

BCN DESIGN WEEK



BETTER DESIGN = BETTER BUSINESS

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CATALÀ CASTELLANO ENGLISH

10/11/08
14/11/08

About BCN Design Week
General programme

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ACTIVITIES

10/11/2008
9 am - 1.30 pm
WORKSHOP
Global Trends 2009

10/11/2008
7 pm - 9 pm
MEETING POINT
Meeting Point Global Trends 2009

11/11/2008
9 am - 1.30 pm
INNOVATION MORNING
**Ecoinnovation: rethinking
differentiation strategies**

11/11/2008
3.30 pm - 6.30 pm
DME BARCELONA CONGRESS
DME Workshop

11/11/2008
7 pm - 9 pm
MEETING POINT
**Meeting Point DME Barcelona
Congress**

12/11/2008
9 am - 6 pm
DME BARCELONA CONGRESS
DME Conference

12/11/2008
7.30 pm - 9 pm
MEETING POINT
**Meeting Point DME Barcelona
Congress**

13/11/2008
10 am - 2 pm
Design circuit in 22@Barcelona

13/11/2008
4 pm - 6.30 pm
SESSION
**Synergies design-aeronautics
and interior design**

14/11/2008
9 am - 1.30 pm
SESSION
**Design and users: growing the
market**

10/11/2008

Global Trends 2009

The phenomenon of globalisation has adopted a dynamic very different from the process of homogenisation that we saw a few years ago, and now invites us to re-evaluate local cultures and to create a meeting place for markets from different points all over the planet. In consequence, strategies for meeting the challenge of the global market will be based on the unique nature of these local cultures, and on cities as laboratories for the creation of new, innovative projects.

Participants at this session will be invited to delve deeply into the process of developing global trends in aesthetics, consumption, communication and distribution. Within this context, the workshop leaders will focus on examples of international brands and products, with particular attention to the emerging BRIC countries (Brazil, Russia, India and China), using material from the International Trend Observatory as the basis for promoting innovation born of the local-global union.

The session has been organised with the cooperation of: [Leitat](#), [Divu*ciencia](#) and [Dirección Creativa](#).



Future Concept Lab

Programm

9 am - 9.15 am	Reception and submission of documents
9.15 am - 9.30 am	Session introduction: Trends and "design thinking" for encouraging creativity in businesses Alessandro Rancati , Dirección Creativa. Barcelona
9.30 am - 10.45 am	Global Trends 2009: Emerging markets in the BRIC countries and the 7 trends that prompt innovation (Part One) Trend 1: Pluriverse Transformation Trend 2: Multiplayer Renaissance Trend 3: Virtual Perception Francesco Morace and Elisabetta Pasini , Future Concept Lab. Milan
10.45 am - 11.15 am	Coffee Break
11.15 am - 12 am	Expert communication for future brands Felice Limosani , Creative Director. Florence
12 am - 1 pm	Global Trends 2009: Emerging markets in the BRIC countries and the 7 trends that prompt innovation (Part Two) Trend 4: Visionary Memory Trend 5: Public Creativity Trend 6: Sustainable Excitement

Trend 7: Body Sense

Francesco Morace and **Elisabetta Pasini**, Future
Concept Lab. Milan

1 pm - 1.30 pm

Discussion, conclusions and end

Place: [CaixaForum \(room 1\)](#)



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SPEAKERS

Francesc Aragall
President, Design for All Foundation

Xavier Badia
Currently the head of the R&D department at Alstom Transporte for Spain and Portugal

Sally Brazier
EDC

Pilar Casellas
Innovation Project Manager at the ACCIÓ CIDEM-COPCA, Business Innovation Centre

Xavier Claramunt
Architect and founder of Galactic Suite

Josep Congost
Design Manager of Roca Design Center & Innovation Lab

David Cosculluela
Managing Director, Ninco

Ignasi Cubiñá
Co-founder and Director of EcoIntelligentGrowth (EIG)

Eva Diedrichs
Senior consultant A. T. Kearney

Markus Fischer
Markus Fischer. Head of Corporate Design, Festo AG & Co

Jorge R. Fuentes
Deputy Director. Business Development, CTAE (Aerospace Research and Technology Centre)

Carles Gómara
Director of the Business Innovation Division, ACCIÓ CIDEM-COPCA

David Griffiths
Professor

Philip Hess
Co-founder SENZ Umbrellas

Hugo Hollanders
Senior Researcher, UNU-MERIT – Maastricht University

Gert L. Kootstra
Inholland

Begoña Igartua
Director of Quality and Environment for Fagor Electrodomésticos, S. Coop

Dr. Rubén Irusta
Director de la División de Medio Ambiente de la Fundación CARTIF

Keiji Kawahara
Executive Director, International Association for Universal Design

Felice Limosani
Creative Director

Felice Limosani
Creative Director, Firenze



The professional life of Felice Limosani, 42 years of age, began as a DJ. In 2000 he "invented" the language of MMS, designing emoticon services for the first time for UMTS-equipped mobile telephones.

As a DJ producer, he is the creator of "LIMOS – The Night (Goes On)" (London 2001 - Universal - Sony Music), a European hit and the first example of "emotional house". As an artist, he has created installations for UNESCO, Sketch Gallery (London), Ta Matete (Rome and Milan), Tempio di Adriano (Rome) and the Ravello Festival.

His multimedia works in DVD have been selected by Tate Modern, Centre Pompidou and Palais de Tokyo.

Today he works in Europe for companies such as Lacoste, Nokia, Emilio Pucci, Bulgari, Puma, L'Oréal, FIAT, Ferretti Yacht, Tod's and Swarovski.

Limosani works with the idea of associating creative expressivity and contemporary art with communication and marketing.

www.felicelimosani.com

Josep Matarin
Head of the Quality Department for
IMC Toys

William McDonough
Architect and author of the book
Cradle to cradle, remaking the way
we make things

Francesco Morace
President, Future Concept Lab

Darragh Murphy
The National Centre for Product
Design and Development Research
UWIC, University of Wales Institute

Peter Neumann
Director of NeumannConsult

Eusebi Nomen
Director of ESADE's Chair of
Intangible Assets Analysis, ESADE
Business School

Àngel Panyella
Manager, El Tinter

Elisabetta Pasini
Senior Consultant, Future Concept
Lab

Dr. Ger Peeters
Director of the Department of
Design, Social and Cultural Affairs

Mette Quinn
Policy officer, DG Enterprise-EU

Gisele Raulik-Murphy
Senior Researcher, Design Wales

Joan Ripoll
Senior designer Volvo Strategic
Design

Zane Rugina
Brand development and marketing,
Madara Cosmetics

Salvador Samitier
Head of the Environmental
Qualification Service belonging to
the Catalan Ministry of Environment
and Housing's General Directorate
of Environmental Quality

Marco Scamuzzi
General Manager of INGENIA

Jean Schneider
APCI

Keith Sequeira
European Commission, Enterprise
and Industry Directorate-General

Michael Thomson
President, BEDA, Bureau of
European Design Associations

Jorge Wagensberg
Professor and Director of the
Department of the Environment and
Science at "la Caixa" Foundation

Dirk Wynants
Founder Extremis

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Josep Matarín
Head of the Quality Department for IMC Toys

Francesco Morace
President, Future Concept Lab, Milan



A sociologist, writer and journalist, Francesco Morace has been working in the fields of sociological and market research for fifteen years. The president of Future Concept Lab, he teaches at Domus Academy and at SDA Bocconi Business School in Milan. As a strategic consultant for various Italian and foreign companies, he has given courses and seminars in several countries of the world.

He is the author of several books, including: *Il senso dell'Italia. Istruzioni per il terzo miracolo italiano* ("The sense of Italy: Instruction for the third Italian miracle", February 2008); *Società felici* ("Happy societies", December 2004); *La strategia del Colibrì* ("The hummingbird strategy", 2001); *PreVisioni e PreSentimenti* ("ForeSights and InSights", 2000); *Fashion Subway* (1998, with a new edition in 2002); "Metatendenze" ("Meta-trends", 1996); *Controtendenze* ("Counter-trends", 1990); and *Chi ha lasciato il segno?* ("Who left the sign?", 1987). In addition, he is co-author of: *Real Fashion Trends: The cool hunter guide* (October 2007); *Living Trends: The 5 scenarios and 10 trends of domesticity and living* (December 2005); *Body Visions: The 6 trends of well-being and beauty in the world* (December 2004); *Italian Ways. Made in Italy: The six trends and their presence in the world* (December 2003); *European Asymmetries: The 6 trends of consumption that are shaping New Europe* (2002); *Mitologie felici* ("Happy mythologies", 1994); *I Nuovi Boom. Tendenze e prodotti di successo negli anni della transizione* ("The new boom: Trends and successful products during the transitional years", 1993); *Iperspesa. Vendere e comprare nel duemila* ("Hyper-shopping: Selling and buying in 2000", 1990); *I Boom. Società e prodotti vincenti nell'Italia degli anni '80* ("The boom: Society and winning products in Italy in the eighties", 1990). He writes articles on socio-cultural analysis and trends for several magazines, among them *Adv*, *Dove*, *Gap Casa*, *Il Bagno*, *Psychologies* and *7th Floor*.

He maintains a blog called "PreVisioni e PreSentimenti" www.francescomorace.nova100.isole24ore.com on the "Il Sole 24 Ore" web site.

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Elisabetta Pasini
Senior Consultant, Future Concept Lab, Milan



A Senior Consultant at Future Concept Lab, Elisabetta Pasini is co-ordinator of the yearly FCL Workshops cycle and responsible for the ongoing research programme on Retail Trends. Her continuous experience in training programmes and human resources management was achieved in several years of working in retail companies. She was Training Manager and Human Resources Manager for Rinascente Group, the biggest Italian retail company, for ten years. She graduated from the University of Bologna with a degree in Political Science, then earned a Masters in Social Anthropology at the London School of Economics and completed personal training in psycho-social analysis. She speaks four languages (English, Spanish, French and Italian) and has managed courses and conferences in Italy, Spain, the UK, France and Latin America.

She is co-author of *European Asymmetries: The 6 trends in consumption that are shaping the New Europe* (Scheiwiller 2003), and writes for several magazines such as *Casastile*, *Federmobili* and *Experimenta*. She lives in London and works between London and Milan.