



GDOWEEK

Think Tank Award 2016 Young people are planning the retail of the future

Fifth edition of 'ThinkTank Award', the award proposed by GDOWEEK and dedicated to university students' retail projects.

This award, born in 2008 in collaboration with Bocconi University with the aim of creating culture and innovation around the retail world, wants to be a race of excellence among near-graduates who are going to enter the labour market.

'We are living a moment of profound change; retail is a place of border, confluence of nodes of the change, a space where needs are palpable and intolerances are perceptible. The listening skills are very important, but the interpretation of the signs is left to observer's experience and intuition. There are different ways to interpret the future: one of them lies in historic series, the one that comes from experience, proposals that come from people who work in the sector. Then there is another way, less 'certain', where people themselves predict their future, the people who will live and shape that future'.

(Cristina Lazzati, editor of GDOWEEK)

Bocconi University of Milan, EMLyon Business School University of Lyon and Esade Business School University of Barcelona took part in the contest in 2016 with 15 projects, divided into the following categories:

- GREEN & CSR The green point of sale
- TECHNOLOGY The technological point of sale
- FOOD The food point of sale
- TRANSVERSALITY The hybridization of the point of sale
- MULTICHANNEL The integration of the point of sale with the Internet and Mobile

A prestigious jury composed of first-level retailers, architects, sociologists, journalists, researchers, consultants, and teachers who work in the world of distribution evaluated with care and professionalism the projects that presented themselves as candidates for the award: Mario Gasbarrino - Unes, Giorgio Santambrogio - ADM and VEGÉ Group, Grégoire Kaufman - Carrefour, Alberto Moretti - Conad, Eleonora Graffione - Coralis, Francesco Cecere - Coop Italia, Andrea Casalini - Eataly Net, Alberto Baldan - La Rinascente, Carlotta Guerra - Ikea, Paolo Lucchetta - RetailDesign, Marco Cuppini - GS1 Italy, Francesco Morace - Future Concept Lab, Paolo Mamo -

Altavia Italia, Antonella Pirro Ruggiero - Focus Management, Mario Galietti – Procter & Gamble, Sandro Castaldo - Bocconi University, Monica Grosso - Em-Lyon Business School, Lluís Martínez Ribes - Esade Business School, Cristina Lazzati - GDOWEEK and Mark Up, Marina Bassi - GDOWEEK and Mark Up, Anna Bertolini - GDOWEEK and Mark Up, Francesco Oldani - GDOWEEK and Mark Up.

These are the projects that were proposed:

UNIVERSITÀ COMMERCIALE LUIGI BOCCONI

- **Équilibre**, a food retailer beyond the limits of large-scale retail trade
- **Foodesire**, the extension of catering
- **Kalós**, the retailer of well-being

EMLYON BUSINESS SCHOOL

- **The Planisphere**, all the cuisine in the world
- **Smart Fashion**, a shared experience
- **Loveria**, the perfect gift for all phases of love life
- **Grandma's Tips**, grandmother's tips
- **Eveil & Bio**, green store for babies and moms
- **The Kid Lab**, pedagogy for entertainment and retail
- **Hubdate**, affordable technology for everyone
- **Des Amis Pour La Vie**, the safe toy store

ESADE BUSINESS SCHOOL BARCELONA

- **Try Me On**, fashion e-commerce with physical support
- **M.u.M.**, Mom's cuisine at home
- **IZ.**, retail Innovation
- **Prakriti**, the eco-friendly appliance store

All projects can be seen online at <http://www.gdoweeek.it/thinktank/> website and could be voted through a web survey that closed on December 30th.

This year the award ceremony will take place within Marca - Private Label Conference and Exhibition, (January 18th to 19th 2017) at BolognaFiere, on January 19th at 12.30 AM.

A special thanks to Consorzio Coralis and Procter & Gamble, which sponsored the award.