

Call for Seminar Submissions “The Future of Luxury”

Rationale: The \$1.15 trillion luxury market is changing. This is impacted by a variety of factors that cut across design and craftsmanship, technology, economics, culture, marketing, demographic shifts, and concerns for the environment, to name a few. Globally, the steadily growing luxury industry is comprised of three sectors: personal luxury, transportation luxury and experiential luxury. Historically, the luxury industry focused on the affluent market, but in the last decade a “new normal” (D’Arpizio, Levato, Zito, and Motgolfier, 2015, p. 5) has emerged where luxury companies must pay attention to a multitude of changes in the marketplace that impact who their target customer is and how they will produce product. The exclusivity and diversity of luxury markets and consumers requires holistic and creative thought processes for products, services, global market development and customer experiences. We have designed this session to inspire a cross-disciplinary and critical discussion on the topic of the future of luxury. Strategies from Harvard’s ProjectZero/Visible Thinking will be used to inspire group thinking.

Method: The proposed seminar session will integrate the Visible Thinking techniques and exercises from Project Zero formed at Harvard Graduate School of Education. Project Zero uses observable representation that documents and supports the development of the group’s ongoing thoughts, questions, reasons, and reflections. The Project Zero method encourages multiple intelligences, visible learning, and artful thinking (Tishman and Palmer, 2005). The ideas that unfold during the session will be captured so that it is available to future collaborators.

Timeline: Participants will be expected to prepare for the seminar by reading a select group of articles that outline the Visible Thinking strategies and participating in a teleconference planning session prior to the annual meeting (date to be determined). As a team, the selected participants and the co-coordinators will lead the audience through exercises that inspire new thinking.

To Submit: We seek to form a panel of association members who have established scholarship or interest in issues associated with the changing luxury market. To make the session more engaging, we will select participants based on representation from a wide range of perspectives. Topics could include, but are not limited to:

- Design of Luxury Products
- Luxury and Skilled Craftsmanship
- Luxury and Sustainability
- Luxury and the Global Economy
- Luxury Across Cultures
- Technology’s Impact on Luxury
- Design of Luxury Customer Experiences

To be considered, please submit a short biographical sketch and a one-page statement indicating your interest and approach to the topic of “The Future of Luxury.” Submit via email to Jana Hawley at hawleyj@arizona.edu by March 1, 2017. Use “Future of Luxury” in the subject line. If selected, you will be expected to prepare for the session by reading the articles, participate in a planning teleconference prior to the annual meeting, give a 5-10 minute panel presentation on your perspective and/or scholarly approach to the topic, and assist in the Visible Thinking group exercises. The co-ordinators of the session will notify you of your acceptance by March 27th, 2017.