

Lucia Chrometzka

ENG

Business Designer, since 1999 she specializes on **material culture observation and project innovation**. For over 20 years she has co-ordinated the International observatory of Consumption trends and the coolhunters network for Future Concept Lab, a research institute and consulting company that helps companies deal with market complexity, where she also carried out research for international clients and major brands, identifying the local and global opportunities for **concept development of products, communication and retail strategies**.

Lucia is currently adjunct professor of Trend Forecasting and Strategic Innovation in the School of Design in **Milan Polytechnic** and regularly lectures in **Domus Academy**, where since 2004 has been Master thesis mentor. In 2008 she conceived and developed the **TrendsGymnasium** project, an online training course for the application of trends.

She holds seminars for working professionals in many European Universities on the subject of business design and design thinking. She writes design articles and is the **co-author of the books**: Body Visions (2004), Living Trends (2005), Real Fashion Trends, the coolhunter guide (2007), Consum-Authors (2008) and #Coolhunting Evolution (2018).

Frequent speaker and moderator in international meetings, in 2009 she co-chaired the first Design Management Europe conference for **DMI**, at Triennale di Milano, Milan. In the past years she has been in the steering committee of **DESMA** (design + management) network commissioned by the European Community, and in 2016 she made part in the Corporate Research committee for **ADI Design Index**.

She holds a BA (Hons) in Industrial Design (Ravensbourne College of Design and Communication validated by Royal College of Art, London) and a Master's Degree in Design with focus on Corporate Vision (Domus Academy, Milan).