

**NEXT DESIGN PERSPECTIVES 2019**  
**29 OTTOBRE, Gucci Hub, MILANO**

**PROGRAMMA**

9.30 – 9.40

**WELCOME SPEECH**

Andrea Illy – Presidente di Altagamma

9.40 – 9.55

**WHY DESIGN MATTERS**

Deyan Sudjic – Direttore del Design Museum di Londra e Curatore di NEXT DESIGN PERSPECTIVES 2019

9.55 – 10.00

**INTRODUCTION BY THE MODERATORS**

- Johanna Agerman Ross – Fondatore del magazine DISEGNO e Curatore del design contemporaneo e del ventesimo secolo del Victoria & Albert Museum di Londra
- Tony Chambers – Direttore Creativo, Design Consultant, Editor e Fondatore dello studio TC & Friends

10.00 – 10.25

**THE TOP 10 TRENDS FOR THE CREATIVE INDUSTRIES**

Ben Page – CEO di Ipsos MORI

10.25 – 11.40

**WHAT IS THE FUTURE FOR MOBILITY**

Moderator: Johanna Agerman Ross

- Klaus Busse – Head of Design di Fiat Chrysler Automobiles
- Carlo Ratti – Direttore del Senseable City Lab al MIT di Boston
- Philipp Rode – Executive Director, LSE (London School of Economics) Cities e Co-Director, Executive MSc in Cities, LSE

11.40 – 12.55

**HOW WE CONSUME FASHION**

Moderator: Tony Chambers

- Adrian Cheng – Founder, K11
- Sara Ferrero – CEO, Valextra
- Caroline Issa – CEO, Tank
- Vittorio Radice – Vice Presidente, la Rinascente
- Nadja Swarovski – Head of Corporate Branding and Communications, Swarovski

13.00 – 14.30

**LUNCH BREAK**

14.45 – 15.00

**HOW THE FUTURE IS GUIDING THE PRESENT**

Claudia D'Arpizio – Partner di Bain & Company

15.00 – 16.15

**WHAT IS THE FUTURE OF HOME AND WORKPLACE**

Moderator: Tony Chambers

- Marcus Engman – ex Head of Design, IKEA; CEO e Direttore Creativo, Skewed
- Roberto Cingolani – ex Direttore Scientifico, Istituto Italiano di Tecnologia (IIT) e Chief Technology and Innovation Officer, Leonardo
- Patricia Urquiola – Architetto e Designer

16.15 – 17.30

**WHAT IS THE FUTURE FOR FOOD AND HOSPITALITY**

Moderator: Johanna Agerman Ross

- Tom Dixon – Designer
- Piero Lissoni – Architetto e Designer
- Davide Oldani – Chef stellato

17.30 – 17.35

**FINAL REMARKS**