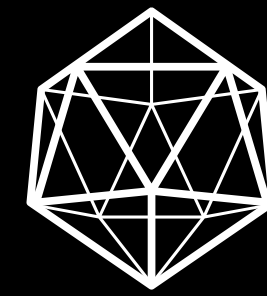


NEXT

**Design
Perspectives
2019**



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA



FIERA MILANO

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ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

Next Design Perspectives

2019

NEXT DESIGN PERSPECTIVES the future of creativity and design

DESIGN PERSPECTIVES is a look onto the future.
An opportunity to discover worldwide Design and creativity trends and their forthcoming impact on product consumption, lifestyle, and the business model of cultural and creative industries.

Its focus, DESIGN, intended in a broad sense as the culture of design applied to fashion, design, food & beverage, automotive. Design as a reflection upon the evolution of aesthetics, social and cultural trends, history.

Design as the essence of our time and the enzyme of innovation.

Main players

International speakers from many distinctive fields. Among them, innovative designers, architects, analysts, academics, and international experts of design and cultural and creative industries.

2018 – The Conference

30 OCTOBER: CONFERENCE AT LA TRIENNALE DI MILANO

Full day conference

- 17 international speakers
- 900 attendees (Altagamma Members, architects, designers, business community, students, invitees of Salone del Mobile and Camera Moda). 100 students followed the live streaming from Politecnico University
- 83 journalists
- 1200 streaming views

Among the attendants:

Michele de Lucchi, Antonio Citterio, Philippe Starck, Piero Lissoni, Ferruccio Laviani, Ambra Medda, Marco Bizzarri, Tom Dixon



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2018 – Themes and speakers

<p>ANDREA BELL & LISA WHITE</p> <p>WGSN TRENDS REPORT</p> <p>Keynote</p> <p>WGSN</p>	<p>MAURIZIO MONTALTI</p> <p>BIOFACTURING</p> <p>Panel</p> <p>CREATIVE DIRECTOR OFFICINA COPRUSENILE & HEAD DIRECTOR MAGU T.M.I.</p>	<p>ANJA ARONOWSKY CRONBERG</p> <p>NEW CONSUMER VOICES</p> <p>Panel</p> <p>FOUNDER & EDITOR-IN-CHIEF OF VESTED</p>	<p>NEXT</p> <p>Design Perspectives 2018</p>
<p>MARCO BIZZARRI</p> <p>CONVERSATION</p> <p>With Tony Chambers</p> <p>CEO OF BUCCI</p>	<p>TONY CHAMBERS</p> <p>POSITIVE DISCOMFORT</p> <p>Panel Moderator</p> <p>CREATIVE CONSULTANT, FOUNDER OF STUDIO TC & FRIENDS</p>	<p>SISSSEL TOOLAS</p> <p>POSITIVE DISCOMFORT</p> <p>Panel</p> <p>SMELL RESEARCHER & ARTIST</p>	<p>ANDREA TRIMARCHI & SIMONE FARRÉSIN</p> <p>POSITIVE DISCOMFORT</p> <p>Panel</p> <p>FOUNDERS OF FORMAFANTASMA</p>
<p>SUZANNE LEE</p> <p>BIOFABRICATION</p> <p>Keynote</p> <p>CCO OF MODERN MEADOW</p>	<p>JOHN C. JAY</p> <p>NEW CONSUMER VOICES</p> <p>Panel</p> <p>PRESIDENT OF GLOBAL CREATIVE FOR FAST RETAILING</p>	<p>KOERT VAN MENSVOORT</p> <p>BIOFACTURING</p> <p>Panel</p> <p>FOUNDER OF NEXT NATURE NETWORK</p>	<p>PAOLA ANTONELLI</p> <p>BIOFACTURING</p> <p>Panel Moderator</p> <p>SENIOR CURATOR OF ARCHITECTURE & DESIGN AT THE MOMA</p>
<p>NATSAI AUDREY CHIEZA</p> <p>BIOFACTURING</p> <p>Panel</p> <p>FOUNDER & DIRECTOR OF FABER FUTURES</p>	<p>PHILIPPE STARCK</p> <p>CONVERSATION</p> <p>With Tony Chambers</p> <p>CREATOR</p>	<p>NIPA DOSHI</p> <p>NEW CONSUMER VOICES</p> <p>Panel</p> <p>CO-FOUNDER OF DOSHI LEVINE</p>	<p>ALICE RAWSTHORN</p> <p>CONVERSATION</p> <p>With Paola Antonelli</p> <p>DESIGN CRITIC & AUTHOR</p>

Creator and partners



ALTAGAMMA

It gathers the best High-End Italian cultural and creative companies, that operate in fashion, design, jewellery, food & beverage, hospitality, automotive, yacht and wellness. Its mission is to increase the competitiveness of the Italian high-end industry.



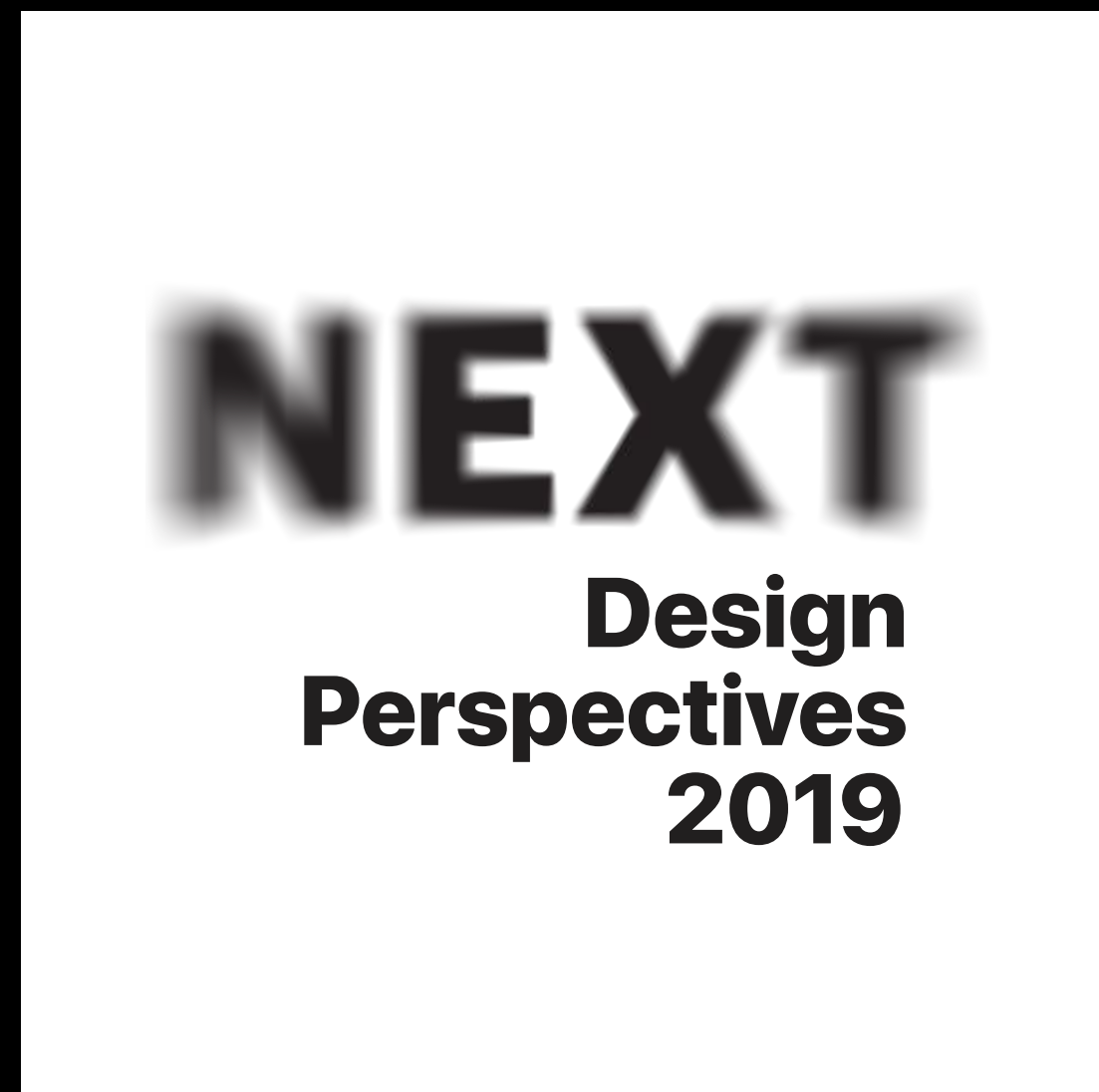
FIERA MILANO

Leading exhibition Group in Italy and one of the top in the world.



ICE AGENZIA

It Supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy.



DATE:
Tuesday 29th October 2019

LOCATION:
Conference: GUCCI HUB
(Via Mecenate 77, Milano)

Deyan Sudjic

Curator



Director of the Design Museum in London.

Journalist, teacher, writer.

Director of Glasgow UK City of Architecture in 1999.

Director of Venice Architecture Biennale in 2002.

Editor of Domus Magazine from 2000 to 2004.

Founding Editor of Blueprint Magazine from 1983 to 1996.

Author of many books on design and architecture.



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Concept and scenario

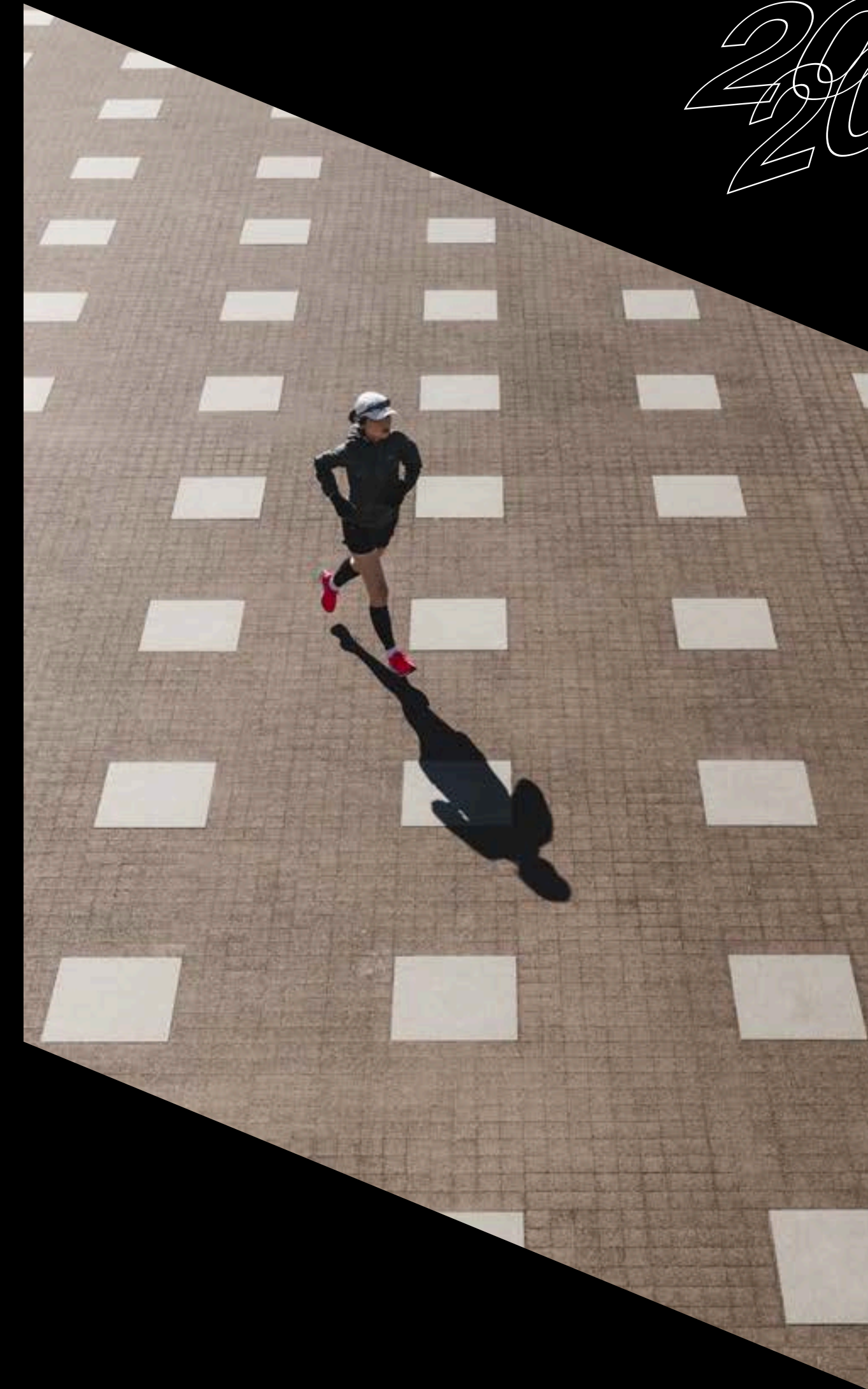
In the last decade, we have all had to rethink the way in which we understand the world around us. The pace of technological and social change has never been faster, and its impact has never been more far reaching.

Redefinition (abolition?) of privacy. New workplaces (WeWork) and new mobility. Pervasive usage of Social Media. Demanding and socially aware consumers. Long-lived and older population. China's evolution, from low-cost workshop to key market for European Luxury industry. Fashion moving beyond the runway to the 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 ?

NEXT DESIGN PERSPECTIVES 2019 will explore the impact of change through the focus of design and creativity, and will look for the answers to these issues.

2019



Next Design Perspectives

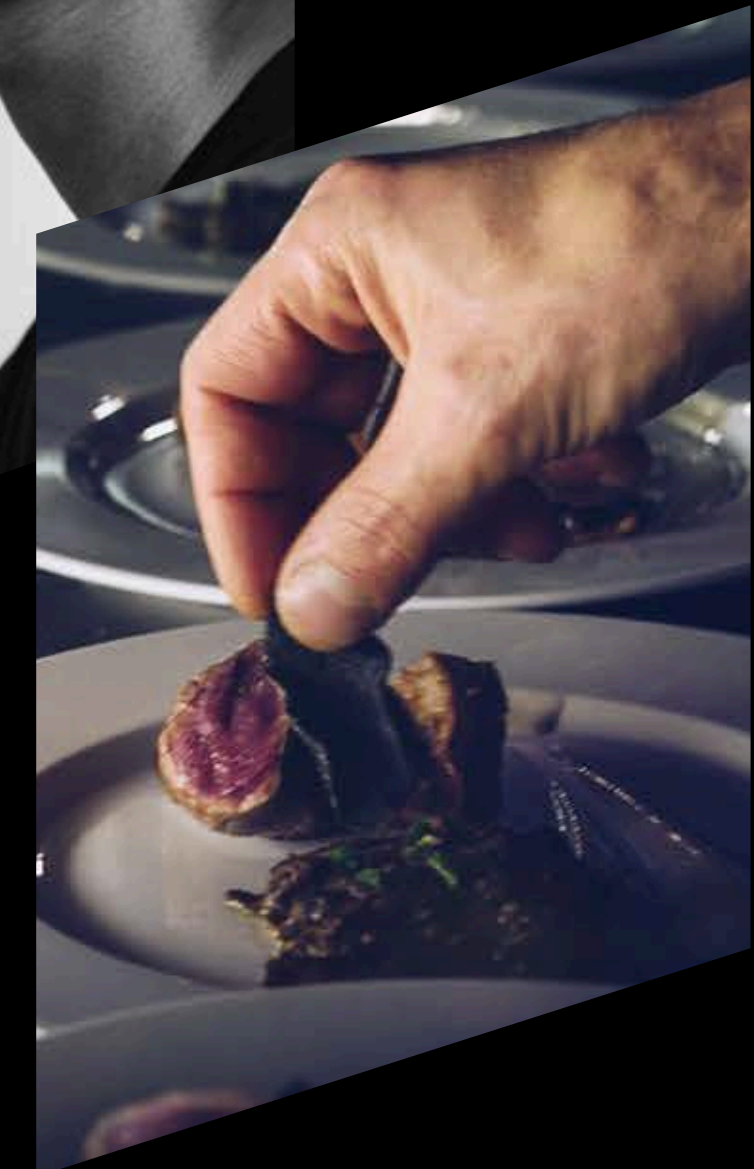
2019

The scenario

THE NEW SOCIO-CULTURAL TRENDS. And their impact on the design-based industry.

The themes

1. **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?
2. **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?
3. **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?
4. **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 new social-cultural trends



Ben Page, Ipsos MORI

Ben Page is a British market researcher. CEO of Ipsos MORI, where he has worked since 1989. Expert in leadership and performance management, surveys examining, service delivery, customer care and communications.

He has worked for private sector businesses on corporate reputation and consumer research, and closely with senior policy makers across government. Member of the advisory boards of the Kings Fund, Institute of Public Policy Research (IPPR), and the Social Market Foundation (SMF).

The moderator



Tony Chambers

Creative Director, Design Consultant and Editor and Founder of studio TC & Friends.

Brand & Content Director, Editor-in- Chief and Creative Director of Wallpaper* magazine from 2003 to 2018.

He has twice been named the PPA Designer of Year and twice Editor of the Year by the BSME.

In 2015 he was the recipient of the Mark Boxer Award for outstanding services to the Publishing Industry.

Co-Chair of Brainstorm Design, Fortune magazine's annual design and business conference, Singapore.

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2019

The new
visual identity

NEXT
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2019

HARD/SOFT
HARD/SOFT

FASHION
FASHION

NEW CONSUMER
NEW CONSUMER

MOBILITY
MOBILITY

HOME
HOME

FAST/SLOW
FAST/SLOW

DESIGN

Design
and Art Direction:

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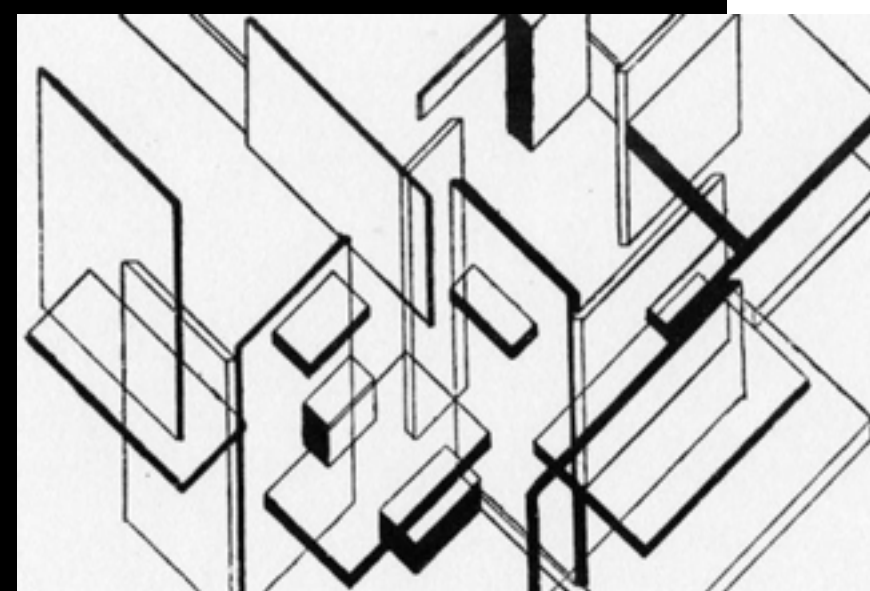
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Visual identity concept

The different fragments of images - that surround the logo of Next - symbolize the multiple visions in which it is possible to perceive our society.

In fact, the conference will examine the "multiple dimensions" of design and very different contents.

Different opinions and ideas can contribute and complement each other to form a more understandable vision.



Design
and Art Direction:



Design
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Keywords

The key visual is composed by fragments of images and words: keywords are related to the topics and opposite meanings, in order to stimulate a debate.

The typographic treatment follows the main concept: the diversity of perspectives and points of view about the topics.

DESIGN

HARD/SOFT
HARD/SOFT

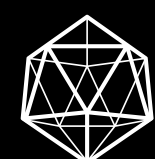
FASHION
FASHION

NEW CONSUMERS
NEW CONSUMERS

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2019

HARD/SOFT
HARD/SOFT

DESIGN

NEW CONSUMERS
NEW CONSUMERS

MOBILITY
MOBILITY

HOSPITALITY
HOSPITALITY

FAST/SLOW
FAST/SLOW

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The future of creativity and design

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HARD/SOFT

DESIGN

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MOBILITY

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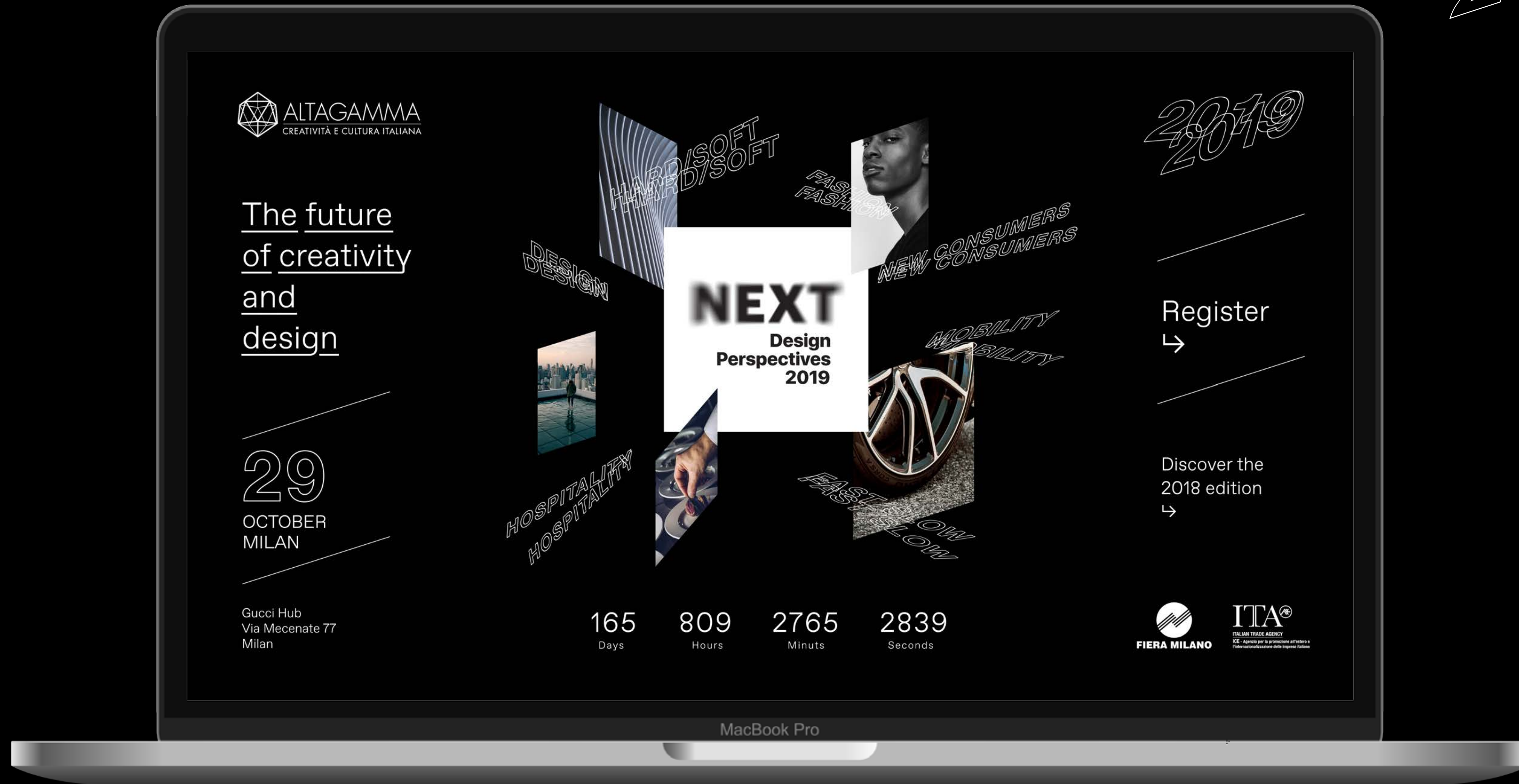
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The future
of creativity
and
design

29

OCTOBER
MILAN

Gucci Hub
Via Mecenate 77
Milan



2019

Register
↳

Discover the
2018 edition
↳

165
Days

809
Hours

2765
Minuts

2839
Seconds



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