

EARLY BIRD DISCOUNT AVAILABLE



Experience the best of Italian design and learn how to leverage innovation thinking to generate breakthroughs

# disrupt your industry through innovation

**April  
4-9  
2019**

**MILAN, Italy**

SAN CALIMERO  
STREET 13

A six-day action-learning program in innovation, that will teach you how to synthesize divergent and convergent thinking.



Italy is a renowned cradle of creativity and the source of many iconic inventions. Become inspired by the top Italian designers and learn how to leverage their concepts into new growth opportunities

## GOALS

DESIGN

ITALIAN LIFESTYLE

STRATEGIC PREMIUM

ACCELERATED  
COMMERCIALIZATION

SUSTAINABLE COMPETITIVE  
ADVANTAGE

NETWORK

DIVERSE EXPERIENCE

- Learn how to capitalize on long-term value and sustainable growth from design experts and innovation thought leaders.
- Participate in a unique program that will help you understand what's next and teach you how to disrupt the design industry.
- Get trained by industry leaders and certified by the Global Innovation Management Institute (GIMI), the most recognized certification board in the innovation space.
- Gain access to Milan Design Week 2019, and the privilege of visiting the fair guided by a design specialist. This expert will introduce you to exhibitors and provide you with unique insight.



**1928 Moka Bialetti.** *Designer A. Bialetti*  
The first coffee machine, an iconic invention you will find in every Italian kitchen.

**1948 Vespa Piaggio.** *Designer C. D'Asciano*  
The origin of the scooter, a breakthrough in two-wheeled transportation, distributed worldwide.

**2000 Bombino Smeg.** *Design by MM Design*  
The design interprets a very mature product like the refrigerator and gives it a vintage look making it highly iconic.



## OBJECTIVES

**WHY** | Participants will learn and be inspired by global leaders, as well as become connected to the leading design ecosystem in the world.

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**WHO** | Ideal for innovation professionals, design experts, venture capitalists, entrepreneurs and business leaders or anyone with a curious mind.

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**HOW** | Program encompasses key elements around action learning, which include networking, benchmarking, and a rich cultural experience.

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**1965 Programma 101 Olivetti.** Designer Mario Bellini  
The first programmable “desktop computer”. Olivetti is recognized as the father of the personal computer industry.

**A world-class innovation experience that will change the way you do business!**

**PROGRAM**

Our intensive program will inspire you with: site visits, a speaker series and various workshops- all offering you the best in innovation skills, tools and methodologies.



**Hitendra Patel**  
Managing Director  
IXL-Center, Boston



**Francesco Zurlo**  
Scientific Professor  
Politecnico, Milan



**Francesco Morace**  
President Future  
Concept Lab, Milan



**Virginio Briatore**  
Design Consultant  
and Journalist, Milan

	4th THU	5th FRI	6th SAT	7th SUN	8th MON	9th TUE
morning	<p><b>9.00 - 10.00</b> Welcome Speech</p> <p><b>10.00 - 12.00</b> <b>Workshop 1</b> Design Thinking and Business Innovation: a new definition</p>	<p><b>9.00 - 10.00</b> <b>Speaker Series</b> <b>Francesco Zurlo</b> Strategic Design Politecnico Milan</p> <p><b>10.00 - 12.00</b> <b>Workshop 2</b> What does Italian Design mean? Case history</p>	<p><b>9.00 - 10.00</b> <b>Speaker Series</b> <b>Hitendra Patel</b> Business Innovation IXL-Center Boston</p> <p><b>10.00 - 12.00</b> <b>Workshop 3</b> EPIC Business Innovation</p>	<p><b>10.00 - 16.00</b> <b>Cultural Visit</b> <b>Milan and Como Lake</b></p> <p>Visit with <b>M. Elisabetta Ripamonti</b> Architect</p> <p>and</p> <p><b>Alex Terzariol</b> Designer</p>	<p><b>9.00 - 11.00</b> <b>Speaker Series</b> <b>Francesco Morace</b> Generational Trends FCL, Milan</p> <p><b>11.00 - 12.00</b> <b>Workshop 4</b> Megatrends in Design and Business Innovation</p>	<p><b>9.00 - 17.00</b> <b>Opening</b> <b>Milan Design Week</b></p> <p><b>Speaker Series</b> <b>Virginio Briatore</b> Design Consultant and Journalist</p>
	evening	<p><b>13.30 - 14.30</b> Speaker Series</p> <p><b>15.00 - 17.00</b> Demistify Business Innovation</p>	<p><b>13.30 - 17.00</b> Visit to a Design Company</p>	<p><b>13.30 - 14.30</b> Speaker Series</p> <p><b>15.00 - 17.00</b> <b>Observe</b> Materials, a special tool to innovate</p>		<p><b>13.30 - 17.00</b> Visit to a Design Company</p>
afternoon	<p><b>17.30 - 18.30</b> Cultural tour in Milan</p>	<p><b>17.30 - 18.30</b> Happy hour</p>	<p><b>17.30 - 18.30</b> Cultural tour in Milan</p>		<p><b>17.30 - 18.30</b> Happy hour</p>	

## THOUGHT LEADERS AND A GLOBAL NETWORK

Thought leaders will inspire you through design and innovation and will have you apply leading methodologies and tools that will ultimately connect you to a worldwide network of innovators.



**MM Design** is a strategic design consultant. A passionate and proficient team with offices in Milan, Bozen and São Paulo. MM Design has more than 200 successful products on the market making them one of the most well recognized design companies in Europe.  
[www.mmdesign.eu](http://www.mmdesign.eu)

**IXL Center** is a global firm which has been recognized by Forbes magazine as the Best Consulting Company in Innovation, Growth & New Business Models. IXL will deliver the training through its international consultants.  
[www.ixl-center.com](http://www.ixl-center.com)

**Global Innovation Management Institute (GIMI)** was founded by IXL Center and is recognized as the global standard certification board for innovation. GIMI will provide the program content and the certification.  
[www.giminstitute.org](http://www.giminstitute.org)

**ALEX TERZARIOL**  
General Manager MM Design  
ADI Executive Board Member

Alex Terzariol began his career with designer Rodolfo Bonetto in Milan, as senior designer responsible for corporate projects. He founded MM DESIGN, specialized in Industrial Design and Product Engineering. He is a member of the ADI (Italian Design Association) Executive Board in Milan where he is responsible for all international activities.

**MARIA ELISABETTA RIPAMONTI**  
Business Development Manager  
MM Design

Graduate in Architecture and in Business and Economics. She is a freelancer specializing in the design and restructure of buildings with low energy consumption. Her articles have been published in various magazines for the energy sector. She is the author of "Thermal Bridges: Analysis and Hypotheses for Solutions". She has been President of Lecco Architects and Treasurer of the Consortium of Architects of Lombardia.

**MAX ANDRIOLO**  
Principal IXL-Center Europe

Massimo Andriolo is an expert in innovation strategies and Business Development, he has worked in the financial sector and in strategic consulting for over a decade between Switzerland, Germany and the United States. He currently directs IXL-Center's European operations, declared by Forbes Magazine to be one of the twenty best companies in Innovation Management in the United States. Graduated in Business and Economics with MBA from the Hult International Business School \_ A.D. Little School of Management of Boston.

**FERNANDO ONOSAKI**  
Principal IXL-Center Brasil

Fernando Onosaki has more than twenty years of management consulting experience working in Strategy and Organization (S&O) related projects across different industries with both public and private sector clients located in different countries. He worked for Arthur D. Little for the technology and innovation practice (TIM) helping companies to identify and develop new growth opportunities.

### NETWORK

The strength of a network is the mix of knowledge that fuses to open up new perspectives and new ways of looking at the future

**CAROLINA CHITIVA**  
Director of Business Development

Carolina Chitiva has worked as a mentor and consultant in innovation with IXL Center on different fronts. In the 10X program that seeks to promote and accelerate growth in Colombian companies, supported the program in the city of Barranquilla (2016), led and facilitated the program in the city of Cúcuta (2017) and led and facilitated the program in Cartagena (2018). She has mentored more than 35 companies through these programs helping companies to build / strengthen the Innovation Systems and to drive innovation projects from the conception of the idea to the development and commercialization of the product / service.

**JULIJA KAMINSKAITE**  
Business Development Manager, GIMI

Julija Kaminskaite is the business development manager at the Global Innovation Management Institute (GIMI), and a consultant at the IXL Center in Boston, USA. She is an international expert in a number of industries (from education to automotive) and companies ranging from micro to global corporations. Julija is a cornerstone of sustainable success demonstrating: integrity, critical thinking, a can-do attitude, and an insatiable curiosity which drives her continuous learning.



**For more information please contact:**

**Mr. Leo Correa**  
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**Miss Elisabetta Ripamonti**  
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## OUR SPEAKERS



**Hitendra Patel**  
Managing Director  
IXL-Center, Boston

Dr. Hitendra Patel is the Managing Director of the IXL Center and Chair of the Innovation and Growth Program at the Hult International Business School. He has coached emerging leaders and managers of fast growth businesses.

Hitendra was a senior leader and co-founder of the Monitor Group's Innovation Practice and was responsible for Asia and Latin America. Prior to the Monitor Group, he was a senior manager at Arthur D. Little. As a management consultant, he has made lasting impact with all types of companies by helping them identify new engines for growth and develop their own capacity to innovate. Prior to consulting, Hitendra worked at Motorola in the portable energy space and is the owner of six patents. He is also a founder of various venture-backed companies.

Hitendra has also published articles on the topic of economic development in Brazil, India, Indonesia, Singapore, US and the UK. He is the co-author of 101 Innovation Breakthroughs, The State of Innovation at the Firm Level in Singapore, and Greenovate, Companies Innovating to Create a More Sustainable World. His most recent book, Connectivate! was published on May 2012. He is now working on his fifth book—Thinking and Acting Differently to Make Innovation Real.

Hitendra has an MBA from Kellogg School of Management, a BSEE from Washington University in St. Louis and a Ph.D. in Materials Science and Engineering from Iowa State University.



**Francesco Zurlo**  
Scientific Professor  
Politecnico, Milan

Francesco Zurlo has a Phd in Industrial Design and is a full-time Professor of Industrial Design at Politecnico di Milano, in the courses of Integrated Product Design and Management Engineering.

He's Deputy Dean of the Design School and Head of the Courses in Product Design (BA+MAs). He is also the Founder and Director of Cl.lab (a Politecnico's research lab focused in Creative Industries), and is on the board of ADI Index. He is Director of the Executive Master's in Design Strategy and System Innovation, and co-director of the Master's in Strategic Design and the Master's in Furniture Design of Politecnico di Milano.

He teaches annually at many design schools in Brazil, Mexico, Chile, China, Japan, France, Spain, and Portugal. He is an author of numerous international publications about strategic design, design-driven innovation, and design for organization.



**Francesco Morace**  
President Future  
Concept Lab, Milan

Sociologist, writer and journalist, Morace has been working for 30 years in the sociological and market research field. He is the President of Future Concept Lab. As a strategic consultant for various Italian and foreign companies, he has held courses and seminars in Argentina, Brazil, China, Colombia, Korea, Finland, France, Germany, Holland, Japan, Russia, Spain, Thailand, UK and USA.

He teaches at Politecnico in Milan and is the author of several books including ConsumAuthors. The New Generational Nuclei (Egea, 2017).

He writes articles on trends for numerous magazines, such as Millionaire, Advertiser, Mark Up, Sole 24 Ore.



**Virginio Briatore**  
Design Consultant  
and Journalist, Milan

Virginio Briatore, born in Piedmont (1955) is a design philosopher and observer of contemporary style. He has held workshops and seminars on these topics both in Italy and abroad, has published 11 books, at least 500 articles and coordinated research and workshop-competitions for Lavazza, Epson, Samsung, Citroën, Martini&Rossi, JVC, Dainese, Guzzini, Safilo, Whirlpool, Panasonic.

He has been design consultant at Lavazza since 2007.

He has been strategy consultant at Lago since 2013.

Virginio Briatore writes for INTERNI, D. La Repubblica delle Donne, Casaamica + Io Donna/Corriere della Sera, Surface + Graphis (NY), Design Week (UK), DAMn° (Bruxelles), CasaVogue Brasil.

He works in Milan and lives in Ravenna with his wife Rita and children Luigi (1996) and Valentino (1998).