

ALTAGAMMA'S LOOK INTO THE FUTURE

Altagamma is pleased to announce the second edition of NEXT DESIGN PERSPECTIVES, the unmissable annual event that explores the impact of social and technological changes through the focus of design and creativity, to be curated by Deyan Sudjic.

London, July 2nd, 2019. Conceived by **Altagamma** and organized in partnership with **Fiera Milano** and **ITA - Italian Trade Agency**, NEXT DESIGN PERSPECTIVES 2019 will take place **October, Tuesday 29th** at the **Gucci Hub, in Milan**.

NEXT DESIGN PERSPECTIVES offers a day of insights and speculation on design, lifestyle and consumption trends, which will have a significant impact on the cultural and creative industries.

Held at Milan's inspiring new fashion center, the Gucci Hub, NEXT DESIGN PERSPECTIVES will explore the key themes that together provide an overall insight into the issues that designers must address.

2019 Curator Deyan Sudjic, Director of the Design Museum, London, will bring together an international line up of designers, thinkers, entrepreneurs, and researchers to explore both the challenges and opportunities that face us:

"In the last decade, we have all had to rethink the way in which we understand the world around us. The pace of technological and social change, the redefinition (if not the actual abolition) of the workplace, the way that we navigate social media and how we experience the city has transformed everything, from transport to retail, dating to politics.

All these things are now radically different, not just from the way that our parents did things, but from the way that we used to do. In the course of a generation, China has been transformed from acting as the low-cost workshop of the whole world, into one of the key markets for Europe's luxury industry. Meanwhile our populations are living longer, and growing older. Consumers are demanding more of the companies that serve them. They want to know more about the products that they buy. They consume differently, and they are ultrasensitive to political messages. The traditional shopping mall is in trouble, fashion is moving beyond the runway to the product drop.

What does this accelerating pace of change mean for the way that we live now and how life will be in the near future?"

CONFERENCE STRUCTURE AND THEMES

Part 1 of the conference will focus on the presentation of new social and cultural trends and their impact on design-based industries, by the British market researcher Ben Page, CEO of Ipsos MORI.

Part 2 will be divided into thematic sections, covering topics of interest for the cultural and creative industries that Altagamma represents:

- a. **MOBILITY:** With the rise of autonomous vehicles and the urgent need to address climate change, in addition to a new urban generation that has no interest in learning to drive, what is the future of the car industry?
- b. **HOME AND WORK:** As demonstrated by the WeWork co-working phenomenon and the replacement of office systems with kitchen tables, has work become domesticized? What does this mean for the future of the workplace and work?
- c. **HOSPITALITY AND THE KITCHEN:** The impact of Airbnb and home delivery meals on the traditional hotel and the domestic kitchen. With the diversion from the traditional hotel to Airbnb and home delivery meals from cooking, what does this mean for the hospitality industry and the domestic kitchen?
- d. **UNDERSTANDING HOW WE CONSUME FASHION:** The evolution of the business of fashion is both a question of industry, and culture. How is technology reshaping this industry and what does this mean for culture and consumers?

The Moderator of the conference will be Tony Chambers, Creative Director, Design Consultant, former Editor-in-Chief of Wallpaper* and the Founder of studio TC & Friends

NOTES TO EDITORS

About the event

1000 seats are available free of charge and can be booked from June 28th at www.nextdesignperspectives.com

Location:

Gucci Hub

Via Mecenate 77, 20138, Milan, Italy

NEXT

Design
Perspectives
2019

Date:

Tuesday 29th October, 2019

Time:

9.00 - 18.00

About Altagamma

Altagamma is the umbrella organisation for Italy's most innovative leaders in the provision of high quality experiences and services. Since 1992, its vision is to be a creative and cultural ecosystem that is the most important accelerator of Made in Italy products.

According to **Andrea Illy**, Chairman of Altagamma:

"Fondazione Altagamma is a think tank for 'Made in Italy' and NEXT DESIGN PERSPECTIVES is a moment for investigating the future - for the benefit of its member companies and design based industries. Fashion, design, furniture, food & beverage, automotive, yachts, and hospitality are the preeminent fields represented by Altagamma and they all share the need to efficiently manage global macro changes and to forerun the prominent cultural trends. NEXT DESIGN PERSPECTIVES provides a moment for speculation and regeneration, and an opportunity for innovation"

About ITA

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.

About Fiera Milan

Fiera Milano is the leading exhibition Group in Italy and one of the top in the world.

***Fabrizio Curci, Ceo, Fiera Milano:**"Next Design Perspectives offers a privileged perspective point. Design boosts every successful sector of "Made in Italy" industry, from fashion to yachts. Design is the tool that enables us to better support the opening of new markets in several businesses"*

About Deyan Sudjic

Deyan Sudjic is Director of the Design Museum in London. His career has spanned journalism, teaching and writing. Deyan was director of Glasgow UK City of Architecture 1999 and in 2002 he was Director of the Venice Architecture Biennale. He was Editor of Domus Magazine from 2000 to 2004, and was Founding Editor of Blueprint Magazine from 1983 to 1996. Deyan has also published many books on design and architecture.

NEXT DESIGN PERSPECTIVES is supported by **Regione Lombardia** and the **City of Milan**.

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