

FUTURE TRENDS FOR DESIGN AND CREATIVITY

Inclusivity, sustainability, generational confrontation in a tech world, self care and a new concept of home. The second edition of NEXT DESIGN PERSPECTIVES, conference by ALTAGAMMA, presented the new trends for design and creativity.

Gucci Hub, Milan, October 29, 2019. The second edition of **NEXT DESIGN PERSPECTIVES**, the design conference conceived by **Altagamma** today revealed six key trends that will have an impact on both people's lifestyles and businesses.

WGSN, the international trend forecasters and data scientists who have been analysing and researching trends for over 20 years, presented the six key trends that include the need to revolutionise internal systems, how our consumption methods are developing, the changing nature of home, the effects of an aging population, a demand for inclusive design and the rise of digital craftsmanship.

Andrea Illy, Chairman of Altagamma, said: *"The second edition of NEXT DESIGN PERSPECTIVES confirms itself as a moment of reflection on how to interpret necessary change in design thinking and strategy. We thank the Curator Deyan Sudjic, Director of the Museum of Design in London, for bringing together this group of important international speakers - academics, scientists, innovators and designers - who offered visitors new perspectives to imagine new evolutionary and regenerative paths".*

6 KEY TRENDS FOR DESIGN AND CREATIVITY - SUMMARY

1. THE AGE OF SYSTEMS

Designing better systems will become even more crucial than the design of the products themselves. We will move from product-focused design towards systemic design – for example, replacing linear supply chains with circular resource models. It is now time for brands to rethink internal systems to maximise long-term opportunities.

2. THE END OF MORE

In the future, people will want access over ownership; instead of having more things, they will simply want their desires fulfilled. This shift will take the form of an immaterial economy based on emotions, experiences and knowledge. People will be looking for quality over quantity in their consumption, and finding different ways to do so, including the rental economy and resourceful essentials.

3. THE HOME HUB

Our concept of home is changing, and so is what we do in both personal and public spaces. Home is becoming a key space for innovation, both for comfort and for community as consumers bring more activities into their immediate surroundings. The home is largely seen as a space for self-improvement, self-care, and community. Driven by the need for calm and comfort it will continue to be a growing market

4. THE AGE GAP

There is an intergenerational clash. In some parts of the world, companies must take into account the increase in population longevity, while in other parts of the world, especially in emerging economies,

the population is growing younger and brands need to know how to address the opportunities that these generations represent.

5. INCLUSIVE NETWORKS

Design for all will ramp up in 2021, as universal design strategies are adopted by governments, institutes and brands alike. As consumer demand for inclusive design grows, diversity will be recognised and celebrated across a fuller spectrum.

6. DIGITAL CRAFTSMANSHIP

Going forward, product-less stores will provide a more immersive and engaging shopping journey, while digital-only clothing and interiors unlock limitless creativity for the next generation of designers. Purpose-driven Gen Z and Millennials will also embrace the idea of digital design as it presents a new opportunity to tackle the desire for newness while creating more sustainable design systems.

Designed by Altagamma in partnership with **ICE Agency** and **Fiera Milano**, NEXT DESIGN PERSPECTIVES 2019 was curated by **Deyan Sudjic**, Director of the Design Museum of London.

The speakers who participated in NEXT DESIGN PERSPECTIVES 2019: **Klaus Busse**, Head of EMEA FCA Design; **Adrian Cheng**, Founder of K11; **Roberto Cingolani**, former Scientific Director of the Italian Institute of Technology and Leonardo's Chief Technology and Innovation Officer; **Claudia D'Arpizio**, Partner of Bain & Company; **Sara Ferrero**, CEO of Valextra; **Caroline Issa**, CEO and Fashion Director of Tank; **Philipp Rode**, Executive Director, LSE (London School of Economics and Political Science) Cities; the designers **David Chipperfield**, **Ilse Crawford**, **Tom Dixon**, **Piero Lissoni** and **Patricia Urquiola**; **Marcus Engman**, former Head of Design of IKEA and Creative Director of Skewed; chef **Davide Oldani**, **Nadja Swarovski**, Executive Board Member of Swarovski; **Vittorio Radice**, Vice President of Rinascente; **Carlo Ratti**, Director of the Senseable City Lab at MIT in Boston; **Hong Zhou**, President of Huawei's Research Institutes in Europe and Russia and **Lisa White**, WGSN's Director of Lifestyle & Interiors and Future Innovations. Moderators: **Johanna Agerman Ross**, Founder of DISEGNO and Curator of contemporary and twentieth century design at the Victoria & Albert Museum in London and **Tony Chambers**, Creative Director, Design Consultant, Editor (former Director of Wallpaper *) and Founder of TC & Friends .

Following the decision of the last Gucci fashion show 2020, Marco Bizzarri (Gucci President and CEO) announced that Gucci will donate 1000 trees (1 for each participant) to the Comune di Milano "ForestaMI" project, following the best practice ISO 20121 (standard certification for management of events), in order to fully offset the CO2 emissions of "The Next Design Perspectives" event hosted at Gucci Hub.

*"Made in Italy is a value: specifically it is the third best known brand in the world," says **Carlo Ferro**, President of the ICE Agency, "And design is the beating heart of this brand. Design means creativity, manufacturing and innovation. Also thanks to this, Italy is the second largest manufacturing country in Europe. ICE Agency supports NEXT DESIGN PERSPECTIVES because it wants to be included in an important moment of reflection on these issues and, in harmony with our goal of promoting the excellence of Made in Italy, an aid in spreading awareness of the great potential and modernity of the international markets".*

According to **Fabrizio Curci, CEO of Fiera Milano**, "*NEXT DESIGN PERSPECTIVES represents a strategic event for Made in Italy and for companies that find stimuli and innovative tools here to exploit their growth potential. Fiera Milano, also through participation in this event, supports Made in Italy products even beyond the boundaries of the Fair*".

#nextdesignperspectives

[DOWNLOAD THE COMPLETE PRESS KIT HERE](#)