



INTERNATIONAL
LIFESTYLE
TRENDBOOK

2018 Trendtours



ACADEMY
FOR
CREATIVE
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TRENDBOOK 2018

International Lifestyle Studies || Trend Research & Concept Creation

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PREFACE

We proudly present this Trendbook made by the International Lifestyle Studies 2xcell team of 2017-2018. With this book we hope to inspire you and give you some insights in a few important and interesting trends. Since a few years, International Lifestyle Studies has given 2xcell students the opportunity to give and create trendtours for Ambiente. This year's team exists of five enthusiastic and motivated students that have worked hard to create this book. In the last few weeks we have spent our time gathering information, doing research, spotting trends and writing. This process mainly existed of discussing with one another, working together and helping each other out. This Trendbook is made with great help and expertise from our teachers Bodil Jurg, Babette van Bracht and our mentor Joost Stegeman. We are very

grateful and would like to thank them for their time and support. They have helped us grow in our trend skills and have provided us with the right feedback to get to the best result. We feel honored and we are looking forward to hosting you during a tour and make it a memorable experience. You can find us at our stands in Hall 4 and Hall 11 from Saturday the 10th until Tuesday the 13th of February. The tours will be held in English, and are available for all Ambiente visitors.

Trendteam International Lifestyle Studies 2018

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MEET THE TEAM

We would like to introduce you to the team. We are more than happy to answer your questions and give you more information about the trends and our profession.

Feel free to make a connection on LinkedIn and we might see each other in the future!



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INTRODUCTION

With this Trendbook we give insight in our present society and its developments. It shows five future proof trends that are driven by shifts in society. Per trend we explain the essence, and give insight in the values and needs that drive it. We also explain why the trend is relevant at the moment and what this might bring for the future. Every trend consists of three signals we have spotted, which are concrete examples of manifestation of the trend. Every trend is accompanied by colours, materials and a moodboard which demonstrates the look and feel. What will our future look like?

For more information about the signals and their creators, we refer to the list of sources. Sources of the images used in this book can also be found in the list of sources. The color samples are from the Pantone + Series Solid Coated and Uncoated. The printed colors may differ from the actual colour swatches.

*“TO ENJOY LIFE MORE
WITH HAVING LESS”*

01

SIMPLIFY

The western society is prosperous and wealthy, and we are consuming more everyday (CBS, 2017). Consumerism has made us more materialistic, and we value our products less and less. Owning so many things and having to make choices what to buy next can be quite stressful. According to a research conducted by psychologists, having more stuff than you need can cause stress and a chaotic mind (Trouw, 2017). As a reaction to this, we see a lot of people navigating towards a more minimalistic lifestyle, as prescribed by Japanese organising guru Marie Kondō. Minimalism is not only about having and using less things and products, but also making room for more meaningful experiences, living a meaningful life and celebrating freedom. A simplified lifestyle improves quality of life and helps to make life more peaceful.



Goodbye, Things

Creator: Fumio Sasaki

'The less you own, the happier you will be', is the message of the new Japanese minimalism. Goodbye, Things is written by Fumio Sasaki, who lives in a small apartment in Tokyo. He owns three T-shirts, four pairs of trousers, four pairs of socks, and that is about it. A few years ago he realised that material things made him feel rather unhappy, and he decided to get rid of most of his possessions. This book shows the philosophy behind minimalism and gives a few simple rules that help to live more easily, meaningful and happy (Blz, 2017).



FIL

Creator: FIL

FIL is brand which is only looking for the minimum and the real meaning of prosperity in this period of of consumerism. Their goal is to create furniture, objects, and fragrance products that are environmentally friendly with the hope of preserving the natural landscape of their surrounding area with a minimalist sensibility (FIL, n.d).



Decluttering Challenge

Creator: Rachel Jones

Rachel Jones is founder of the website nourishingminimalism.com. She is a joyful space specialist with a mission: to help people transform their homes into a peaceful space with an airy closet, tidy bookshelves and sparkling clear countertops. In 2008 she came up with a decluttering challenge, and ever since she has been motivating people to live a more minimalist lifestyle by getting rid of things. In 2018 the goal is set to get rid of 2018 things (Jones, 2017).

SIMPLIFY || MOODBOARD





MATERIAL

Recurrent in the trend Simplify we see materials such as concrete, sanded down oak and soft fabrics like wool. Natural, fair products that make your home a warm and comfortable place even though you have less things.

Zospeum

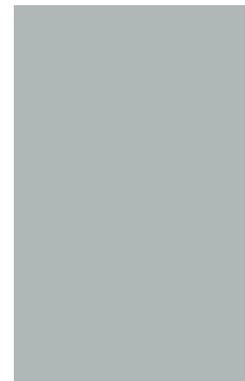
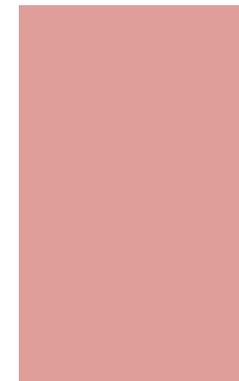
Zospeum is a building material that uses optical fibres so it permeate light into living areas, offices and basically all kinds of buildings. It insulates while remaining a strong material. Furthermore, it creates an interaction between the inside of the house and the outside world. Because it is such a hard, cold material, it suits the trend because of its simplicity and multifunctional possibilities.

Sand down Oak

Oak is a light coloured wood that can easily be used to build and create furniture with. It is a light, simple and natural material which matches the minimal lifestyle at its best.

Soft textiles

Soft, natural textiles will be seen in blankets, pillows and curtains. It will balance out the hard materials and give warmth, figuratively and literally.





COLOUR

Soft, grey tinted colours which will not take the overhand but have a calm ambience and feeling.

Pantone colour codes, as shown from left to right:

482U

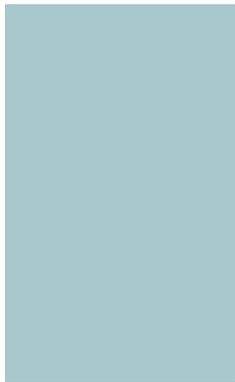
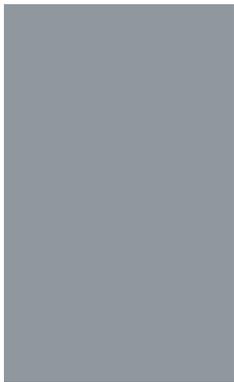
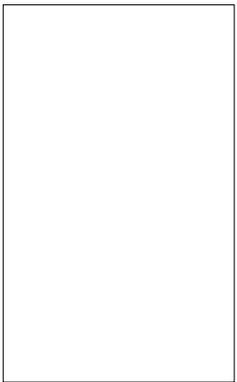
7606U

7537U

White

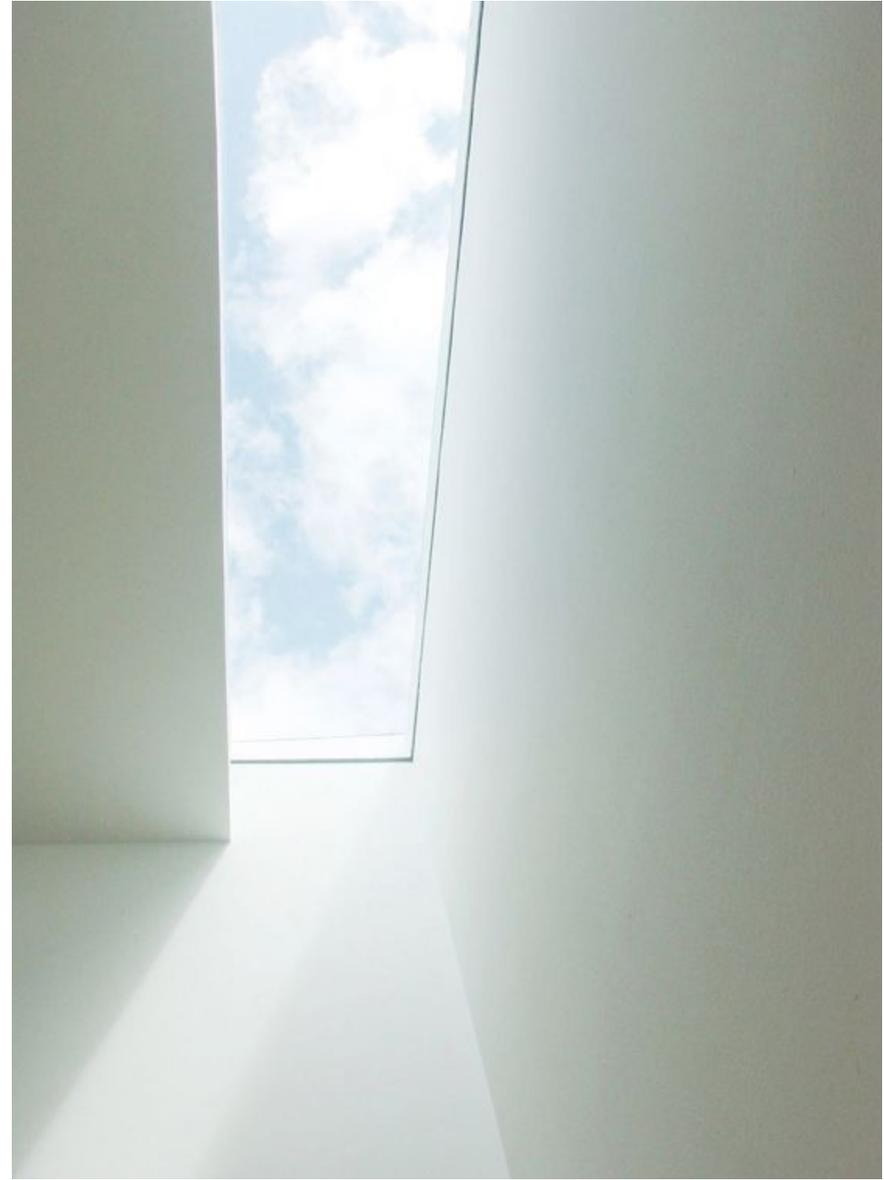
429U

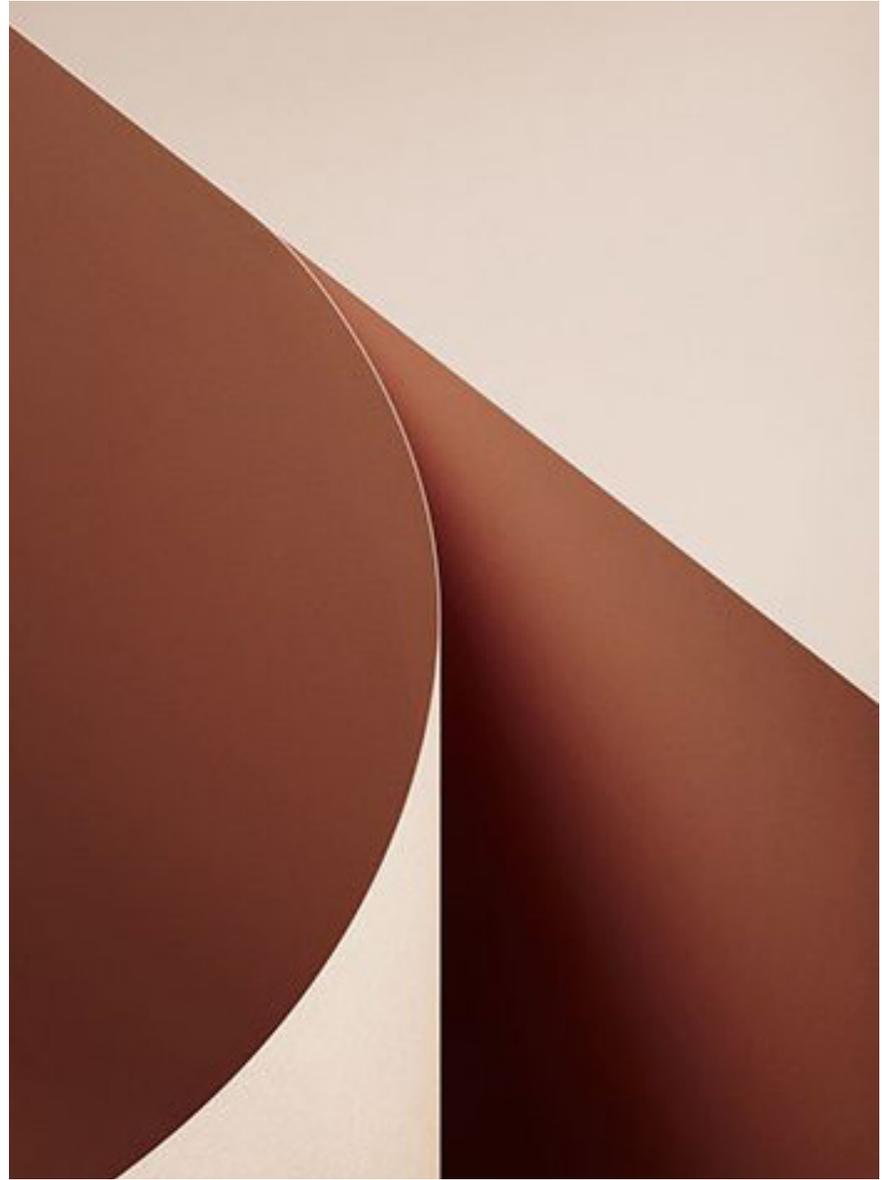
5513U



FORMS

Straight lines, plain and round forms. Forms that show only the essentials.





02

LIVING ON THE GO

Living On The Go is all about being on the move. We are moving increasingly often to live, work and recreate in different cities (CBS, 2017). We travel to build our careers and to explore new cities. To be able to do this, we are looking for a new kind of freedom. Functions of places and things are shifting and combining, and we want to be able to just get our things and move on. Where before we mainly worked in one place, nowadays more people work online and on a freelance basis, and only need their laptop to work. This means people can work wherever they like. Because of globalisation and digitalisation moving to different cities or even countries is easier than ever. Internet has made connecting with people or parties abroad accessible. Living On The Go is all about living a faster lifestyle and always being on the move with only the essentials. With the right products and tools, we are able to live a busy life in a comfortable way in different places in the world.

*“BEING ON THE MOVE WITH
THE MOST IMPORTANT
ESSENTIALS SO WE CAN LIVE A
FAST AND FLEXIBLE LIFESTYLE “*



Token

Creators: Melanie Shapiro and Steve Shapiro

Token is a ring that could replace everything in your pocket, like your keys and wallet. The Token ring was designed by Melanie and Steve Shapiro. It can store all your credentials and uses a fingerprint scanner to identify the user. The ring can also be used as a replacement for your credit card and your public transport card. Because you only need the ring, it is very convenient to travel with if you are always on the go (Token, 2017).



Kasita Strack

Creator: Jeff Wilson

Jeff Wilson created tiny housing units named Kasita that encourage a minimalist, on the go lifestyle. The stackable units are modular and prefab, and they can be built in only three weeks time. The Kasita apartments cost about €113,000 a piece. This 33 square-meter home is perfect for people who live a mobile lifestyle: the apartment can be moved in its entirety. Because of their small size, the units are designed with space-saving solutions and smart storage. The Kasita apartments are multifunctional and a lot of technology is used to make the units safe and comfortable (Kasita, 2016).



Nomadic Life

Creator: Gerard Oosio

Designer Gerard Oosio created a kit consisting of small objects for people who are often away from home. With the Nomadic Life kit you have your most important belongings by your side to make any place feel like home. Gerard Oosio finds that every place should feel like home, at least when you have your essentials with you. The kit consists of a stone candle, an incense holder to offer warm light, and a straw mat provides a place to sit or sleep. The wooden box functions as a table, stool and carrier. In short: the perfect kit for minimalistic travelers and modern urban nomads (Oosio, 2017).

LIVING ON THE GO || MOODBOARD





MATERIAL

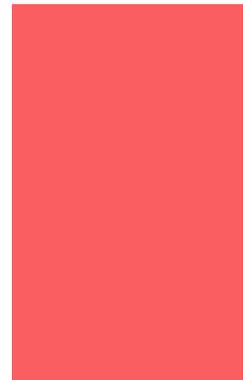
Recurrent in the trend **Living On The Go** we see materials such as metal, hard and soft plastics and bendable materials. These are materials that are lightweight, easy to carry with you and they can be formed and reformed for your comfort.

Sensitive fabrics

Fabrics with technological qualities, consisting of a combination of lycra protected by microfibres, and polyamide. The material is very thin: upto 50 percent thinner than common wrap-knitted textiles. Another plus for when you are traveling a lot from place to place: thanks to the extreme fineness and the open structure of the fabric construction, the fabric dries very fast, does not wrinkle, and is very breathing.

Micromoulded biocomposits

Designer Bas Froom developed a 'micromoulding' machine that makes it possible to locally change material qualities from a soft material into a strong and lightweight plastic. By doing this, he can keep the tactile qualities of the raw material, while giving it more strength so it can be used in furniture, fashion and textile. Because of the possibilities the material has (soft, hard and lightweight), it is a perfect material for the 'living on the go' people among us.





COLOUR

Bright, energetic colours that will have a positive influence on your mood and energy level.

Pantone colour codes, as shown from left to right:

286U

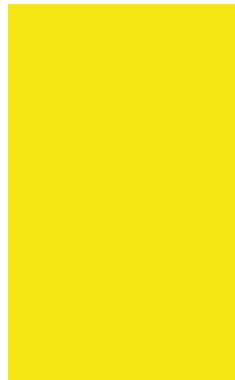
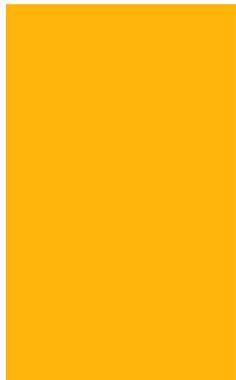
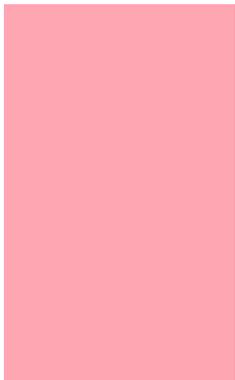
284U

1788U

1765U

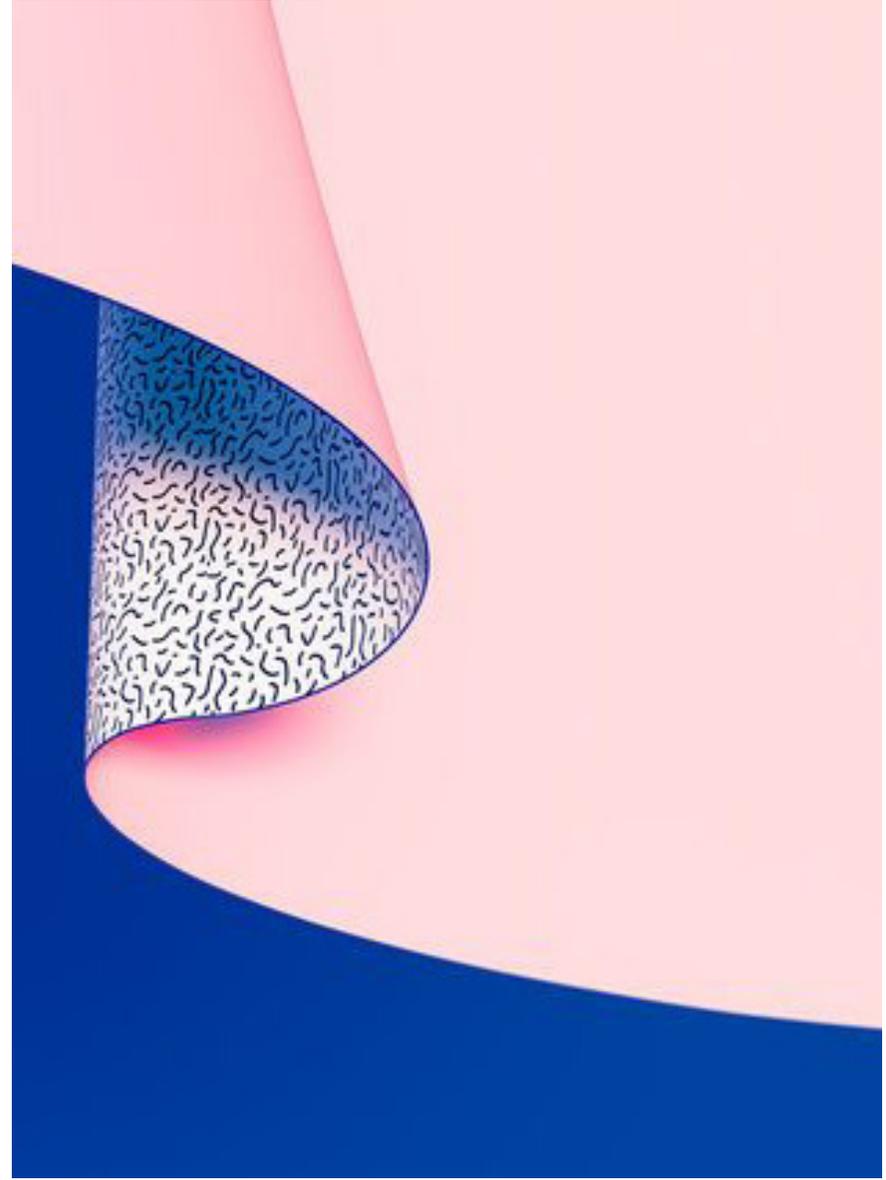
116U

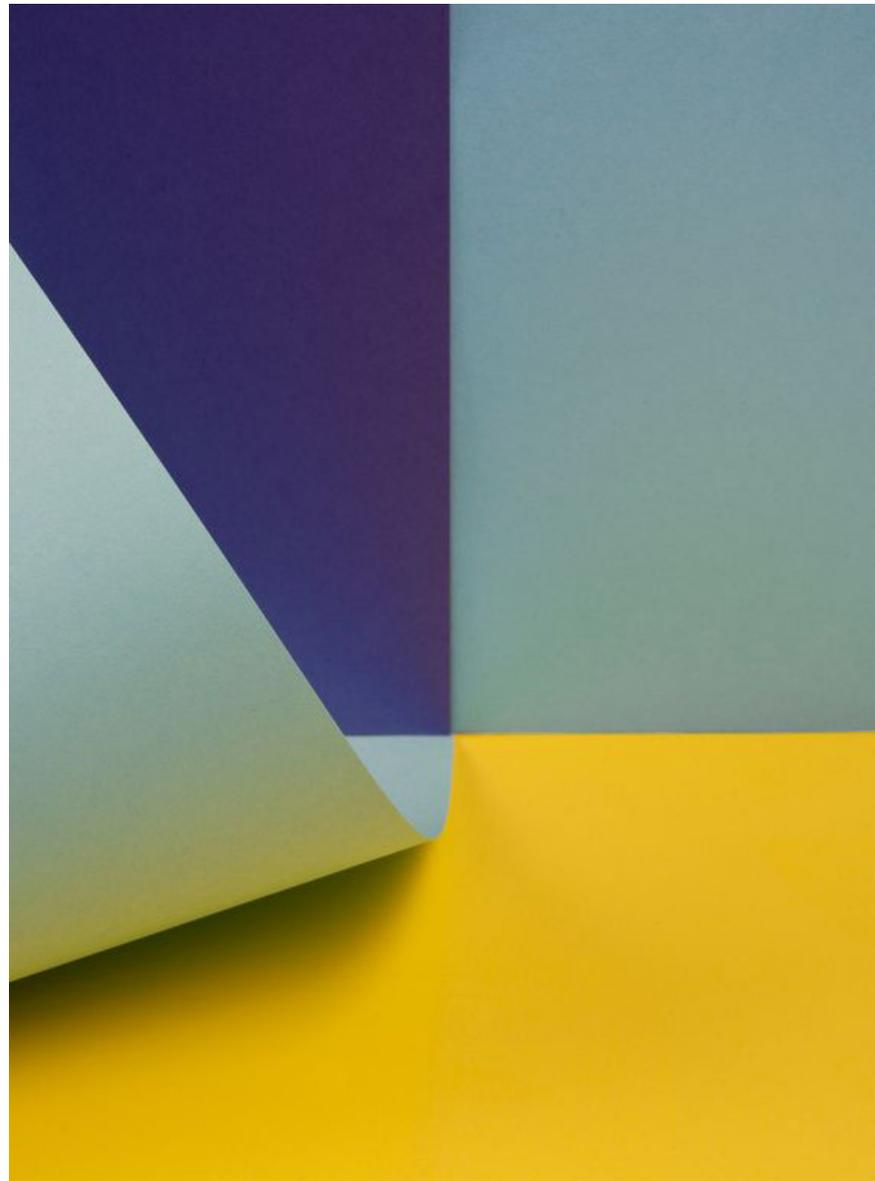
3965U



FORMS

Movable, adjustable forms that follow their function for serviceability for the user.





*“PRODUCTS WITH THOUGHT-
PROVOKING SHAPES THAT
STIMULATE OUR SENSES AND
FANTASIES”*



03

SENSE SHAPE

Sense Shape is about products that break taboos and remind you of the sensuality of the body. As a counter reaction on the ongoing technologisation of our western society and daily life, being in touch with our bodies and senses is becoming increasingly important. It also helps to start a conversation about sexuality and it can help us embrace our own sensuality instead of turning away from it. Where a large part of society used to focus on the negative consequences like health consequences, for example in sex education, we now focus more on the positive sides of sensuality. Nowadays we teach children how important it is to experience pleasure when you are engaging in intimate relations, according to Marinus Schouten from foundation School and Education (RTL Nieuws, 2017). Products with thought-provoking shapes help us stimulate our senses and fantasies, and help start a conversation about sensuality.



Goûte Spoon

Creator: Michel Fabian

The Goûte Spoon is a special piece of cutlery. As you can see, it does not have the shape of a traditional spoon: it rather looks like a finger. Because the shape of the Goûte Spoon is similar to our index finger, it feels like you are licking food off your finger, instead of eating with normal cutlery. This makes the experience of eating more intense, since eating with your fingers is said to be associated with tasty food (Kansu, 2017).



Whisp

Creator: Wan Tseng

The Whisp is a sensual kind of jewellery which combines fashion and technology. It helps you to get to know your personal intimate experience and it gives an upgrade to a more sensual lifestyle. The jewels give a sensory stimulation to help you relax and discover your own body. The designer wants to empower women by shifting a taboo topic into a more relaxed conversation. In this way, partners will feel closer to each other (Cuffe, 2016).

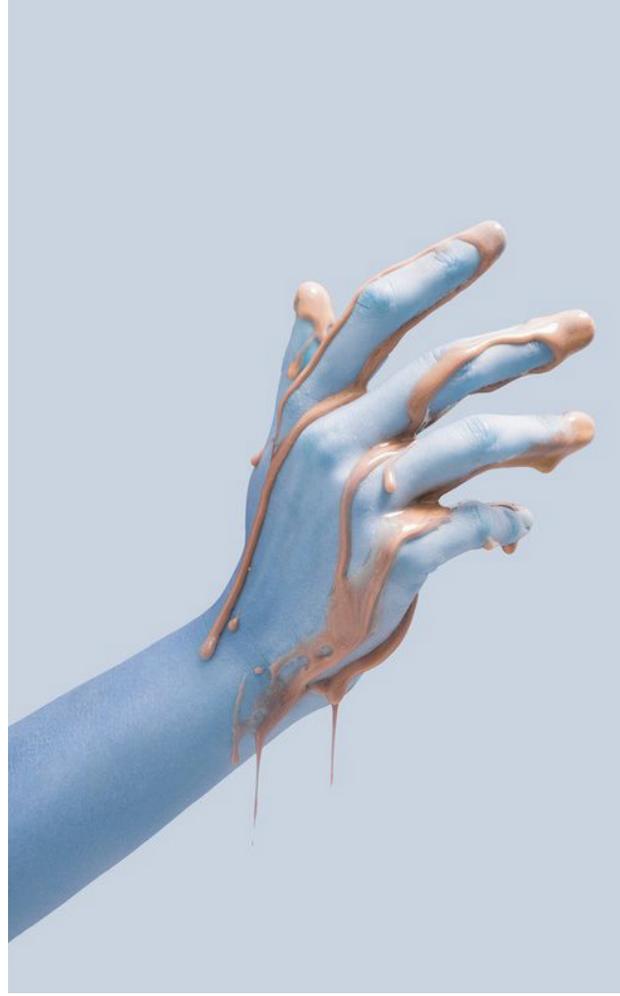


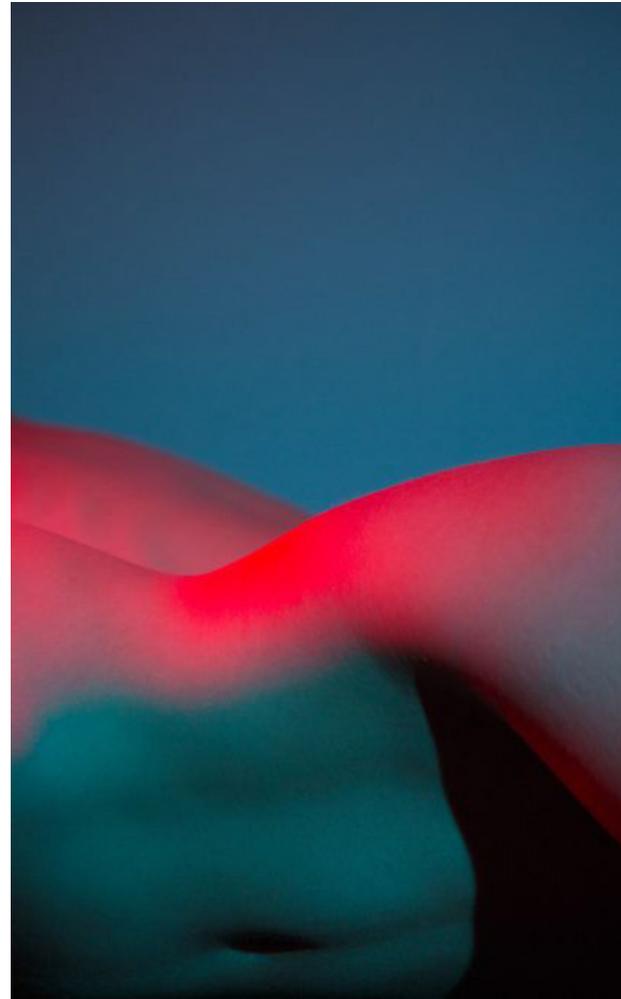
Dining Toys

Creator: Roxanne Brennen

The Dining Toys are different than normal crockery. This pottery is designed to encourage a way of eating that helps to trigger the same brain activity that is activated during sexual foreplay. The tools enhance the same pleasure of eating by releasing endorphins in the same way sex would (Carter, 2017).

SENSE SHAPE || MOODBOARD





MATERIAL

Material that triggers your senses. A combination of soft materials with different structures, like silicon, feathers, silk and velvet. Materials that will have a surprising effect when you are touching it, making it more of an experience rather than a common object.

Silicon

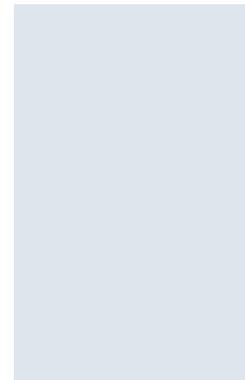
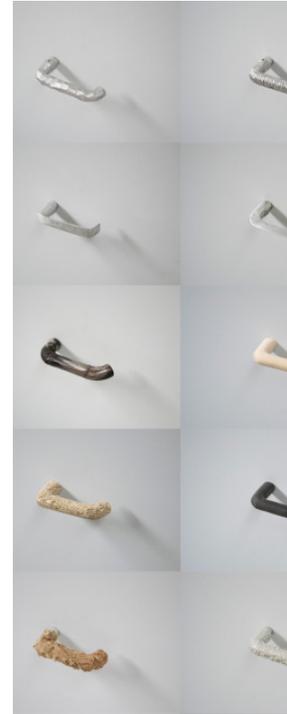
Silicon is a material that can be made with a soft and hard texture, depending on the composition. It is a cold material that collects heat when it is touched. It can trigger your senses when touching your skin, because it is mostly not a common material you wear or have on your skin.

365 Quickshift

This is a door handle collection designed by Studio Rene Siebum. In this material exploration, 365 door handles are transformed with different textures, structures, volumes and materiality that awaken our senses and explore our sense of touch.

Silk & smooth materials

A material that glides over your skin and in this way triggers your sensibility. Materials such as silk, feathers, velvet are materials that glide gently and make you feel more connected and aware of your own body.





COLOUR

Deep, intense colours combined with skin colours and a touch of light blue.

Pantone colour codes, as shown from left to right:

7520U

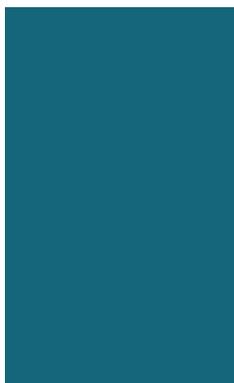
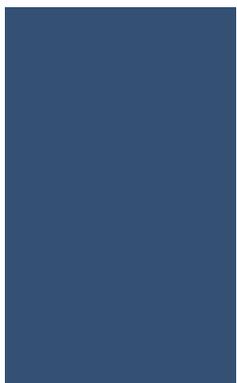
7416C

649U

295U

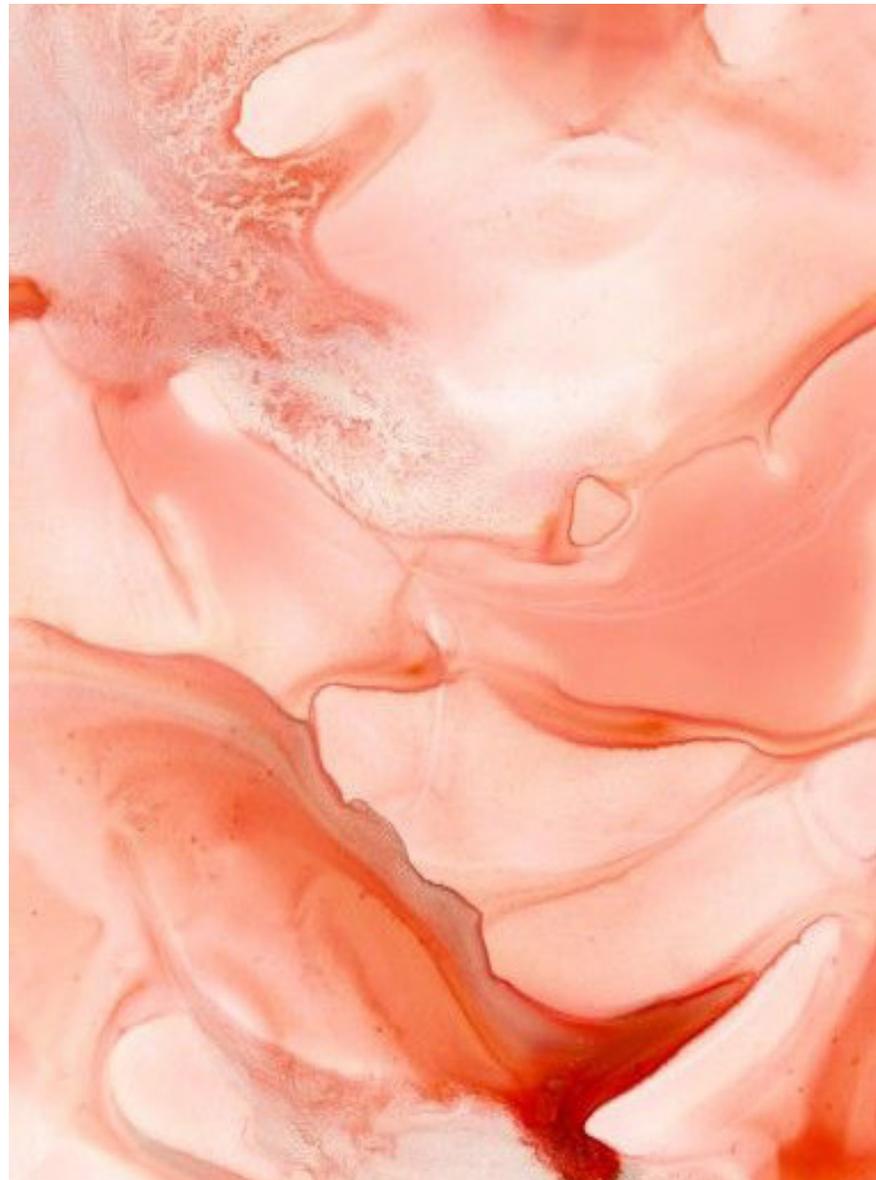
315U

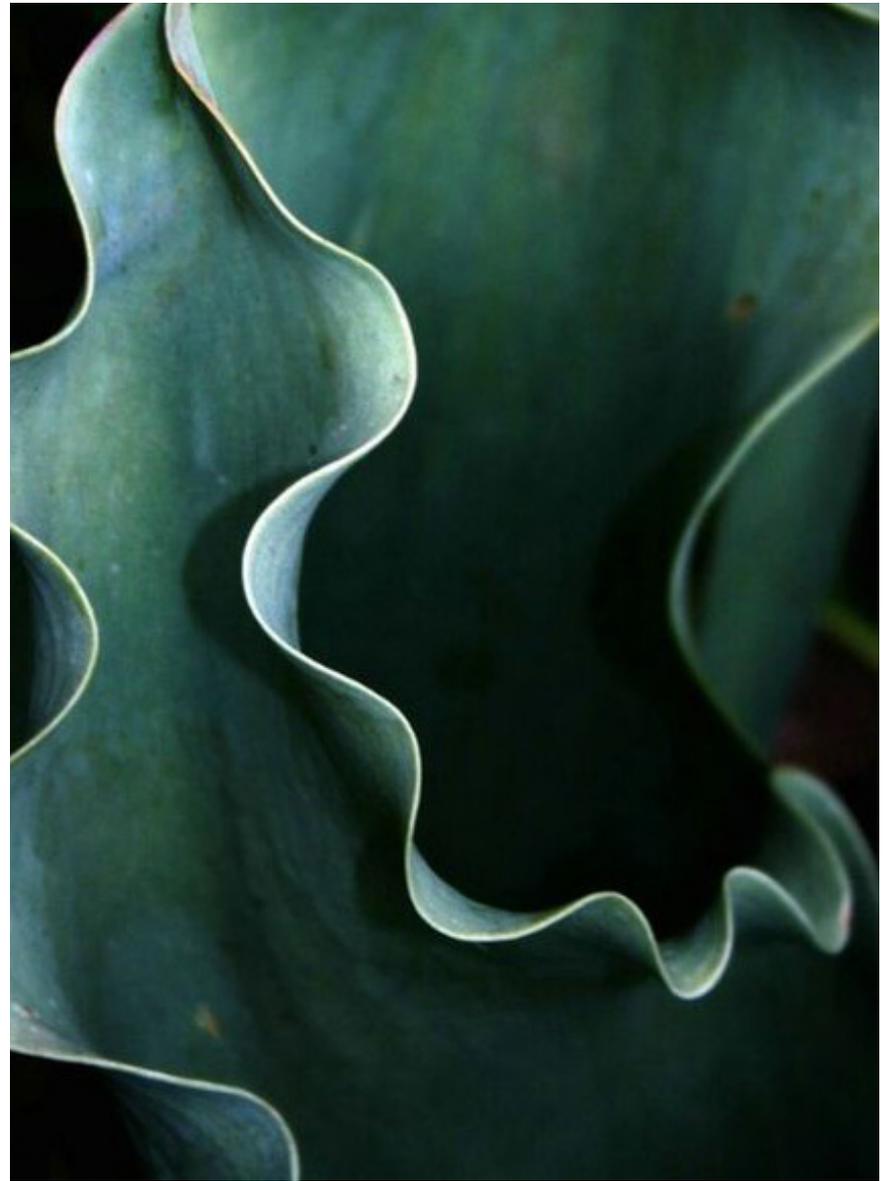
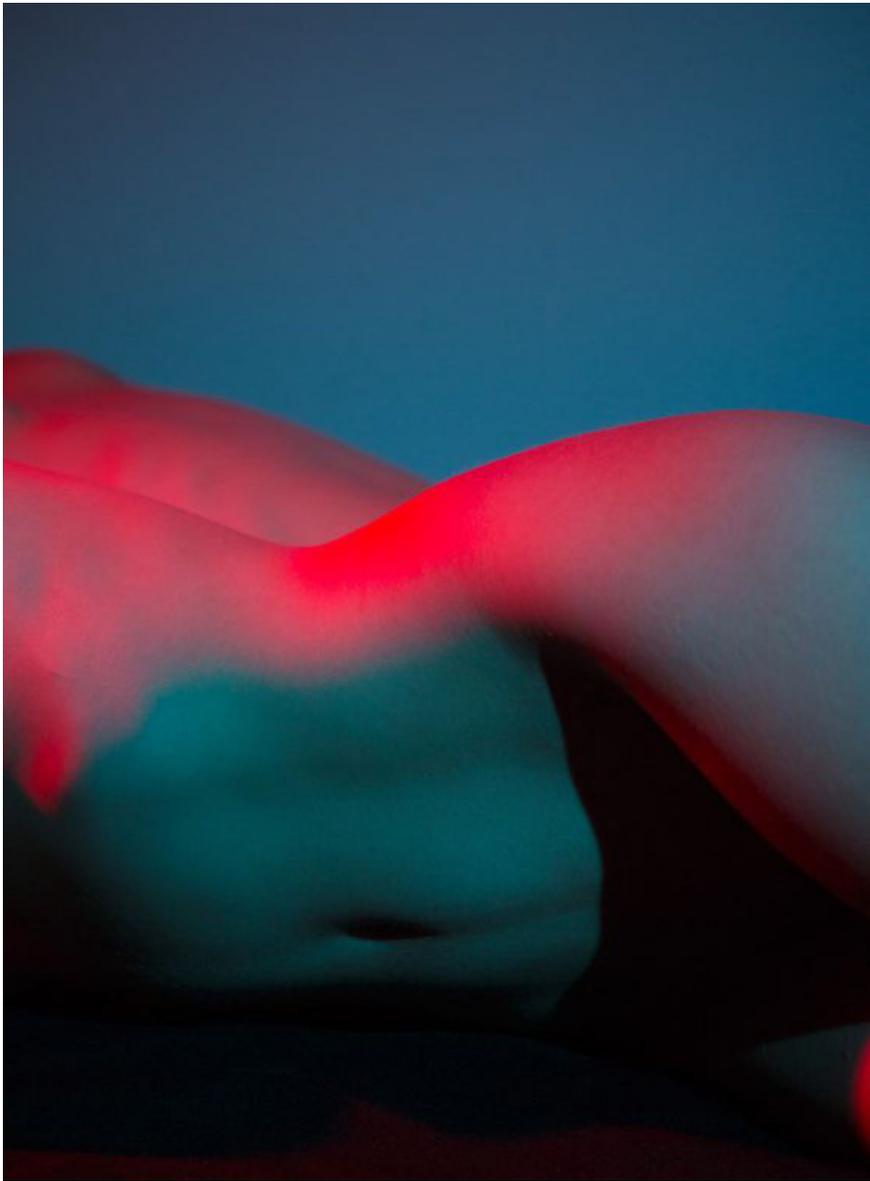
5473C



FORMS

Round, organic forms that fluently flow their shape and material.





04

USE IT OR LOSE IT

Use It Or Lose It is a new form of recycling, which is becoming increasingly essential in the struggle against climate problems. We are always looking for new ways to reuse trash and to experiment with trash material. Nowadays a lot of designers try to stay connected to the world by using natural waste to make new products. Natural waste, like animal or slaughterhouse byproduct and kitchen waste, have never been seen as a material for products. By using natural waste and trying to give waste a new purpose, designers are able to contribute to a more circular economy. In this way, we try to give the next generations a better world. Junk normally seen as useless, now gets new value and a new function. It also helps to reduce the amount of waste by using these kinds of materials for new products (Costa, 2017).

*“USING NATURAL WASTE TO
CREATE NEW PRODUCTS AND
REDUCE THE AMOUNT OF
WASTE”*



De Fruithaven

Creator: Gilbert Curtessi

Rotterdam-based club De Fruithaven opened its doors in 2017. Besides interactive art, science, a 3D printed bar and quite a lot of parties, the club has a zero waste policy. De Fruithaven uses green energy, generated by biogas from food waste and solar panels from the roof (Kusters, 2017).



Blood Related

Creator: Basse Stittgen

Blood Related is a series of objects made out of blood, designed by Basse Stittgen. As a graduate student, Stittgen had the idea to do something which uses the blood from slaughterhouses. His project shows the possibilities of blood as a material, by pressing it into a kind of powder. This process is commonly used in the production of black pudding. Afterwards the powder can be heated and pressed (Stittgen, 2017).



Ventri

Creator: Billie van Katwijk

Designer Billie van Katwijk is the creator of the Ventri handbags. The Ventri handbags are made of cow stomachs, as a sustainable alternative to leather. Van Katwijk was able to transform this raw natural material in a unique range of aesthetic leathers. Cow stomachs are normally a waste product in the slaughterhouses, but Ventri shows that luxurious design can be made of 'useless' waste (Katwijk, 2017).

USE IT OR LOSE IT || MOODBOARD





MATERIAL

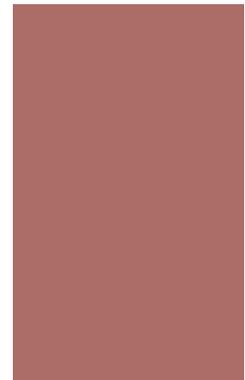
In line with this development we see a rising number of materials that are fabricated with the fundamentals of the trend Use it or Lose it. Materials that exist because of the curiosity of the designers who are willing to find alternatives.

Chitosan

Chitosan is made from shrimp shells that have been treated with acid to remove the calcium carbonate. An alkali solution is used to induce the mixture to form a polymer in the form of flakes. These flakes are processed into a plastic film, using conventional manufacturing methods. In this way the shrimp shells become a usable product instead of a material that will be thrown away.

Fungi Mutarium

Plastic-eating mushrooms, a development by Livin Studio in collaboration with researchers from the University of Utrecht. A new kind of edible mushroom that grows on plastic waste while digesting and eliminating plastic toxins from the environment could go some distance in alleviating two of today's most pressing environmental problems: the millions of tonnes of plastic waste that enter the ecosystem each year and the scarcity technology to deal with extreme farming conditions. This experiment shows that waste could have a purpose by experimenting with it.





COLOUR

Earthy tones, dark as well as light colours.

Pantone colour codes, as shown from left to right:

7604U

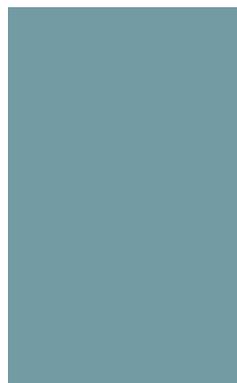
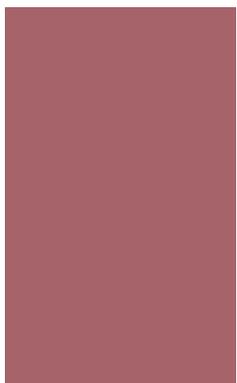
7415U

7608U

7419U

7530C

5493U



FORMS

Shaped by exploration, depending on the outcome of the experiment what the possibilities are. Forms can be natural as well as straight forms.





*“PRODUCTS THAT HELP US
FOCUS IN A SOCIETY WHERE
WE ARE OVERLOADED BY
INFORMATION”*

05

FOCUS IN OVERLOAD

Because of our increasing amount of screen time and busy lifestyles, more people suffer from an information overload (Hoorn, n.d). This means that the amount of input exceeds our processing system. People are inundated with news and social media updates, all day long. All of those incentives make it very hard for our brains to filter the most important information. Twenty percent of the population can not handle the large amount of information which causes different kinds of depression, burnouts and chronic weariness (NPO, 2017). The main question in this problem is: are we still able to see what is important and relevant? Or rather: can we still focus? The trend focus in overload suggest the need to be able to stay focused in our busy world. With the help of products and services, that stimulate us to be focused we will be able to see what really matters.



In Aerial Times

Creator: Daan Wubben

In Aerial Times is a project designed by Daan Wubben, a graduate student from the Design Academy Eindhoven. This project is an intimate photo booth that helps viewers to focus on specific focus points in a large picture. 'By moving a little lamp behind the photograph, details are highlighted and new discoveries are made', says Wubben. It can be hard to find and maintain focus. The main goal of this project is to help people focus by showing highlighted parts of an image that contains a lot of information (Wubben, 2017).



BuzziMe

Creator: Axel Enthoven

BuzziMe is the ideal space to get away from all the noises and focus on your work. BuzziMe is a lounge chair which is made of an acoustic material that reduces any external noise. The chair is perfect for noisy rooms such as lobbies, airports or offices. It is also possible to create a little cocoon for a private meeting, by moving two chairs closer together (Buzzi Space, n.d).

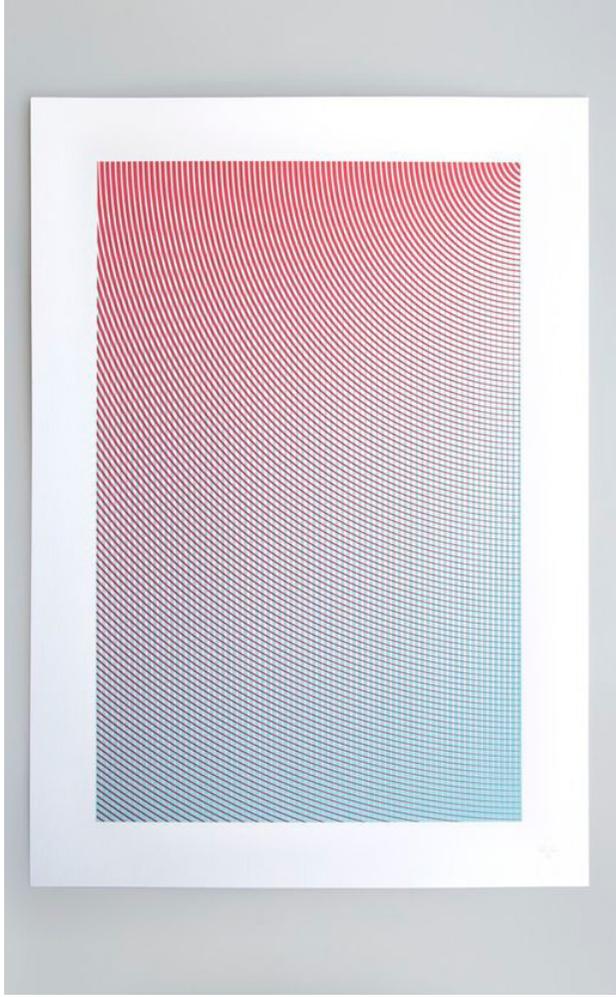


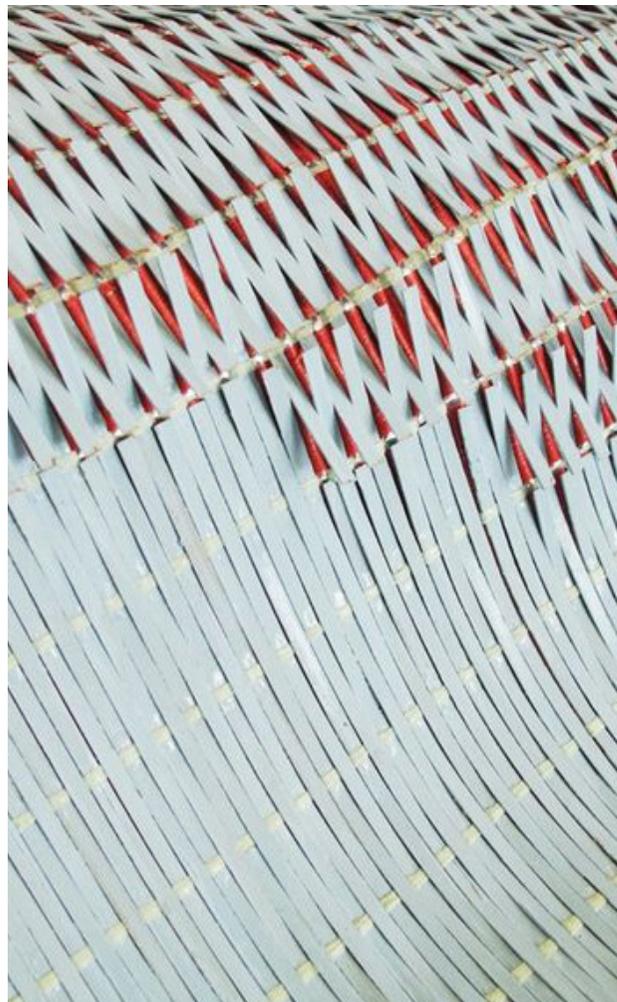
Fringe

Creator: Tijs Gilde

Open-plan workspaces inspire collaboration and facilitate an easy flow of information. However, if you would like to work individually, it can be hard to focus with all the distractions the open-plan office brings. Fringe is a refined and playful 'wall' for these open workspaces. It is made with coloured strips that improve acoustics, offer privacy and add a sense of identity to an open floor. At the same time, employees are still connected with the rest of the workspace. Since there is not a solid wall, there still is quite a lot transparency (Gilde, 2017).

FOCUS IN OVERLOAD ||
MOODBOARD





MATERIAL

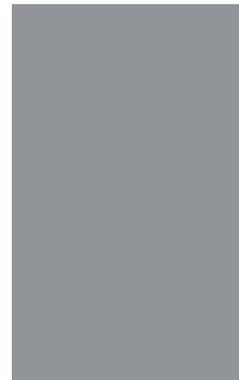
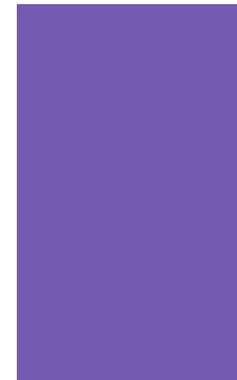
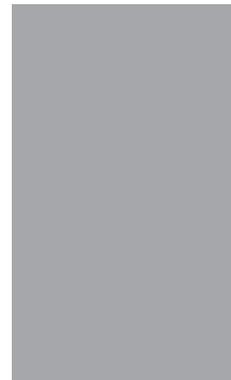
In coherence with the trend Focus we see materials that adapt to the needs seen in this movement. Materials that will make you have more attention for a certain object, or help you to 'remove' yourself from the outer world for a moment.

Touching screen

This touching screen is an outcome of 'designing with our senses' from the material experience. When touching the material, it will become more transparent. This way, the user can choose what they would like to set focus on.

Felt

Felt is a soft material that is both strong and long lasting. Besides these qualities, it is a material that has a positive effect on the acoustics.





COLOUR

A palette of grey tinted colours, with bright coloured accents.

Pantone colour codes, as shown from left to right:

Cool Gray 6C

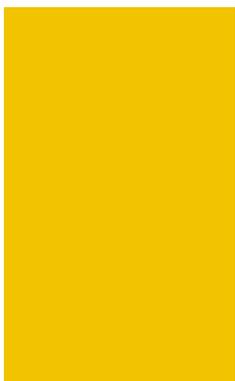
18-3838 Ultra Violet, pantone colour of the year

Cool Gray 8U

7406C

Cool Gray 11C

716C



FORMS

Geometric forms that do not take up all attention. Form is following its function.





EPILOGUE

We are very thankful to all of our readers of the International Lifestyle Trendbook for Ambiente 2018. If you have any questions, if you would like to have some more information or if you would like to work with us in the future, please ask us! We hope you feel inspired. Let's look at the world with an open view!

Trendteam International Lifestyle Studies 2018

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