

**NEXT DESIGN PERSPECTIVES 2019: PROGRAMME**  
**29 OCTOBER, GUCCI HUB, MILAN**

9:30 – 9:40

**WELCOME SPEECH**

*Andrea Illy* – Chairman, Altagamma

9:40 – 9:55

**WHY DESIGN MATTERS**

*Deyan Sudjic* – Director, London Design Museum, and Curator of NEXT DESIGN PERSPECTIVES 2019

Introduction by the moderators

*Johanna Agerman Ross* – Founder, Disegno and Curator of twentieth century and contemporary design, Victoria & Albert Museum, London

*Tony Chambers* – Creative Director, Design Consultant, Editor and Founder, studio TC & Friends

9:55 – 10:25

**THE KEY TRENDS FOR THE CREATIVE INDUSTRIES**

*Lisa White* – Director of Lifestyle & Interiors and Future Innovations, WGSN

10:25 – 11:30

**MOBILITY: THE ROAD AHEAD**

Moderator: *Johanna Agerman Ross*

*Klaus Busse* – Head of EMEA Fiat Chrysler Automobiles Design

*Hong Zhou* – President, Huawei European and Russian Research Institutes

*Carlo Ratti* – Director, Senseable City Lab, MIT, Boston

*Philipp Rode* – Executive Director, LSE (London School of Economics and Political Science) Cities and Co-Director, Executive MSc in Cities, LSE

11:30 – 12:40

**FASHION IN A DIGITAL AGE**

VIDEO INTERVIEW *Adrian Cheng* – Founder, K11

Moderator: *Tony Chambers*

*Sara Ferrero* – CEO, Valextra

*Caroline Issa* – CEO and Fashion Director, Tank

*Vittorio Radice* – Vice-Chairman, Rinascente

*Nadja Swarovski* – Executive Board Member, Swarovski

12:40 – 13:00

**DESIGN FOCUS: FUTURE WITHIN FU(rni)TURE**

*Claudia D'Arpizio* – Partner, Bain & Company

13:00 – 14:15

**LUNCH BREAK**

14:15 – 15:25

**DESIGN: HOW WE WILL WORK AND LIVE**

*David Chipperfield* – Architect

Moderator: *Johanna Agerman Ross*

*Marcus Engman* – former Head of Design, IKEA; CEO and Creative Director, Skewed

*Roberto Cingolani* – former Scientific Director, Istituto Italiano di Tecnologia (IIT) and

Chief Technology and Innovation Officer, Leonardo

*Patricia Urquiola* – Architect and Designer

15:25 – 16:30

**FOOD AND HOSPITALITY: YOU ARE WHERE YOU EAT**

Moderator: *Tony Chambers*

*Ilse Crawford* – Designer and Creative Director

*Tom Dixon* – Designer and Creative Director

*Piero Lissoni* – Architect and Designer

*Davide Oldani* – Chef, Restaurant D'O

16:30 – 16:35

**FINAL REMARKS**