

Elena Marinoni

role

**Programme Leader Visual Design**  
**Istituto Marangoni Milano School of Design**

A background in strategic design, she combines her passion for education with her job as a top trend forecaster. As a design consultant, she helps companies and brands in tuning in with emerging trends, therefore supporting innovation processes and inspiring marketing and communication strategies consistently with the evolution of consumers' needs and social and cultural change. She is a specialist in spotting social-media driven trends affecting our current social imaginaries and crossing the borders between real life and the digital world.

Over the years, working as the Head of Trend Research at Nextatlas.com, an artificial intelligence-driven trend forecasting platform based on a crowd-sourced data stream of contents shared by an international community of +300k micro influencers, she has gained a solid expertise in such areas as design, new media, fashion, visual languages and new lifestyles emerging from the behavior of trend setters. Since 2007 she is a tutor at Istituto Marangoni for Trend Forecasting, Cool Hunting and Cult Searching, Aesthetic Trends History, Contemporary Design Analysis, Sociology Of Design.

Since 2009, she is in charge for the directorship for Capri Trend Watching Festival. Previously, she has been working at Radar Trend Distillery and at market research firm GPF spa as the company Managing Director.

Starting from June 2020, she has taken on the role of Programme Leader of the Visual Design area courses at the Istituto Marangoni Milano School of Design.