TRENDS & TOURS

a report of our work at the London Design Fair 2018.

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PREFACE

This was the second year that the Dutch Embassy has given us International Lifestyle students the opportunity to create and host trend tours for the London Design Fair, as part of the Dutch Stuff exhibition.

We feel honoured to be invited by the Dutch Embassy to host trend tours at the London Design Fair. We are five International Lifestyle students from the Netherlands and we are delighted that we were given the opportunity to share our knowledge about trends and design with the visitors of the London Design Fair 2018.

International Lifestyle Studies is a bachelor program which focuses on trend research and concept development. This means that a lot of research will be done by looking at society and what happens in it. All this research then leads to inspiration to create valuable lifestyle concepts, with a focus on improving quality of life.

Before we continue and tell you more about our trends and the trend tour itself, you should know what trends really are. In our profession trends are defined as shifting values in society. Trends are researched by looking at developments, occurrences and signals like products, services, art, design and innovations. These new emerging developments are then clustered based on the changing values they represent which leads to new and confronting insights. These insights are then used as inspiration as mentioned before.

In this booklet you can read about the process of how the trend tour was set up, the three trends showed during the tour and all the signals belonging to those trends. This way you can get an idea what the trends and tours were about.

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MEET THE TEAM

TREND TOUR PROCESS

At the London Design Fair 2018 we hosted trend tours for visitors. The process of how the trend tours were developed is going to be explained in this part. We developed one trend tour, which was given four times on Saturday during the Design Fair.

Prior to the London Design Fair we wrote two trend books. One was for the Dutch Design Week 2017 and the other one was for the Ambiente Trade Show 2018. Both of these books contain five trends, which makes ten trends in total.

On Friday during the London Design Fair, we paired up and looked in the different halls of the Truman Brewery to see which designs fit our trends. We did not only look at the designs but talked to the designers as well. When we thought something fit one of our trends, we took a card or a flyer with a picture and short explanation.

After two hours of searching for inspirational design and talking to the designers we gathered again and put all the potential designs together. We explained to each other what we had seen and why we thought it should be in the trend tour. It was easy to make an overview, because we had all taken the cards with information about the design. We did this by putting all the cards of the potential designs on the floor and making clusters of the cards that fit the same trend.

When we had multiple designs that fit our trend really well, we decided to put that trend in our trend tour. In the end we were able to put three trends in our tour, that each were connected to three designs. The tour consisted of nine designs in total. The trends were: Living on the Go, Hidden Treasures and Focus in Overload. After this, we decided our route through the halls and we wrote out the whole trend tour. Then, we memorised it so we knew the tour by heart.

DUTCH DESIGN

Dutch Designers are well known for their innovative, experimental and conceptual way of thinking. Dutch Design doesn't have to be Dutch; it is more about a mentality rather than a nationality. An object or product is never only aesthetically pleasing; it always has a deeper, logical meaning. This could be a social challenge or an answer to an environmental issue.

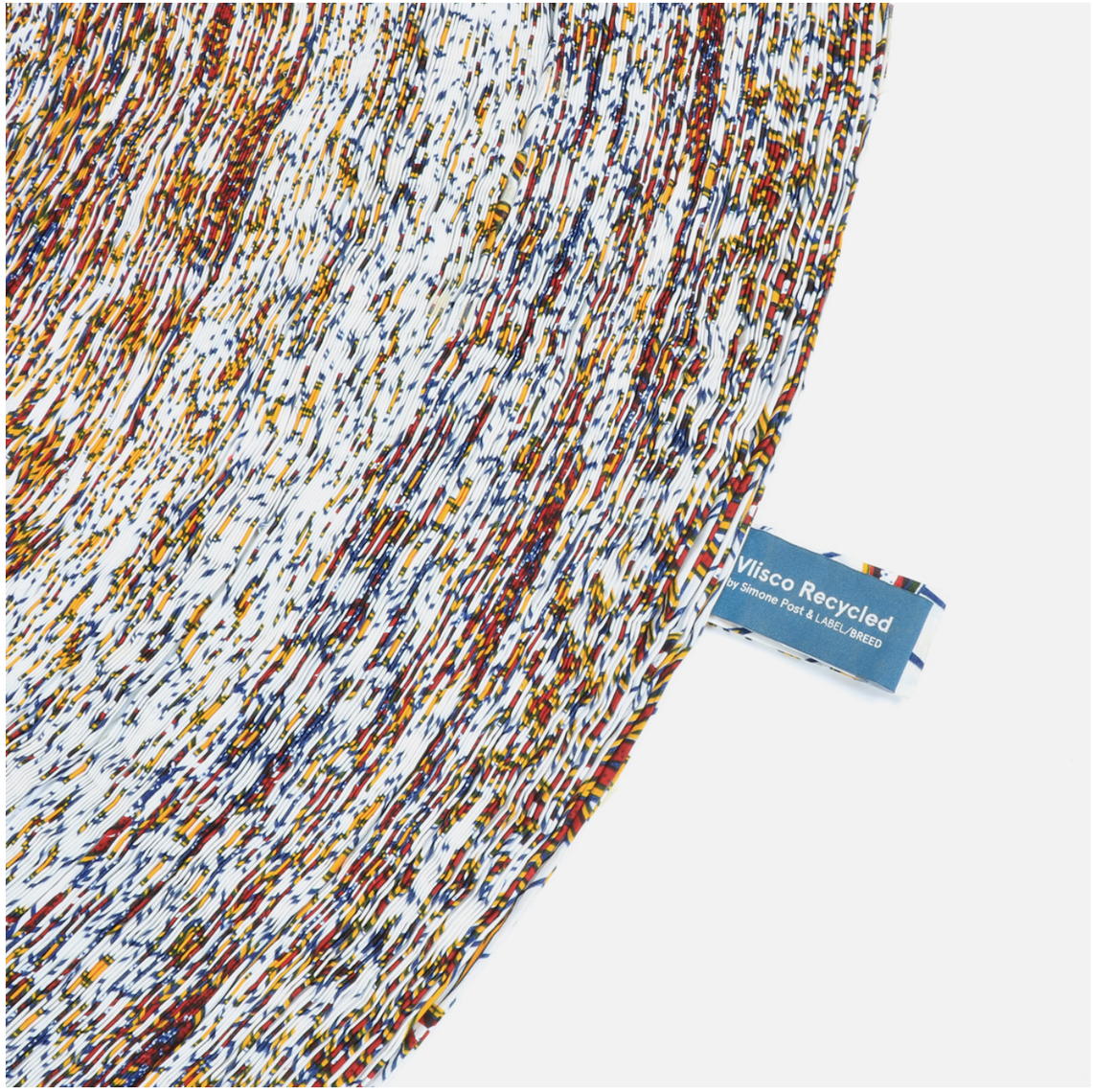
BART JOACHIM VAN UDEN – ROMANCING THE STONE

The centre of the Dutch Design Pavilion LDF 2018 is created by Design Academy graduate Bart Joachim van Uden. This was where our tours started. With his design 'Romancing the Stone', Van Uden uses high pressured laminate and satellite pictures from Google Earth to give the material, that normally has a cheaper image, new value. The table is made of plate material and it features an image that resembles the luxurious look of marble. Van Uden created this look by using a satellite picture of the dried-up river beds of a Libyan desert. His project can be seen as a part of iterative and endless research for romance in industrialised processes. Inspiration for the design of the Pavilion was a renaissance palazzo. To realise the work, Van Uden worked together with the Italian manufacturer Abet Laminati. Pictures of the planet's surface feature in the whole line. This experimental approach is a perfect example of Dutch Design.

TREND 01:
hidden trashures

Finding hidden treasures in trash to contribute to a better world.

This trend is all about finding hidden treasures in trash. We all know about recycling, but designers have found new ways to give value to waste materials. Things that would normally be regarded as trash, even in the recycling process, are looked at again and used as a material for new products. In this way, trash has been given new and increased value. Designers find new and innovative ways to reuse trash and to experiment with trash material. By using trash as a new material, designers are able to contribute to a more circular economy. In this way, products get an added value, which could be environmental as well as social value. We try to give the next generations a better world.



#hiddentrashures

Design 1.1

STUDIO SIMONE POST – VLISCO RECYCLED CARPET

Simone Post has developed a line of high-quality carpets. She looked at the textile industry and saw that a lot of materials were thrown away. She gathered these leftovers from Vlisco, a Dutch textile company. Post saw a hidden treasure in these beautiful leftovers and rejected textiles. The material is used for these eye-catching carpets. Whereas destruction of the textiles is time consuming and costly, upcycling is environmentally sustainable and offers a platform for innovation. Inspired by the side view of the large rolls used to store and transport the textiles, the fabrics are cut into thin strips and then folded and coiled into sturdy carpets. With endless possible colour combinations, a unique product is created each and every time. The textiles are recycled locally and still show off Vlisco's stunning colours with new and unexpected patterns. This design from Studio Simone Post is a beautiful example for hidden treasures: she looked at trash from the textile industry and found unique treasures.

#hiddentrashures

Design 1.2

SNEGO – SNEGO DESIGN

Snego is set of unique pieces created by Swedish designers Katarina Hornwall and Gabriella Rubin. You can play, stack, build and balance them, like backpackers often do with stones. The pieces are made of birch, oak and pine, which was all 'dumpster dived'. They are coloured with natural sources, like blueberry, wine, red cabbage, turmeric, beetroot, lingonberry and red onion peel. A coating of beewax and olive oil is used to make it colour resistant. These 'hidden trashures' were literally found in a bin, and the designers saw an opportunity to use the material for a new product.

#hiddentrashures

Design 1.3

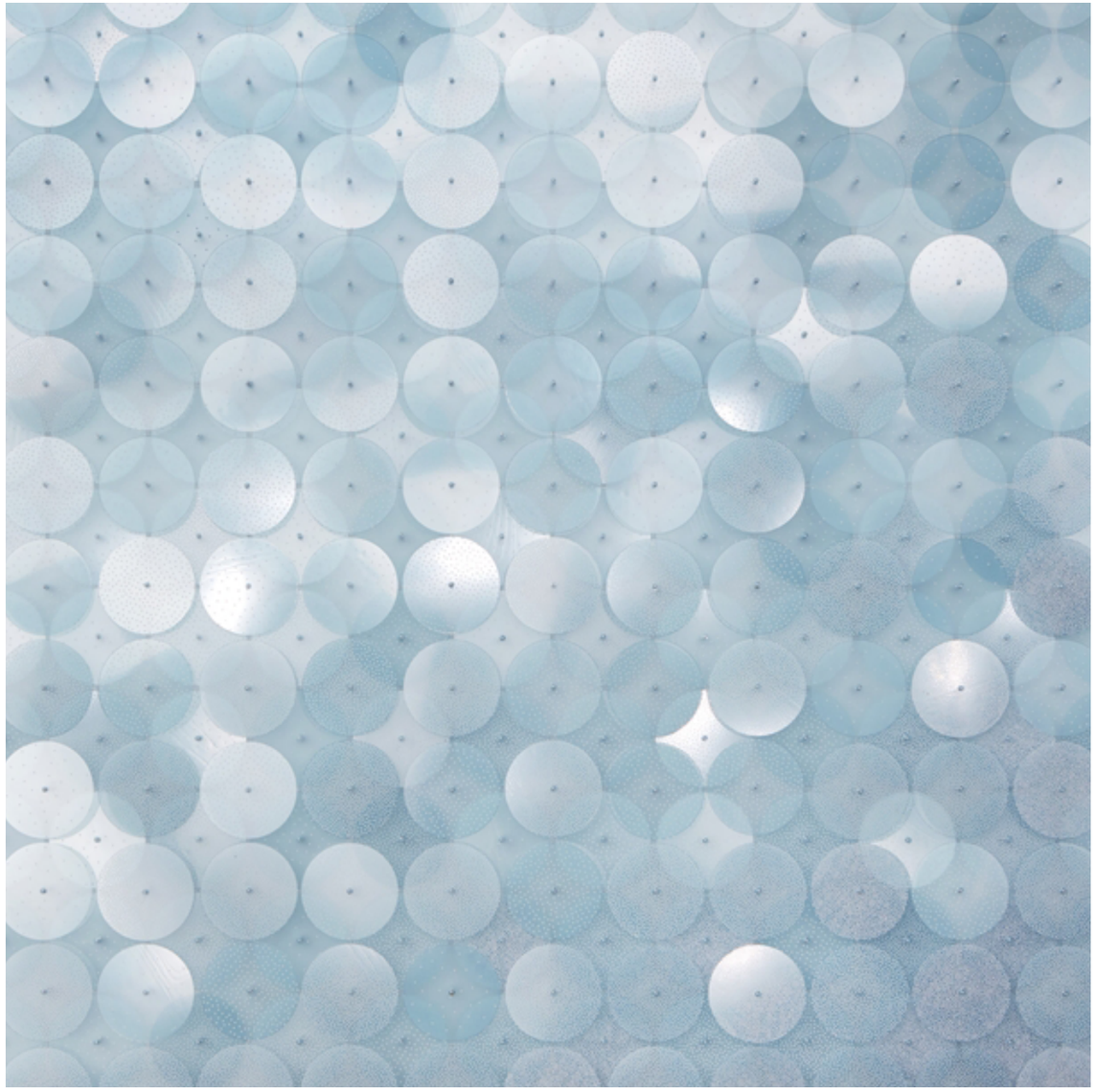
STUDIO RO SMIT – WOLWAEREN COLLECTION

Roland Smit has created a collection of woollen blankets that are made of sheep yarn from Texel, a region in the Netherlands. The sheep are originally bred for their meat, and the wool is usually thrown away or burned. Roland saw a hidden treasure to use the leftover material to create a new product. The social value of the Wolwaeren collection is that it is created by people with a distance to the job market. For example: people with autism work very carefully and focused, whereas people with down syndrome are very enthusiastic and passionate. The end product tells a lot about the maker, says the designer. The Wolwaeren collection is a perfect example of the Dutch design mentality: ethics are equally important as aesthetics.

TREND 02:
focus in overload

Products and services that help us to focus in a society where we are overstimulated by incentives.

With a world full of constant incentives, it is hard to focus on what really matters. Our senses are constantly working in today's world. The amount of input exceeds our processing system. The question is: Are we still able to focus on what is really relevant? Twenty percent of the population cannot handle the large amount of information which causes different kinds of depression, burnouts and chronic weariness. Sometimes we need to distract ourselves to find ourselves back and feel an inner rest. Designers are developing new products and services that contribute to a more focused perspective on our information society.



#focusinoverload

Design 2.1

CC FLO – ALISSA + NIENKE

The Cc Flo, designed by Alissa + Nienke, resembles a sky becauseof the way it moves. The surface is fluid, which means that, just like the sky, it changes when wind is blowing. Sometimes, in our overstimulated world, we need to distract ourselves to find peace and quiet, so we can find our focus again. The Cc Flo helps you do that. As sensitive as a fluid surface, every gust of wind triggers a fascinating movement and invites you to interact with your surroundings. This design is a beautiful manifestation which fits to the trend 'Focus in Overload'. It helps you to find new energy to focus in our world where our senses are constantly working, and we might feel overstimulated. Cc Flo is built up of modular wall panels and can cover any existing walls or create self-standing sliding doors.

#focusinoverload

Design 2.2

TAKTIL – PAULA LIVA LORENCE

The objects from Taktil are made to stimulate senses. The objects are used during therapy sessions with autistic children. By using these objects, these kids are able to focus during the sessions. In this way, they do not experience overstimulation of their surroundings. There is a certain individual structure in every object that stimulates the child or helps them to focus. We could see these objects also being used for adults, just to have a moment to focus your mind on a simple, playful task. This could help you re-center and be more concentrated for your work, for example.

#focusinoverload

Design 2.3

INTO-FORM – ILCO

Into-form is a modular furniture piece that consists of five different shapes. Into-form aims to create an emotional bond between the user and the furniture using art as a functional tool. It should stimulate empathy towards the pieces of furniture, enabling a connection between subject and object over time. Into-form is very modular with endless configurations and aims to enhance and embrace the user's freedom at its best. This design gives us the feeling we are home while we are Living on the Go. Into-form helps you to reconnect with your surroundings and to feel at home at any time at any place.

TREND 03:
living on the go

Being on the move with the most important essentials so we can live a fast and flexible lifestyle.

We are moving increasingly often to live, work and recreate in different places. We travel to build our careers and to explore new cities. Living on the go is about finding a new kind of freedom to live a flexible lifestyle, whilst you are exploring the world. Due to globalisation and digitalisation moving to different cities or even countries is easier than ever. But the next question is: How can we live a busy life in a comfortable way? With the right products and services, we should be able to feel at home anywhere in world, without having to worry about the state of our own homes. Explore the world without the slightest concern and live on the go!

#livingonthego

Design 3.1

MY LEGACY - JI EUN JEAN KIM

My Legacy, designed by Ji Eun Jean Kim, gives us the opportunity to remember our loved ones when they passed away. My Legacy is a portable toolkit that allows people to instantly capture meaningful smell from anywhere and transform it into a scent. The smell sense is strongly connected to our memories and a particular scent can remind you, for example, of your grandmother's apple pie.

In our busy lifestyle, when we are always on the go, this design from Jean Kim gives access at any time to scents that remind you of your travels, or your home. It is up to you if you bring this scent with you or leave it behind as a memory. This design fits the trend Living on the Go perfectly because My Legacy makes it possible to bring scents of every memory you have with you, whether these are fragrances of your home or your loved ones.

#livingonthego

Design 3.2

INDOOR PLANT WATERING SYSTEM - KEITA AUGUSTKALNE

Who is going to take care of all those plants at home when you are always on the go? That is where this indoor plant watering system can help you. This system, designed by Keita Augustkalne, will care for plants during an owner's absence. The indoor plant watering system fits within the trend Living on the go, because it makes sure your plants at home are taken care of while you are on the move.

#livingonthego

Design 3.3

CUCINA SALINA - ARTEMA

Salina is a multifunctional furniture solution. It is a kitchen, as well as a bedroom and living room, and it even has additional storage space. The designers of the company Artema believe that multifunctional furniture allows you to live comfortably within a small space. In a society that is paying more attention to the impact our lives have on the environment, and as urbanisation is getting more intense, small apartments are becoming the houses we live in, and so we should make the best use of them. Salina is able to meet the needs of daily life because it adapts and changes when necessary, while maintaining its refined and contemporary appearance. This design fits perfectly in the trend Living on the Go because it gives us access to the right essentials to feel at home at any place in the world.

EPILOGUE

We are very thankful to all of our visitors at the London Design Fair 2018.

London Design Fair has been an amazing experience for all of us. It was our pleasure to create and host the trend tours for all visitors and we have learned a lot throughout the process of doing so. We saw such amazing designs and are very happy that we have got the chance to promote the Dutch Stuff pavilion, as well as Dutch Design.

We would like to thank the Dutch Embassy very much for inviting us and arranging everything so well. We are most grateful for this opportunity. We would also like to thank our teacher Rudy van Belkom and our tutor Vera Bouwhuis for their guidance and expertise.

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 contact us!

We hope to have inspired you and would love to be part of the London Design Fair again in the future. Let's look at the world with an open view!

Trend team International Lifestyle Studies 2018

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