



fondazioneCapri

# CTWTF 2013

## SEGNALI DI CAPRI FUTURO.

### TRENDWATCHING FESTIVAL

COMPRO,  
DUNQUE SONO?

PRESS RELEASE

## Capri Trendwatching Festival 2013 - III Edition

### I buy, therefore I am?

**Signals of the future from Capri Trendwatching Festival, III edition**

A project by Elena Marinoni

Thursday May, 2 2013 from 2 p.m. - Naples only for the press

Friday May, 3 and Saturday May, 4, 2013 – Theatre of Grand Hotel Quisisana, Capri

2013 will see a new appointment with **Capri Trendwatching Festival**, an event organised by FONDAZIONE CAPRI, under the art direction of trendwatcher Elena Marinoni. The mission of Capri Trendwatching Festival is to sketch the outlines of the next future through research data, case histories, workshops and open lectures. On its third edition now, CTWTF is proud to host some prestigious characters including **Zygmunt Bauman, Massimo Banzi (Arduino), Henry Mason (Trendwatching.com), Alex Giordano, Adam Ardivson, Andrew Keen.**

The object of study of CTWTF is a carte raisonnée of the new emerging trends which may have a mid-term impact on social behaviours, consumption, lifestyle, the evolution of taste, customs and aesthetics.

CTWTF takes its moves from the results of an international observatory and finds its source in trendwatching, a research method of ethnographic origin that intercepts new-born mass phenomena, trends and themes that will characterise our future. If such phenomena are captured in due time, they could provide a crucial contribution to success for people who are in fashion, design, culture of project management, marketing and communication. The observatory is research in its own right and goes down to different levels of textual and iconographical documentation, based on the highlights sent in by an international net of urbanwatchers who engage in field-research in a number of key cities around the world, deemed to be the birthplace of social behaviours.

The subject matter of the third edition will be a reflection on the relationship between social identity and consumption and on the evolution of the figure of the consumer who is becoming more of a "maker" playing an active role in the value production chain. In order to understand this revolution, we will listen to **Massimo Banzi**, now a physical computing pundit after he launched his open-source project Arduino, and to Henry Mason from Trendwatching.com, the leading portal for analysis in international consumer trends.

In detail, we will be asking ourselves about the future of shops and which new concepts have started a revolution in the retail sector, which innovative demand and supply modes are on the rise in the physical and virtual places of international shopping. We will be looking into new budding trends with qualitative relevance in terms of international shopping experience as well as in the world of retailing.



# fondazioneCapri

In order to give you evidence, we will lead you through two case studies which express a state-of-the-art project approach to retail: the "Supermercato del futuro" Food Design District for Expo 2015 by Studio Carlo Ratti and the master plan for the new Villorese Autogrill by **Giulio Ceppi** from Total Tod.

On the first day we will devote some time to introducing a series of start-ups, the expression of a new wave of young entrepreneurs who are now developing new business models based on trend analysis: ICoolhunt, Brandon Ferrari, Buzzoole, JSign, Maison Academia. The debate will be introduced and facilitated by **Stefano Perrone** (OFF Officine Formative Banca IntesaSanPaolo) in collaboration with **Giovanni DeCaro** (Atlante Ventures Mezzogiorno). The young businesspeople will illustrate and compare their success stories and discuss them with the mediation of authoritative experts.

Another crucial theme will be the evolution of the relationship between people and brands in this special historical moment of economic recession, in Italy and worldwide. The system needs to undergo some necessary changes to survive, as **Alex Giordano, Adam Ardivvson and Andrew Keen** will be explaining to us in the meeting by the title Societing Reloaded. Beyond the digital vertigo for social innovation, the real issue shared by individuals and business alike is not about the shortage of ideas (you find plenty of them over the internet) and not even about the lack of people ready to commit themselves to real change: we feel the need for a new organizing pattern. A new entrepreneurial philosophy to convey the resources and steer them into a new direction is what we cannot do without.

The conclusions of the third edition of CTWF will be put in the hands of the world's leading sociologist, the man who coined the term "liquid modernity". On Saturday, May 4 **Zygmunt Bauman** will be holding a lectio magistralis to help us reflect on the close ties between social identity and consumption and between consumption and happiness.

Roberta Anghemo  
 Press Office Fondazione Capri  
 Mob. 338 2113037  
[press@fondazionecapri.org](mailto:press@fondazionecapri.org)

Follow us on:  
[www.fondazionecapri.org](http://www.fondazionecapri.org)  
[www.capritendwatchingfestival.net](http://www.capritendwatchingfestival.net)  
 Twitter: @CTWFestival  
[www.facebook.com/CTWFestival](http://www.facebook.com/CTWFestival)

con il sostegno di



con il patrocinio di



media partner



sponsor tecnici



thanks to



---

## Program

---

(to be defined)

### FRIDAY, MAY 3, 2013

#### **h 10.00 - 10.30**

Theatre of Grand Hotel Quisisana, Capri

**Registration of Participants**

#### **h 10.30 - 11.00**

Theatre of Grand Hotel Quisisana, Capri

### **KickOff CTWF2013**

Work opening

*Interventions by:* Gianfranco Morgano, Tonino Cacace, Elena Marinoni

#### **h 11.00 - 16.00**

Workshop #1

### **Retail Safari**

**On the discovery of the hippest shops around Naples and Capri**

*With:* Alberto Costabello (MiRT)

*Participation:* upon registration

#### **h 11.00 - 16.00**

Workshop #2

### **I make, therefore I am**

**The "New Makers" Revolution on stage at CTWF 2013**

*With:* Enrico Bassi (FabLab Officine Arduino) e Giorgio Olivero (ToDo)

*Participation:* upon registration

#### **h 11.00 - 16.00**

Workshop #3

### **Again(st) Coolhunting**

**Thories and techniques of Coolhunting around the streets of Capri**

*With:* Marco Pedroni (Università Cattolica), Francesco Morace (Future Concept Lab)

*Participation:* upon registration

#### **h 11.00 - 16.00**

Workshop #4

### **Netnography: the New Frontier of Social Media Strategy**

**The New Frontier of Social Media Strategy**

*With:* Alex Giordano (Centro Studi Etnografia Digitale)

*Participation:* upon registration

#### **h 11.00 - 15.00**

Workshop #5

### **Trendwatcher for a day**

**Laboratory for upgrade students from Capri and Anacapri**

*With:* Irene Festa (Fractals)

**h 16.00 - 18.30**

Theatre of Grand Hotel Quisisana, Capri

## **Startup, Now!**

### **Make room for young entrepreneurship and new “trend-based” business models**

*With:* Stefano Perrone (OFF Officine Formative Banca Intesa Sanpaolo, Banco di Napoli) and Giovanni De Caro (Atlante Ventures Mezzogiorno)

*Interventions:* Massimo De Andreis (SRM Centro Studi e Ricerche Mezzogiorno)

*Mediations:* Luca Morena (ICoolhunt), Brandon Ferrari, Fabrizio Perrone (BuzZoole), Chiara BoscoTreCase (JSign), Mary Palumbo (Maison Academia)

*Participation:* Open

**h 19.00**

Aperitivo al Borgo di S. Anna (Capri)

*Participation:* Open

**h 21.00**

Dinner at Capri Palace (Anacapri)

*Participation:* upon invitation

## **SATURDAY, MAY 4, 2013**

**h 10.00 - 11.00**

Theatre of Grand Hotel Quisisana, Capri

## **I buy, therefore I am?**

### **Highlights from the international trendwatching observatory on advanced forms of retailing and shopping experience**

*Interventions:* Elena Marinoni

*Participation:* Open

**h 11.00 - 12.00**

Theatre of Grand Hotel Quisisana, Capri

## **Best in Class**

### **Case History #1**

#### **The Supermarket of the future. Future Food District for EXPO 2015**

*Interventions:* Giovanni de Niederhausern (Studio Carlo Ratti)

*Participation:* Open

### **Case History #2**

#### **The age of sustainable sensoriality: the case of the new Villorosi Est Autogrill**

*Interventions:* Giulio Ceppi (Total Tool)

*Participation:* Open

**h 12.00 - 13.00**

Theatre of Grand Hotel Quisisana, Capri

## **Perform or Perish!**

### **A handful of trends to delight consumers, now and in the future**

*Interventions:* Henry Mason, Global Head of Research Trendwatching.com

*Participation:* Open

**h 13.00 - 15.00**

*Break*

**h 15.00 - 16.00**

Theatre of Grand Hotel Quisisana, Capri

**Arduino, opensourcing innovation**

*Interventions:* Massimo Banzi (Arduino)

*Participation:* Open

**h 16.00 - 17.00**

Theatre of Grand Hotel Quisisana, Capri

**Societing Reloaded  
Beyond the digital vertigo for social innovation**

*Interventions:* Alex Giordano, Adam Ardivvson, Andrew Keen

*Participation:* Open

**h 17.00 - 18.00**

Theatre of Grand Hotel Quisisana, Capri

**Consuming for life, or to death?**

*Interventions:* Zygmunt Bauman

*A lectio magistralis by the acclaimed sociologist who coined the term "liquid modernity" to reflect on the close ties between social identity and consumption and between consumption and happiness.*

*Participation:* Open

**h 19.30 - 22.00**

Faro di Punta Carena

**12.000 lumen party**

DJSet by sound designer Painè Cuadrelli

*Participation:* upon invitation

Roberta Aghemo  
*Press Office Fondazione Capri*  
Mob. 338 2113037

[press@fondazionecapri.org](mailto:press@fondazionecapri.org)

*Follow us on:*

[www.fondazionecapri.org](http://www.fondazionecapri.org)

[www.capritrendwatchingfestival.net](http://www.capritrendwatchingfestival.net)

Twitter: @CTWFestival

[www.facebook.com/CTWFestival](http://www.facebook.com/CTWFestival)

**CTWF 2013**  
CAPRI  
TRENDWATCHING  
FESTIVAL

fondazioneCapri

**SEGNALI DI FUTURO. COMPRO, DUNQUE SONO?**

**3-4 MAGGIO**  
GRAND HOTEL QUISISANA  
CAPRI

a cura di  
**ELENA MARINONI**

special guests

**LECTURES**  
ZYGUMT BAUMAN, MASSIMO BANZI,  
HENRY MASON, ANDREW KEEN,  
ADAM ARVIDSSON, ALEX GIORDANO

**WORKSHOP**  
FRANCESCO MORACE,  
ALBERTO COSTABELLO,  
ENRICO BASSI, GIORGIO OLIVERO,  
MARCO PEDRONI, IRENE FESTA

**CASE STUDIES**  
GIULIO CEPPI, GIOVANNI  
DE NIEDERHAUSERN

**FOCUS ON**  
**STARTUP, NOW**  
a cura di Officine Formative, Intesa Sanpaolo, Banco di Napoli, Atlante Ventures Mezzogiorno, ICoolhunt, Brandon Ferrari, Buzzoole, JSign, Style4Real, Maison Academia

retail  
estetiche  
consumi  
lifestyle  
trend

con il sostegno di

SIM BANCO DI NAPOLI

Ferrarelle Camera di Commercio, Industrie, Artigianato e Agricoltura di Napoli

media partners

Societing IL DENARO

thanks to

litchistudio.com MOVION GRAPHICS AND GRAPHICS DESIGN

COMUNICAZIONE DIGITALE INTEGRATA

fractal DATA MINING AND WEB ANALYTICS

napoli RACCONTIAMO IL MEGLIO DI NAPOLI

MIRTI MILANO RETAIL TREN

Centro Studi Strategie DIGITALE

www.capritrendwatchingfestival.com

con il patrocinio di

Città di Capri Comune di Anacapri Università degli Studi di Napoli Pathenope

SUN Seconda Università degli Studi di Napoli Dipartimento di Architettura e Design Industriale Luigi Vanvitelli benetton

sponsor tecnici

bludcapn C&P SERVICE erCongress foto flash