

NEXT DESIGN PERSPECTIVES 2019: PROGRAMMA
29 OTTOBRE, GUCCI HUB, MILANO

9:30 – 9:40

WELCOME SPEECH

Andrea Illy – Presidente, Altagamma

9:40 – 9:55

WHY DESIGN MATTERS

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

Introduzione dei moderatori

Johanna Agerman Ross – Fondatore, DISEGNO e Curatore del design contemporaneo e del ventesimo secolo, Victoria & Albert Museum di Londra

Tony Chambers – Direttore Creativo, Design Consultant, Editor e Fondatore, 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

Moderatore: *Johanna Agerman Ross*

Klaus Busse – Head of EMEA Fiat Chrysler Automobiles Design

Hong Zhou – Presidente, Istituti di Ricerca Huawei in Europa e in Russia

Carlo Ratti – Direttore, Senseable City Lab al MIT di Boston

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

11:30 – 12:40

FASHION IN A DIGITAL AGE

VIDEO INTERVIEW *Adrian Cheng* – Fondatore, K11

Moderatore: *Tony Chambers*

Sara Ferrero – CEO, Valextra

Caroline Issa – CEO e Fashion Director, Tank

Vittorio Radice – Vice Presidente, 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 – Architetto

Moderatore: *Johanna Agerman Ross*

Marcus Engman – ex Head of Design, IKEA; CEO e Direttore Creativo, Skewed

Roberto Cingolani – ex Direttore Scientifico, Istituto Italiano di Tecnologia (IIT);

Chief Technology and Innovation Officer, Leonardo

Patricia Urquiola – Architetto e Designer

15:25 – 16:30

FOOD AND HOSPITALITY: YOU ARE WHERE YOU EAT

Moderatore: *Tony Chambers*

Ilse Crawford – Designer e Direttore Creativo

Tom Dixon – Designer e Direttore Creativo

Piero Lissoni – Architetto e Designer

Davide Oldani – Chef, Ristorante D'O

16:30 – 16:35

FINAL REMARKS