

NEXT

Design
Perspectives
2018

MANIFESTO

ALTAGAMMA HAS CONCEIVED THIS EVENT TO GIVE MAKERS,
THINKERS AND DOERS THE OPPORTUNITY TO COME TOGETHER,
SHARE THEIR VISION AND OFFER NEW PERSPECTIVES
ON THE 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

A SUSTAINABLE FUTURE
starts with new cultural frameworks 10

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.