

ALTAGAMMA – NEXT DESIGN PERSPECTIVES 2025

Longevity and New Worlds at the heart of Altagama's 5th edition event dedicated to the future of creativity and design

Curated by Marco Sammiceli, in collaboration with Triennale Milano

Milan, 14 October 2025 – *Next Design Perspectives* returns: Altagama's annual conference explores the new frontiers of design and creativity, engaging each year a different curator and a roster of speakers from diverse fields of study, research, and design practice.

"Next Design Perspectives is both a laboratory and a moment of reflection designed to identify the emerging creative trends that lie at the heart of Made in Italy excellence. For cultural and creative enterprises, looking ahead and anticipating macro-trends is a true competitive advantage, as is recognizing social transformations early on in order to trigger the innovation processes essential to our industry," said **Matteo Lunelli, President of Altagama**. *"For the first time in partnership with Triennale Milano, Next Design Perspectives offers an opportunity to broaden our perspective — on the future, on society, and on new markets. Among the topics addressed are wellbeing and longevity, which are expected to become increasingly relevant in shaping high-end consumer spending¹."*

The Fifth Edition: Longevity and New Worlds

Curated by **Marco Sammiceli** curator of the Design, Fashion and Crafts sector at Triennale Milano and Director of the Museo del Design Italiano, the fifth edition focuses on two core themes for the cultural and creative industries:

- **LONGEVITY** – not only as life expectancy, but as a contemporary value and quality that touches people, professions, products, and services.
- **NEW WORLDS** – with a focus on regions undergoing transformation, such as the Middle East and Africa, considered not only as emerging markets but as places where new lifestyles, languages, and imaginaries are taking shape.

"Longevity — understood as life expectancy, as quality of life, and not only as product durability — and the exploration of contexts such as the Middle East and Africa are themes shared by Altagama and Triennale's research," explained **Marco Sammiceli**, curator of *Next Design Perspectives 2025*.

"These horizons invite new reflections: longevity pushes us to recalibrate our relationship with time, while new worlds urge us to absorb diverse perspectives and redefine models of coexistence.

In this scenario, design becomes a tool to reinterpret the present and build the future — not only through objects, but through imaginaries, processes, and methods. The conference's interdisciplinary approach brings together architecture, fashion, communication, health, and social research. It reflects the plural identity of both Altagama and Triennale Milano, while inviting us to consider design as a discipline for reimagining relationships and envisioning longer, healthier lives."

¹ Altagama – BCG True-Luxury Global Consumer Insight Survey, June 2025 – Wellbeing, aesthetics, and the care of personal spaces emerge as fundamental dimensions of the high-end sector, with spending expected to increase by 10% over the next 18 months.

Opening Session: The Six Key Trends for the Future

The day opened with the presentation of the **six macro-trends most relevant to the future of the cultural and creative industries**, led by **Lisa White**, Director of Strategic Forecasting and Creative Direction at **WGSN**, the global leader in trend forecasting.

Her analysis was tailored specifically to Altagamma's member companies.

1. We and Me (Society)
2. Wise (Technology)
3. Environment (Climater-Changed)
4. Sharing the Stage (Politics)
5. Protecting longevity (Industry)
6. Play Power (Creativity)

Panels: Interdisciplinary Visions and Perspectives

Three sessions curated by **Marco Sammiceli** explored the themes of longevity and new worlds through dialogues among experts, designers, architects, urban planners, and researchers.

1. Longevity: Practices, Ideas, and Readings

A new approach to longevity — not only in medical terms such as drugs and protocols, but as a **quality of living**, enabled by projects that promote healthy and creative behaviours.

Speakers:

- **Nic Palmarini**, Director of the **National Innovation Centre for Ageing (UK)**, among the leading global experts on the relationship between longevity, lifestyle, and innovation;
- **Barbara Franchin**, Founder of **ITS Contest** and **ITS Arcademy**, a platform, archive, and museum mapping new talents in fashion, where **health, care, and time** become central themes of creative expression.

2. Longevity: Wisdom, Experience, and Education

A rounded vision of longevity can be understood as the **transmission of knowledge** — and, especially in design and architecture, as a form of **wisdom** that evolves into an educational method.

- **Norman Foster**, a global icon of architecture, was interviewed by **Marco Sammiceli** in conversation with **Stefano Boeri**, President of **Triennale Milano**.

The discussion focused on the **value of memory and design legacy** as tools for shaping the future — embodied today in the **Norman Foster Foundation** and the **Urban Study Institute**.

3. New Worlds: Building Awareness

A journey through the **cultural and social transformations** taking place across the **Middle East and Africa**, through new narratives and emerging scenarios.

Speakers:

- **Ahmed and Rashid Bin Shabib**, urbanists and founders of **Brownbook**, a magazine that documents contemporary dynamics across the **MENASA** region (Middle East, North Africa, South Asia);
- **Fahad Ahmed Al Obaidly**, Director of the **Design Doha Biennial**, a platform for research and exhibition showcasing new creative voices from Qatar and beyond;
- **Jeanne Autran-Edorh** and **Fabiola Büchele**, co-founders of **NEiDA Studio**, among the most compelling interpreters of the dialogue between **Europe and Africa**, with projects in **Burkina Faso** and **Togo**.

NEXT

DESIGN
PERSPECTIVES
2025

Digital Press Kit

Photos, speaker biographies, and additional materials are available in the [Digital Press Kit](#)

www.nextdesignperspectives.com

#NextDesignPerspectives

SPONSOR

OC&C Strategy Consultants – a leading boutique strategy consulting firm – is the official sponsor of the fifth edition of *Next Design Perspectives*.



MEDIA PARTNER

AD

domus

ELI DECOR

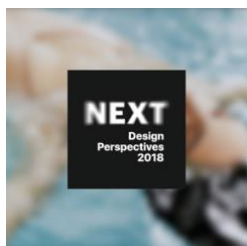
INTERNI

Living
CORRIERE DELLA SERA

PAMBIANCO MAGAZINE
DESIGN
NUMERI, FATTI E PROTAGONISTI DELL'ARREDO E DELL'ARCHITETTURA

NEXT DESIGN PERSPECTIVES – PREVIOUS EDITIONS

2018



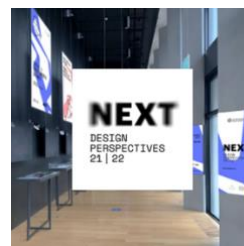
Curated by Paola Antonelli

2019



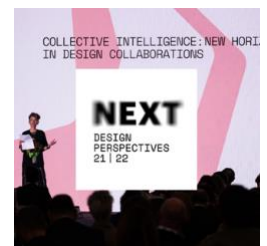
Curated by Dejan Sudić

2021



Curated by Beatrice Lanza.

2022



Curated by Beatrice Lanza

FONDAZIONE ALTAGAMMA

Since 1992, Altagamma Foundation has brought together Italy's leading Cultural and Creative Industries, promoting the country's excellence, uniqueness, and lifestyle worldwide. Unique in its cross-sector approach, Altagamma unites 124 brands from seven sectors — fashion, design, jewelry, food, hospitality, automotive, and yachting — representing more than 10,000 years of collective history. Altagamma's mission is to foster the growth and competitiveness of Italy's cultural and creative industries, thereby contributing to the nation's overall economic development. In a global market worth nearly €1.5 trillion, the Italian high-end sector represents an industry valued at €144 billion, contributing 6.85% to the national GDP and employing 1.92 million people, directly and indirectly. www.altagamma.it

Press Office

Edoardo Carloni | +39 339 1618463 | carloni@altagamma.it

Giorgio Bocchieri | +39 334 6853078 | bocchieri@altagamma.it