



THE  
NEW  
NOW

hosted by HeadsQuarter

## The Future Summit 2026 Collective Intelligence Intersects Forward Thinking

TheNewNow: setting a strong example for the dialogue of the future, in Zurich.

On April 22nd, 2026, the Zurich Headquarters was transformed into a vibrant think tank for the future of Swiss economy. Evolving from The Swiss Deluxe Hotels Media Summit with a fresh concept, The Future Summit TheNewNow opened its doors to 350 leaders of the luxury, hospitality, watchmaking, finance, healthcare, creative industries and media sectors to address one overarching question: Are we ready for what comes next?

*“No brand noise. No empty panels. Just sharp minds and relevant perspectives. I wanted to create a space where collective intelligence can truly emerge, because together we are so much more than any one of us individually.”*  
Evelyn Gorgos, Founder of TheNewNow

*“The Future Summit is the moment when you meet the right person at the right time and something bigger comes out of a conversation.”*  
Anil Varghese, CEO of Headsquarter Zurich

### A newly imagined format– less conference, more open dialogue

With a program intentionally designed to allow participants to tailor their own experience, four core themes (Media, Business, AI and New Work) were explored throughout the day. Keynotes, workshops, panels, roundtables, and live sessions provided space for honest dialogue, constructive criticism, and genuine shifts in perspective. What made the summit especially distinctive was the candidness with which people were able to share their failures, doubts and lessons that only life can teach. Creating an environment fostering trust and dialogue, the vision of founder Evelyn Gorgos was able to truly come to life: growth through true connection

### Speaker Highlights –Spanning Financial Strategies to Body Intelligence

**Prof. Dr. Felicitas Morhart (HEC Lausanne)** opened the day with a keynote address on luxury in a hyper-personalized world. *‘Relevance is not created through price, but through meaning, authenticity, and emotional connection.’*

**Joe Holles de Peyer (Co-Founder & CEO, SONMO)** advocated a regenerative approach in the luxury industry. *‘We are not the problem. We are the solution: luxury must give back.’*

**Sébastien Félix (Founder & CEO, Influence Society)** analysed the creative disruption brought about by AI and explored the role of attitude and mindset in a world of constant change.

**Oliver Rust**, former star photographer and pioneer in the field of AI and creative identity. *‘Luxury is being present. Experience matters.’*



THE  
NEW  
NOW

hosted by **HeadsQuarter**

**Jens Alsleben (Business Coach & Co-Founder, starkimsturm.com)** spoke about leadership as an existential experience and how true resilience lies not in strength, but in the ability to adapt.

**Gaudenz Looser**, Editor-in-Chief at 20 Minuten, summed up the current media transformation in three words: *'Content needs intention.'*

**Alex Müller** from Zuger Kantonalbank presented strategies for investing in uncertain times.

**Toan Ly**, Deputy Manager of Six Senses Crans-Montana, reminded the audience: *'Listen to your body: it knows.'*

**Thera Richardt** from BLEIB BERG F.X. Mayr Retreat prompted reflection: *'Most diseases come from being overwhelmed. We need more time to eat. To recover. To breathe.'*

**Claudio Del Principe**, columnist and bestselling author, offered a pasta workshop as a team-building experience, providing a conscious counterpoint to the digital acceleration and celebrating craftsmanship, enjoyment, and human connection.

### **The Future Summit 2026 at a glance**

Date: April 22, 2026

Location: Headquarters Zurich, Stockerstrasse 33 & Beethovenstrasse 48

Attendees: 350 senior professionals and thought leaders

Speakers on stage: 55

Sessions: 100+

Formats: Keynotes · Workshops · Panels · Roundtables · Live Sessions · After-Show

Tracks: Media · Business · AI · New Work

**Culinary & Beverage Partners:** Culinary Office Zurich with **Chef Moses Ceylan** of **YA MAMA, Baur au Lac Vins**, under the direction of **CEO Marc Almert** (Best Sommelier of the World 2019), **Louis Roederer Champagne**, **Valser water**, **MISSGYOZA**, **Löv Delights**.

### **Save The Date**

**The next edition of The Future Summit TheNewNow will take place on April 21, 2027.**

### **Media contact**

Evelyn Gorgos | mobile +41 78 677 9307 | [eg@egocommunications.com](mailto:eg@egocommunications.com)

### **Further information**

[www.newnow.work](http://www.newnow.work)