



FUTURE
THINKERS
'20

TRENDBOOK
DUTCH DESIGN
WEEK

FONTYS ACADEMY 4 CREATIVE INDUSTRIES



“Change is the law of life. And those who look only to the **past or **present** are certain to miss the **future**.”**
- John F. Kennedy

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09	INTRO- DUCTION
10	MEET THE TEAM
12	UN-TABOOING EMPOWERMENT
22	CONTROL REGAINED

CRISIS OF TOUCH	32
THE CARETAKERS	42
TANGIBLE LOSS	52
BIBLIOGRAPHY	64
IMAGE LIBRARY	65
CONTACT	66



Introduction

We hereby proudly present to you our trendbook created by the **Future Thinkers** of 2020/2021. Our team consists of 8 enthusiastic students from the bachelor program **Trend research and Concept creation in Lifestyle (TCL)**, based at the **Academy of Creative Industries (ACI)** in Tilburg. We all came together from different cultures, backgrounds and a wide variety of interests. However, we all share the same passion for detecting the shifting values and needs in society and enjoy exploring possible (near-)future scenarios.

Unfortunately, because of regulations regarding COVID-19, most of our meetings were held online, which made communication and sharing ideas a challenge. **But that did not stop us.** During the last couple of months we put our heart in finding and analyzing interesting signals and ultimately

formed them into trends which will give you interesting insights into today's world. Why are certain changes happening? And how will they affect society? Especially now, during the uncertain times of living through a pandemic, these questions are important to ask yourself. We invite you to stay curious and be part of the positive change in this world.

We didn't have to do this all by ourselves. And therefore we would like to take a moment to thank **Bodil Jurg, Lotte Van Oosterhout, Vienne Van Werde** and **Robin De Heer** for guiding us through the process, encouraging and inspiring us with all of their knowledge. We would also like to thank the organisation of the **Dutch Design Week** for giving us the opportunity to create this trendbook and still let us organize (online) trendtours and exhibitions, in spite of the COVID-19 regulations.

“Noticing these shifts in values in society is the starting point for trend research.”

About trend research

No one knows what tomorrow will bring. But we can try to imagine it! By closely looking at the big and small changes we see in the world we can try and foresee in which direction our society will shift. Every day innovators, designers and other creative individuals are presenting new ideas, products and services that are working towards a better tomorrow. But these ideas don't come out of nowhere, there has to be a shift in what we value as humans. Noticing these shifts in **values** in

society is the startingpoint for trend research. In order to understand these values, we have to really have a closer look at what is happening in the world. Why is this becoming important now and why is this product/service developed? What is happening in society in order for this idea to thrive? By observing the constant motion of the world, we strive to give insights into what the future will bring. **We embrace the change.**

Meet the team

The Future Thinkers team of 2020/2021 would like to introduce themselves! Since the majority of our hard work took place on the internet, we wanted to be closer to each other. And we achieved this in the most literal way possible. Here is the fused

identity of our team! All of us were asked individually to talk about the change they would like to see in the world and hopefully we will work towards achieving these changes together, as one.

Robin de Heer (mentor)

“The change I’d wish to see in the world is that we stop our quests for finding and holding onto ‘the truth’, instead I’d like us to find the patience to focus more on finding nuance and understanding.”

Ashling Di Gloria

“I want to see the world as a creative playground, where humanity realises the potential we have to make this world a safe, innovative and sustainable place to live and thrive.”

Melissa Claerhoudt

“I think that I would like to see a lot of changes in the world, but if I need to chose one thing I think this will be the amount of happiness that people have. Life is short and we often don’t realize how much we have until it’s over.”

Kelly van Gemert

“The change I would like to see in the world is a more empathic, inclusive one where our society is about the collective, instead of the individual.”

Vita Mikic

“I want the world to be a more compassionate place where people try to understand each other and be more emphatic. “

Liza Peeters

“I want us to see the world as a place where we can all explore our social and physical boundaries and live to our full potential, being able to enjoy life together and feel happy in any moment.”

Linda Quintus

“I want for the world to be a place where everyone can creatively express themselves without having to worry about the judgement of others, so that it can be filled with humanity’s beauty.”

Janne Maarszen

“I would like to see joy and kindness, towards ourselves and others but as well to our surroundings: we need it.”

Petra Blašković

“The change I want to see in the world comes from individual, internal change. I want for society to embrace the shifts the technology era brings, but also to not forget our roots: the importance of nature that brought us this far.”

01

IN POSSE
RIPPLE
LIVING MUSEUM

UN-TABOOING
EMPOWER-
MENT

“It gives people **autonomy to control things they couldn’t control before, and **empowers** them in completely new ways.”**

EMPOWERMENT | AUTONOMY | CHALLENGING BOUNDARIES

In a rapidly changing world there are many unwritten rules on how you should behave as a human being, to fit into society (Bill Pelz, Herkimer County Community College, n.d.). **Un-tabooing Empowerment** is about letting go of these collective expectations and to empower people where the physical and social boundaries keep them locked in. New approaches are popping up which are giving us the opportunity to exceed from our expectations and capabilities and give people their autonomy back. This opens up the discussion of un-tabooing the previous ‘impossible’ to challenge our (social)boundaries. It provides people with the opportunity and autonomy to control things they couldn’t control before, and empower them in completely new ways. It’s time we take a different look at our own expectations, so the words ‘reality’, ‘normal’, and ‘natural’ can take on a more inclusive meaning.



IN POSSE

CHARLOTTE JARVIS

Artist Charlotte Jarvis collaborated with Professor Susana Chuva de Sousa Lopes at Leiden University Medical Center to create 'female sperm'. New advances in biomedical science call for reimagining our physical boundaries. "Our bodies have become sites for transformation and hybridization, allowing us to explore alternative spaces of discourse about the human body, questioning what is 'real', what is 'natural', and what can be defined" (Jarvis & Chuva de Sousa Lopes, 2019.).

Throughout history, sperm has been seen as a masculine symbol. The ability to produce sperm is already established at birth (Jarvis & Chuva de Sousa Lopes, 2019). In Posse changes the view of what is expected of man and a woman and it rejects these boundaries, which is what **Un-tabooing empowerment** is all about. In Posse shows us the limitless possibilities of the human body as well as the physical and social boundaries. This opens up the discussion of untabooing the previous 'impossible'. Giving women the chance to be autonomous and self-sufficient empowers them by enhancing their physical capability.





RIPPLE

HSIN-JOU HUANG, SZU-YING & CHIA-NING HSU

Ripple masturbation suit is a suit designed for people with moderate to severe functional limitations, who are depending on caretakes for their day-to-day activities. Designers Hsin-Jou Huang, Szu-Ying Lai and Chia-Ning Hsu created this suit to fulfill disabled people's sexual needs, using a suit, mask and remote which stimulates their senses. On the sensitive places like their breasts and thighs, they placed heating inflation air cushions. The air cushions will stimulate the feeling of touch. After the session the cushions will simulate the feeling of a hug to give the user a sense of relaxation (Huang et al., 2019).

'Sexperience should not have limits.' (Huang et al, 2019)
This suit gives autonomy to the physically limited, enabling them to keep control over their own body. With this tool people with limitations can independently fulfill their needs and therefore makes them feel empowered. At the same time Ripple masturbation suit is breaking a taboo by starting a discussion about inclusive sexuality.

LIVING MUSEUM

ROB HAEN & THEUNIS VAN DEN BROEK

Inspired by a similar movement in New York, Rob Haen and Theunis van den Broek opened The Living Museum in Tilburg. The museum is an outsider art programme focused on people with experiences in the field of addiction, psychiatry, or homelessness. It's a place where no one is referred to as a patient, but as an artist. It is a place to create, share, explore, develop, and at the same time to work on recovery. To use your own vulnerability in a way that it becomes their strength (thelivingmuseum, z.d.).

People in the field of addiction, psychiatry, or homelessness do not always fit the expectations that society has of them and there are many negative assumptions and stereotypes. Instead of seeing these people as patients, The Living Museum welcomes these people as artists, which gives them the feeling of empowerment as they are encouraged to express themselves and autonomously work towards a better future at the same time. By giving these people a stage, Living Museum is breaking stigma's on mental health, homelessness and addiction.



02

POST-COVID CITY
MENTAL X-RAY
RING SURVEILLANCE

CONTROL
REGAINED

“In order to experience this feeling of **safety we want to be able to **rely** on ourselves and ourselves only.”**

SELF-SUFFICIENCY | BALANCE | CONTROL

The need for control has always been present in our lives. And in this day and age of pandemics and uncertainty this need has become even stronger (Mushtaq, Amy R. Bland , & Schaefer, 2011). However, it's not the same kind of control we have always craved. We have passed a stage and are now searching for a new, innovative type. The need to take matter in our own hands, surveil our surroundings and ourselves and ultimately become self-sufficient is central; It helps to increase feelings of safety, have balance and regain control that has been lost.

In order to experience this feeling of safety we want to be able to rely on ourselves and ourselves only. As a result, a balance between an uncontrollable society and an over-controllable personal life arises. **Control Regained** aims towards a new era of control, an innovative one, helping us to regain our balance by becoming more and more self-sufficient every day.



POST-COVID CITY

STUDIO GUALLART

Art studio Guallart designed a post-corona urban model of a city in China. The idea behind the city is that everything is self-sufficient, so when a new global threat rises, the city would be able to 'survive' completely on itself (Wray, 2020). The city contains greenhouses that allow for the daily harvest of food production, solar panels for energy, leisure space and 3d printers for the reparation for broken parts. (DesignBoom, 2020).

The city is designed out of fear for another outbreak, and the idea screams a need for control. The concept of a self-sufficient city where you are able to be completely isolated from the world, enhances feelings of being in control of ones own life, creating a sense of balance and autonomy within this secluded society to survive lives' uncertainties.





MENTAL X-RAY

PASCALLE ERKELAND

Specialists often find it hard to accurately make a suitable diagnosis for mental irregularity, even though an ever-increasing amount of people are dealing with them. Therefore, Pascale Erkeland designed the Mental X-Ray, a brain-scan specifically created to visualize brain-activity (Erkeland, Paska, 2020) which enables professionals to see the mental development of patients. They are able to see whether there is stress, depression, fatigue or mental fitness present in the brain (Erkeland, 2019).

This innovation makes it more accessible to keep control over our mental wellbeing, which fits the theme of **Control Regained**. At the same time, it is creating a balance by making both our physical and mental wellbeing equally visible. This changes the way we perceive mental health and enables one to receive new insights about our emotional control.

RING

SURVEILLANCE

AMAZON

Amazon's Ring surveillance platform announced a new line of security cameras for cars which can prevent break-ins and records the inside and outside of a vehicle. Besides this, they also introduced a drone with a camera that flies around ones home, giving them the ability to watch live footage from around the house, wherever they are (Jr, 2020). These products enable people to control their surroundings with just one click on their phone.

These products are providing people feelings of self-sufficiency, enabling them to take back control without having to rely on third parties to respond. The feeling of control is literally in ones hands by viewing, checking, approving of everything in their surroundings themselves. By using this system, humans are able to apply technology to experiment with a new innovative kind of control.



03

THE FINGER RUB RUG
COMPRESSION CARPET
INSOUNDS

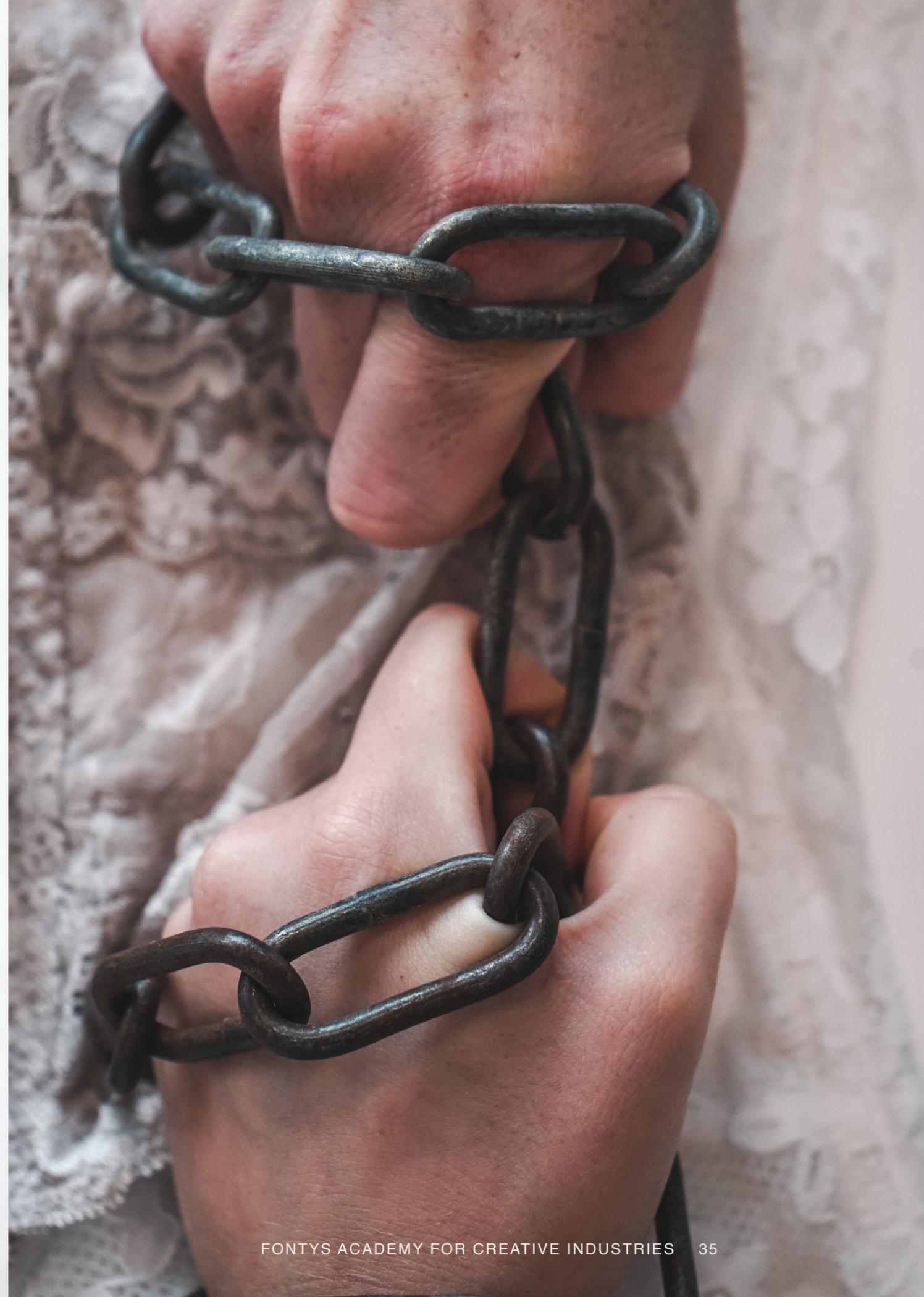
CRISIS OF TOUCH

“Are lifeless materials and technologies the answer to our cravings for closeness and human touch?”

EXPLORATION | INTIMACY | CONNECTION

We live in a world full of mental stimuli and information overload which is readily available on the screens of our smartphones. Although we seem ‘in touch’ with everyone and everything, we are more self-centred and disconnected than ever (Garner, 2018). We as humans crave the human touch, we use our bodies to communicate with one another. It is no nonsense that with hugging we profit from health benefits such as stress relief, pain reduction and a better heart health (Manning-Schaffel, 2018). Because we are unable to satisfy our hunger for intimacy, we explore the world of alternative forms of human contact and interaction, which calls to rethink our physical relationship with each other. Are lifeless materials and technologies the answer to our cravings for closeness and human touch? In a way, getting more disconnected allows us to search reconnection in a more physical sense.

Crisis of Touch shows how reawakening the most physical sense, in combination with the help of technology, can serve to enhance and elevate the way we perceive the world: creating new forms of connection and closeness, while helping us feel less lonely and more connected.



THE FINGER RUB

RUG

LAURA A DIMA

Designer Laura A Dima has pushed the boundaries of imagination and created an exhibition which invites the user to re-evaluate what it means to experience physical touch. The Finger Rub Rug consists of heated silicone fingers which give the user the impression of an intimate moment of physical connection. The experience can become playful and powerful if you explore different areas of the rug, because every corner is designed to inspire different moods through the addition of the sense of hearing: in every corner of the rug, different musical genres are played and the four atmospheres created are humorous, creepy, sultry and natural (Huut, 2020).

By showing the different shades of interpersonal intimacy and connection and how these feelings can be achieved through technological integration, this manifestation is a great example of how **Crisis of Touch** expresses itself. It allows the user to explore the intimacy of the warmth underneath them, everything is allowed.





COMPRESSION

CARPET

LUCY MCRAE

Lucy McRae's Compression Carpet is part of a family of 'future survival kit machines' which are designed to mimic the positive effects of a human hug. The machine consists of cushions from a blubber-like material which gently apply pressure against the user's body as somebody turns a crank to increase the pressure, giving a feeling of an affectionate hug and perpetuating good sensations (Lucy Mcrae, 2019).

The Compression Carpet represents **Crisis of Touch** remarkably, since it is an expression of how technology can become a tool to satisfy our need of human touch and intimacy: as technology drives users to feel disconnected and distant from one another, while still having the need for physical connectio. The Compression Carpet successfully caters to these needs.

INSOUNDS

TOM VINCENT

Tom Vincent's installation InSounds is a modern sensory playground, where the user can be immersed in a unique experience. Inside the installation, speakers translate musical melody or noise into pulsating air, which can be physically felt through the skeleton of the structure, making the feeling of touch equally important as the auditory experience (Vincent, 2020).

The installation is a representation of how there are a variety of ways to experience connection and intimacy in a physical way, mixing the beneficial purposes of alleviating stress through music, relaxing your muscles through the vibration of the structure and sharing this intimate moment of connection with a loved one. By letting your senses take over, you can explore what it means to feel and connect through the auditory and physical power of music.



04

BIOGARMENTRY
LIVING COFFIN
FLOWER GIRL

THE CARE-
TAKERS

“Our belongings will not only serve the individual anymore, but also the collective.”

RESPECT | HARMONY | CONTRIBUTION

The death bells of planet earth have been ringing for years, but only recently we are starting to listen. Humans represent just 0,01% of all living things, yet we have managed to cause the loss of 83% of all wild mammals and half of plants . Our detrimental behaviour is destroying us and this is the last chance for the human race to get themselves back into the circle of life. The times where we still had the opportunity to decide whether to take responsibility are over: we are now held accountable for our polluting actions. In order to survive we have to be innovative and explorative but most of all: respectful. There is a rise in powerful solutions that will help us achieve just that. These concepts aren't just sustainable, they are more: they give something back. They contribute. The future is about giving, showing gratitude and respect in everything one does. Our belongings will not only serve the individual anymore, but also the collective. Ultimately this will create a symbiotic relationship between humans and the planet which will restore harmony in the world once more.



BIOGARMENTRY

ROYA AGHIGHI

Roya Aghihi created Biogarmentry as a near-future sustainable answer for fast fashion which is at the moment one of the most polluting industries in the world. It is a compostable, living textile made from algae that is capable of photosynthesis which purifies the air surrounding its wearer. This enables the user to reduce some damage that has been done by humanity. Since the life cycle of the textile will depend on how the user is taking care of it, the wearer has to be respectful in order to increase longevity (Aghihi, unknown).

Biogarmentry is a manifestation that changes the way we interact with and experience our clothing, thus creating a more sustainable relationship with the garments. It creates a deeper connection between nature and humans and brings harmony. Biogarmentry makes its users more conscious about their impact and allows them to contribute to a better world.





LIVING COFFIN

BOB HENDRIKX

The Living Coffin is a coffin made out of mushroom mycelium, a thread-like part of a fungus that grows underground. Its purifying talent is so powerful that it is even used in Chernobyl to clean up nuclear waste. The mycelium helps a body decompose faster than traditional funerary boxes and at the same time removes toxic substances from the surrounding soil. The designer, Bob Hendrikx, is hoping to reduce some damage done by humans, to be able to enrich nature instead of polluting it (Hitti, 2020).

The living coffin is a simple yet powerful tool that enables humans to contribute and give back to earth what they once had taken which is a main focus point of **The Caretakers**. Enriching nature by giving themselves to it, people indicate to understand they are held accountable for the damage they have done. In an inspiring and respectful way, the living coffin shows how people can contribute and live in more harmony with nature.

FLOWER GIRL

JASMIN PRADISSITTO

Flower Girl is an art sculpture created by Jasmin Pradis-sitto. It is made from NoxTek, sustainably sourced ceramic polymer which can absorb nitrogen dioxide pollution from air. Nitrogen Dioxide consists of poisonous molecules that can be harmful for humans, but it also masks the scent of flowers which prevents bees from finding food. The art piece is able to absorb up to 15% of its body weight in nitrogen dioxide molecules that will wash away in non-toxic particles when it rains (Bucks, 2020).

Flower Girl brings the well-being of both humans and bees to the attention, showing gratitude and respect to other species instead of just our own. By undoing the damage made, it contributes and works towards a more respectful approach humans have to nature. Flower girl shows new solutions that can lead to a symbiotic and harmonious relationship with humans and, in this case, bees.



05

RESURRECTING THE SUBLIME
SPIRIT MOLECULE
RE-ANIMATED

TANGIBLE LOSS

“We are used to the luxury of being able to **over-memorize** and **preserve** what has been and feel the need to extent that to our material world. “

PRESERVATION | RESURRECTION | PURPOSE

The drastic consequences of our actions as a society such as climate change are causing more and more life to disappear (Rogalski, 2017). Being overflowed with our own collection of pictures, information and data of our lost loved ones makes it almost too easy to hold on to what is dear to us. We are used to the luxury of being able to over-memorize which makes us anxious to lose things. New innovations are allowing us to preserve what is almost going into extinction, to fill our need to revisit past times and things: we desire to hold onto everything that can be lost in every way that we can.

How can we take back what is long gone? People strongly desire to relive important moments from the past (Bruckner, 2011). **Tangible Loss** is about redefining what is or will be gone. We use new innovative techniques to resurrect what has physically and spirituality left us. It is about the preservation of our past, by resurrecting and therefore making the past tangible yet again.



RESURRECTING THE SUBLIME

ALEXANDRA DAISY GINSBERG & SISSEL TOLAAS

Resurrecting The Sublime is an immersive installation made by Alexandra Daisy Ginsberg, Sissel Tolaas and a team of biologists. The project allows you to smell extinct flora. By extracting DNA, researchers were able to resynthesize the smell of the long-lost tree and its flowers (Ginsberg, 2019). While we can use technology to reach back into the past, this project encourages us to contemplate our actions.

This concept connects to **Tangible Loss** by giving an opportunity to experience something that is long gone. It resurrects the smell of an extinct flower, encouraging us to think about the past and the transience of life. It shows the human curiosity of reliving the past as it finds purpose in nature, even the one that is extinct.





SPIRIT MOLECULE

HEATHER DEWEY-HAGHORG

Spirit Molecule is a part of a series of experiments that imagine a future scenario about mourning. This project is about plants that grow from the DNA of a deceased person. This way the plant can represent the person that has passed away and make them “come back to life” (Hagborg, H.D., 2019).

This innovation is a great example of how **Tangible Loss** manifests itself because its purpose is to relieve the pain of mourning, as it helps people to remain the act of caring about this person. One preserves the spirit of a person that they lost, and in this way, keep them alive. Using the DNA of a lost one to grow a plant answers the desire to hold on to life and to make mourning tangible.

RE-ANIMATED

JAKOB KURSK STEENSEN

Re-Animated is a multi-media installation using VR to investigate the connections between extinction, preservation and immortality. Using innovative research, the designer recreated the habitat, sound, and looks of an extinct Hawaiian bird. Kursk Steenses offers an opportunity to vividly comprehend the drastic consequences of our actions such as damaging the environment as a society (Steensen, J. K. ,2019).

This installation connects to **Tangible Loss** by focusing on expressing what we cannot physically see anymore. By the use of video and sound, the maker enables us to make a connection with the bird. Resurrecting the extinct makes us aware of our actions and encourages us to change our detrimental behavior towards the environment in order to secure a safer future.





We would like to thank you for reading our trendbook we put so much hard work and passion into. We invite you too, to stay curious and passionate in whatever brings you joy and happiness. If you want to dig more in depth into trends, do not hesitate to contact us, we are always happy to help and collaborate.
Let us all together embrace the change and continue to look into the future.

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