

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

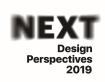
DESIGN FOCUS: FUTURE WITHIN FU(rni)TURE

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





