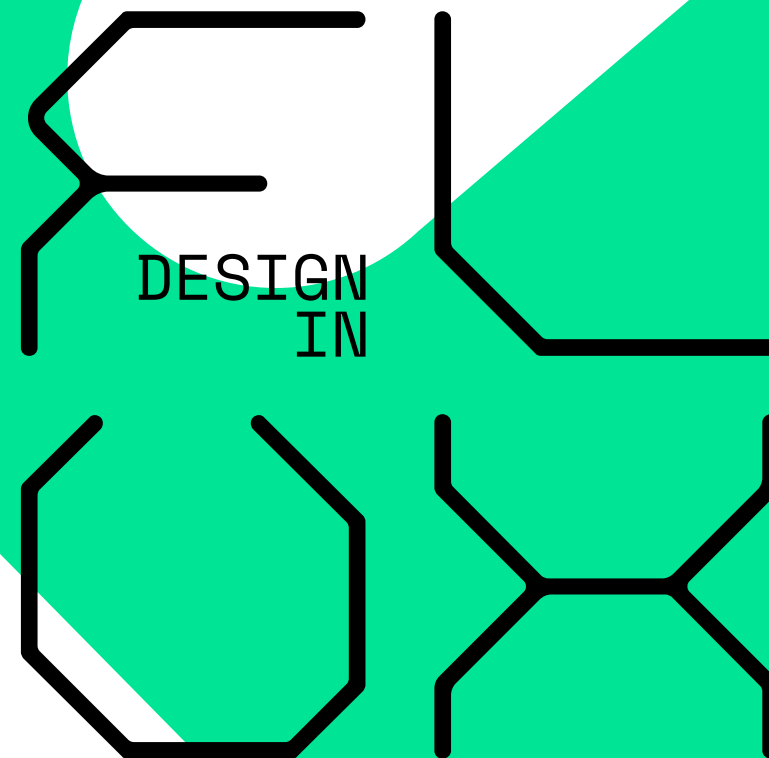


NEXT

DESIGN
PERSPECTIVES
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OCTOBER 27, 2022
MILAN



#NEXTDESIGNPERSPECTIVES
[NEXTDESIGNPERSPECTIVES.COM](https://nextdesignperspectives.com) ↗

CONCEPT

'DESIGN IN FLUX' PAYS TRIBUTE TO FUTURE-DRIVEN FORMS OF DESIGN INTELLIGENCE FOUNDED ON INTELLECTUAL CROSSPOLLINATION EXPLORING A RADICALLY EXPANDED WORLD OF COGNITION, SENSATION, INTERCONNECTEDNESS, THAT VOYAGES FROM THE SCALE OF THE MOLECULAR TO THE ULTRA-PLANETARY.

- » The conference tackles the role of design at large in confronting a new idea of planetary co-existence, showing how innovation and cross-sectorial research lead the development of new systems of care, social and environmental balance, and thus enhance the human potential to alleviate the distress posed by anthropogenic actions and its engendered extreme conditions.
- » The conversations and experiences brought to stage traverse various scales of design's capacity to transform systemic relations between man and world, which are foundational in today's widening scope of research and collaboration across creative disciplines, scientific studies and industrial innovation voted to environmental reparation and the construction of equitable futures.

THE FUTURE OF CREATIVITY AND DESIGN

OCTOBER 27, 2022
LIVE-STREAMED EVENT

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PROGRAMME

9:30 AM INTRODUCTION
MATTEO LUNELLI / ALTAGAMMA

9:35 AM CONCEPT
BEATRICE LEANZA / CURATOR

9:45 AM DESIGN AND THE SCIENTIFIC IMAGINATION:
NATURAL, HUMAN AND MACHINE INTELLIGENCE

In the opening part we look at the expanding web of relations between the world of scientific research and design, and how human, natural and machine intelligence inform design strategies that can create a more wholesome, resonant interconnection between man and world to help us face radical change.

QUAYOLA / ARTIST
LONNEKE GORDIJN / ARTIST, DRIFT

Moderated by
BEATRICE LEANZA / CURATOR

10:40 AM COLLECTIVE INTELLIGENCE: NEW HORIZONS IN
DESIGN COLLABORATIONS

We'll look at what are the core tenets of collaboration in the world of innovations crafting a balance between technology-driven and biophilic methodologies of creation: exploring alternative materials or bio-algorithms, these practitioners illuminate a new frontier and understanding of what it means to practice "sustainable" design.

From material engineering, to building automated living spaces or regenerative solutions of systemic scale at a terrestrial or ultra-planetary level, these practitioners show us radical collaboration across industries, forms of knowledge and storytelling, plugging us into a future-present of wonder, hope and concrete potential.

» BRENDAN MCGETRICK / CREATIVE DIRECTOR, MUSEUM OF THE FUTURE

EREZ NEVI PANA / FOUNDER, EREZ NEVI PANA STUDIO
CLAUDIA PASQUERO / CO-FOUNDER, ECOLOGICSTUDIO
ALFREDO MUNOZ / FOUNDER, ABIBOO STUDIO & THE FUTUVERSE™

Moderated by
ARIC CHEN / GENERAL AND ARTISTIC DIRECTOR, HET NIEUWE INSTITUUT

11:50 AM DESIGN THINKING IN ACTION

In collaboration with
ELLEN MACARTHUR FOUNDATION

Here we dive into an expanded sense of building "with" the environment, learning how to improve our ways of crafting strategies in which new alliances among stakeholders - creatives, companies, governments and communities - can be effected to ensure an equitable and sustainable future, for humans and the environment.

Bringing forward best-practice case studies and stories from the industry of fashion, food and manufacturing where sustainability and circularity have become central mantras of their structural transformations and operations.

GAËLLE LE GÉLARD / DESIGN MANAGER, ELLEN MACARTHUR FOUNDATION
JON GRAY / CO-FOUNDER, GHETTO GASTRO
MATTEO VIGNOLI / FOUNDER, FUTURE FOOD INSTITUTE

Moderated by
SPENCER BAILEY / CO-FOUNDER, THE SLOWDOWN

1:00 PM CONFERENCE CLOSING

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KEY PARTNERS



MEDIA PARTNERS



CREATIVE AND DESIGN DIRECTION

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Since 1992, Altagama gathers Italy's top cultural and creative companies, which promote the country's excellence, distinctive identity and lifestyle worldwide. With a uniquely transversal approach, Altagama has 25 partners and represents 113 brands from seven different industries: fashion, design, jewelry, food and beverage, hospitality, automotive and yachting, which together boast more than 10,000 years of history. Altagama'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.

MEMBERS

Acqua di Parma, Acquerello, Agnola, Agrimontana, Alberta Ferretti, Alessi, Alfa Romeo, Alias, Allegrini, Amico & Co., Artemide, Aurora, Automobili Lamborghini, B&B Italia, Baratti & Milano, Bauer Hotel, Bellavista, Bellevue Syrene, Benetti, Biondi Santi, Bisazza, Boffi, Bottega Veneta, Brioni, Brunello Cucinelli, Buccellati, Bvlgari, Ca' del Bosco, Calvisius Caviar, Campari, Cantieri Navali del Mediterraneo, Capri Palace, Corneliani, Cristallo Resort & SPA, Dainese, Davide Groppi, Davines, Domori, Driade, Ducati, Etro, Fantini, Fedeli, Fendi, Ferragamo, Ferrari, Ferrari Trento, Feudi di San Gregorio, Florim, FontanaArte, Frescobaldi, Frette, Gessi, Giorgetti, Gucci, Helvetia & Bristol, Herno, Hotel de Russie, Hotel Eden, Hotel Principe di Savoia,

illycaffè, Il Pellicano, Isaia, Kartell, Kiton, L'Albereta, L'Andana, Lefay Resort & SPA, Lago di Garda, Living Divani, Livio Felluga, Loro Piana, Lungarno Collection, Manifatture Sigaro Toscano, Maserati, Masi, Masseria San Domenico, Mastrojanni, Max Mara, Missoni, Moncler, Moroso, Nonino, Ornellaia, Pagani Automobili, Piacenza Cashmere, Pio Cesare, Poltrona Frau, Pomellato, Porro, Prada, Pucci, René Caovilla, Riva Yacht, Riva 1920, S. Pellegrino, San Maurizio 1619, Segnana, Sergio Rossi, Skira, Splendido A Belmond Hotel, Portofino, Stone Island, Technogym, Tenuta Luce, The Gritti Palace, Tod's, Valcucine, Valentino, Verdura Resort, Versace, Vhernier, Villa d'Este, Zanotta, Zegna.

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Meta, McArthur Glen, McKinsey & Company, Pirelli, Rinascente, Salesforce, SDA Bocconi, Società Italiana Brevetti, Tamburi Investment Partners, Value Retail, Withers, Yoox Net-à-Porter Group, Zurich.

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SPEAKERS



MATTEO
LUNELLI

CHAIRMAN,
ALTGAMMA

He is a passionate entrepreneur and the President and CEO of Ferrari Trento Winery, Italy's leading producer of luxury sparkling wines, founded in 1902. Since 2020 he has been Chairman of Altgamma Foundation, which gathers leading high-end Italian companies.



BEATRICE
LEANZA

CURATOR OF NEXT
DESIGN PERSPECTIVES
2021 | 2022

She is the new Director of MUDAC (Museum of Design and Applied Arts, Lausanne) starting in January 2023. She was the Executive Director of the Museum of Art, Architecture and Technology, Lisbon (MAAT), the Creative Director of Beijing Design Week and co-founded The Global School.



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QUAYOLA

ARTIST

Quayola employs technology as a lens to explore the tensions and equilibrium between seemingly opposing forces: the real and artificial, figurative and abstract, old and new. Constructing immersive installations, he engages with and re-imagines canonical imagery through contemporary technology.



BRENDAN
MCGETRICK

CREATIVE DIRECTOR,
MUSEUM OF THE
FUTURE - DUBAI

American author, designer, and curator. In 2011 he curated Unnamed Design, a component of the Gwangju Design Biennale. From 2015-2019, McGetrick served as Head of curation for Global Grad Show during Dubai Design Week.



LONNEKE
GORDIJN

ARTIST,
DRIFT

Dutch artist Lonneke Gordijn founded studio DRIFT with Ralph Nauta in 2007. DRIFT manifests the phenomena and hidden properties of nature with the use of technology in order to learn from the Earth's underlying mechanisms and to re-establish our connection to it.



EREZ NEVI
PANA

FOUNDER,
EREZ NEVI PANA
STUDIO

Vegan and passionate animal rights activist, Erez Nevi Pana's practice is based on investigating natural phenomena and environmental processes through material exploration. He is currently researching the topic of Vegan Design.



**CLAUDIA
PASQUERO**

CO-FOUNDER,
ECOLOGICSTUDIO

Architect, curator, author and educator; she operates at the intersection of biology, computation and design. She is Co-founder of ecoLogicStudio, Head of the Urban Morphogenesis Lab (Bartlett UCL) and Director of IOUD Institute of Urban Design (Innsbruck University).



**ARIC
CHEN**

GENERAL AND ARTISTIC
DIRECTOR, HET NIEUWE
INSTITUUT - ROTTERDAM

General and Artistic Director of Het Nieuwe Instituut, the Netherlands' national museum and institute for architecture, design and digital culture, in Rotterdam.



**ALFREDO
MUNOZ**

FOUNDER,
ABIBOO STUDIO &
THE FUTUVERSE™

Founder of the global design firm ABIBOO Studio, founded the Futuverse™, an ecosystem that leverages virtual reality and blockchain technology to create digital simulations of extreme environments that provide entertainment and education through gamification.



**GAËLLE
LE GÉLARD**

DESIGN MANAGER,
ELLEN MACARTHUR
FOUNDATION

Design manager at the Ellen MacArthur Foundation. She focuses on fostering Circular Economy innovation; from realising the key role of design to empowering designers to create products, services and systems that are regenerative by design.



JON
GRAY

CO-FOUNDER,
GHETTO GASTRO

Co-founder of Ghetto Gastro, the Bronx-born culinary collective that celebrates food as culture. He aims to shift social narratives by celebrating the culinary, blending a background in fashion to create immersive experiences, product design and unique storytelling.



SPENCER
BAILEY

CO-FOUNDER,
THE SLOWDOWN

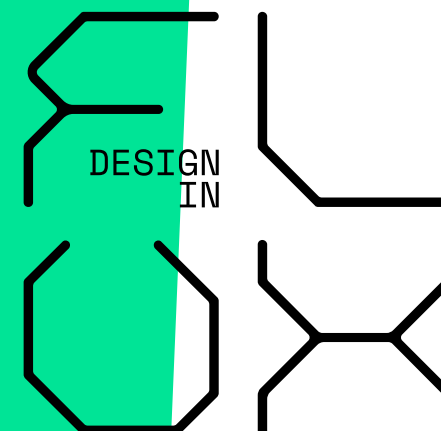
Co-founder of The Slowdown and Co-host of the Time Sensitive and At a Distance podcasts. He is also Editor-at-large of book publisher Phaidon and a contributing editor at Town & Country. From 2013 to 2018, he was Editor-in-chief of Surface magazine. He is author of the book *In Memory Of: Designing Contemporary Memorials* (2020).



MATTEO
VIGNOLI

FOUNDER,
FUTURE FOOD INSTITUTE

He is an assistant professor of Management Engineering at the University of Bologna and is a member of the Design Thinking SUGAR network and of the CBI initiative @ CERN. Academic Director of various BBS Open Programs, Founder and Trustee of the Future Food Institute, and Global leader in the Future Food Ecosystem.



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