

LET'S EXPLORE THE FUTURE!

Els Dragt

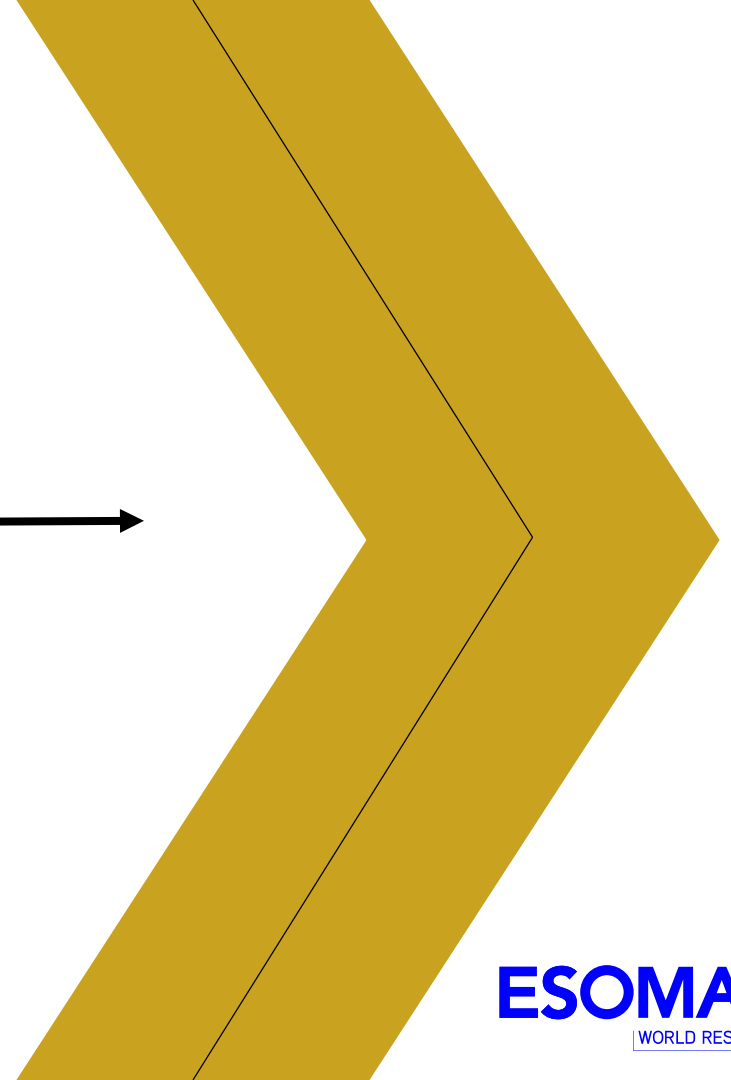
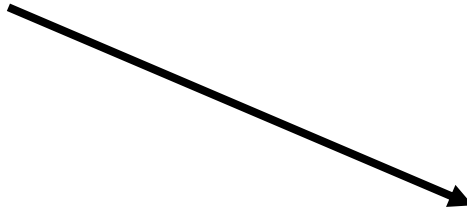
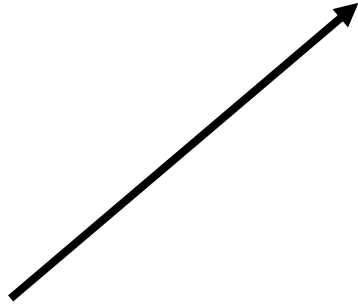
Trend Researcher, How to Research Trends





WE ARE
ALL
FUTURISTS!

NOT PREDICTING
BUT EXPLORING





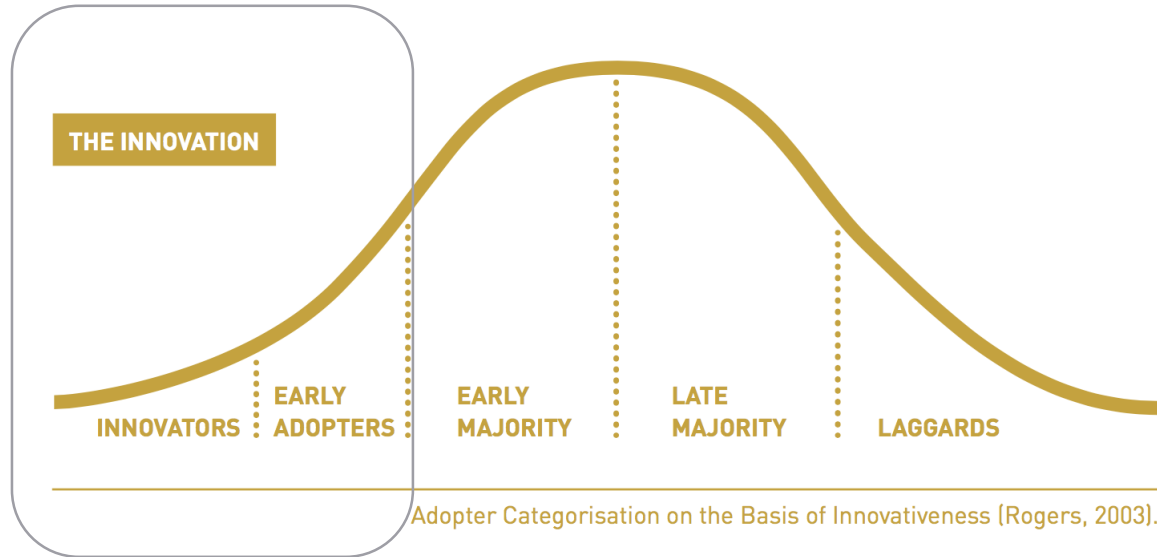
TREND RESEARCH

Researching signs of change
in the now to explore
possible futures.

HUMAN CENTERED

// shifts in values & needs of people

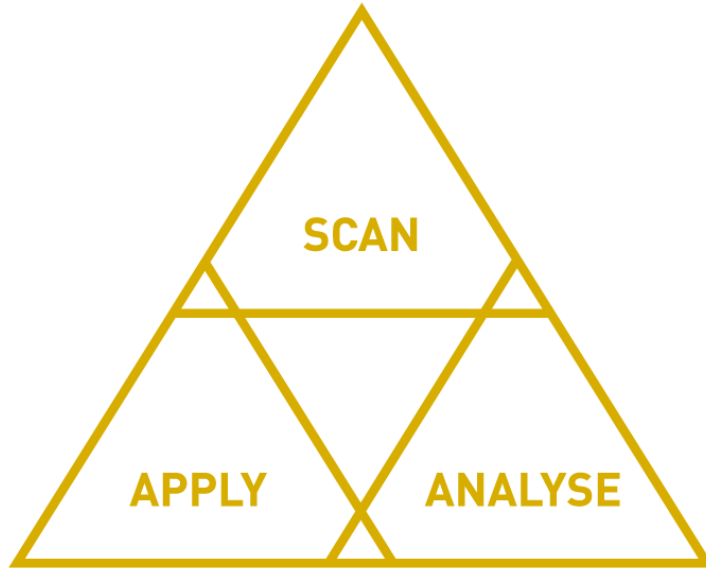
FIND THE FRONTRUNNERS



Do you own a 3D-printer?

VPRO television, The Netherlands

TREND RESEARCH CYCLE

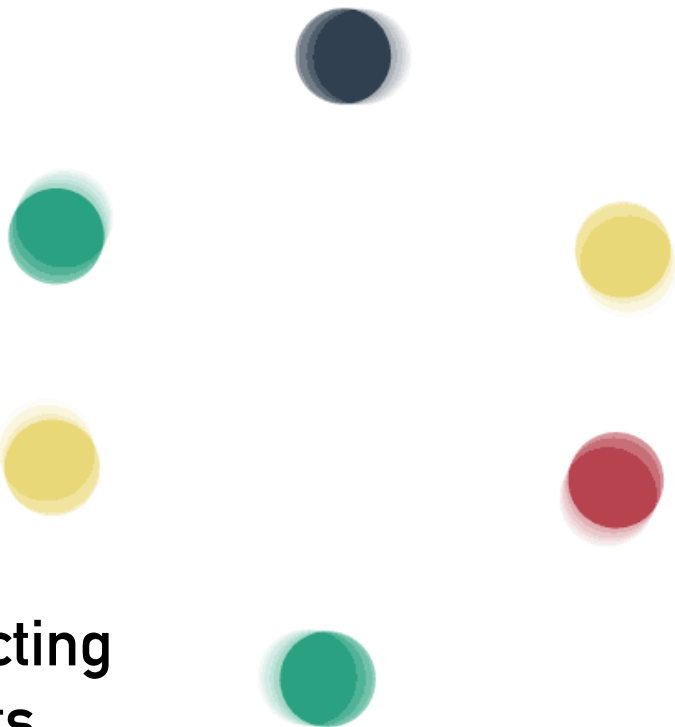


SCAN



the art
of looking
sideways

ANALYSE



connecting
the dots

APPLY

Innovate or die!

EXPLORING LOYALTY





EXPLORING THE FUTURE OF LOYALTY

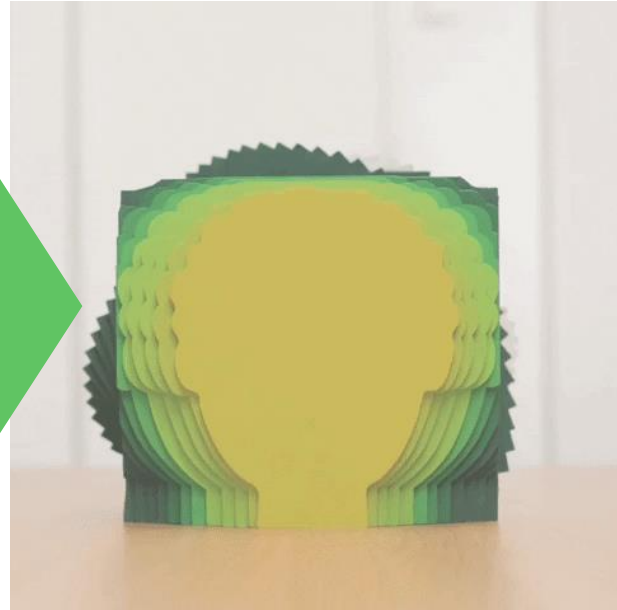
HOLISTICALLY HAPPY

Take care of yourself, of others
and the world

Holistically Happy Trend Mentality

I WANT:

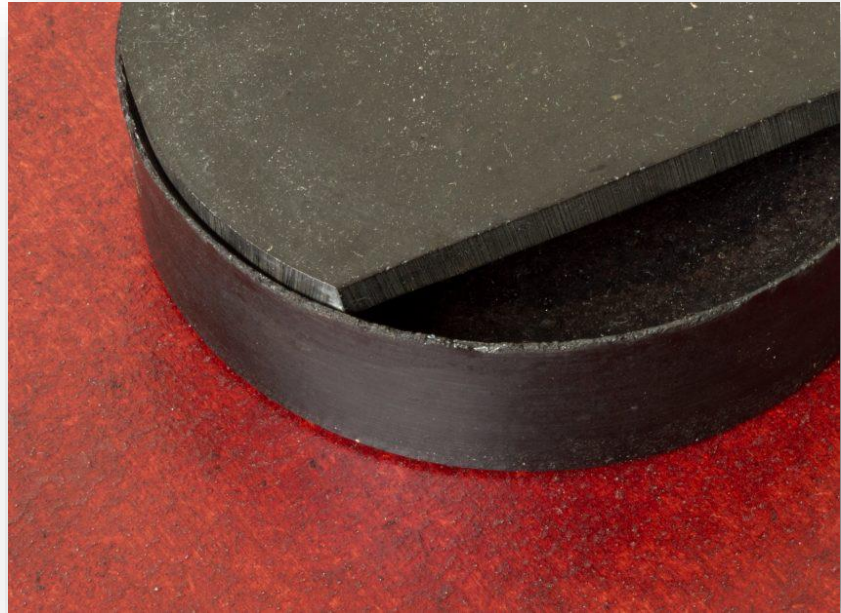
- / to be woke
- / guiltless living
- / sense of impact



Bloody hell, this is zero waste design!



Blood Related by Studio Basse Stittgen



Test-tube meat for the rescue?



At Memphis Meats, our mission is to bring delicious and healthy meat to your table by harvesting it from cells instead of animals. You can enjoy the meat you love today and feel good about how it's made because we strive to make it better for you...and for the world.



FOOD FROM THE GROUND UP

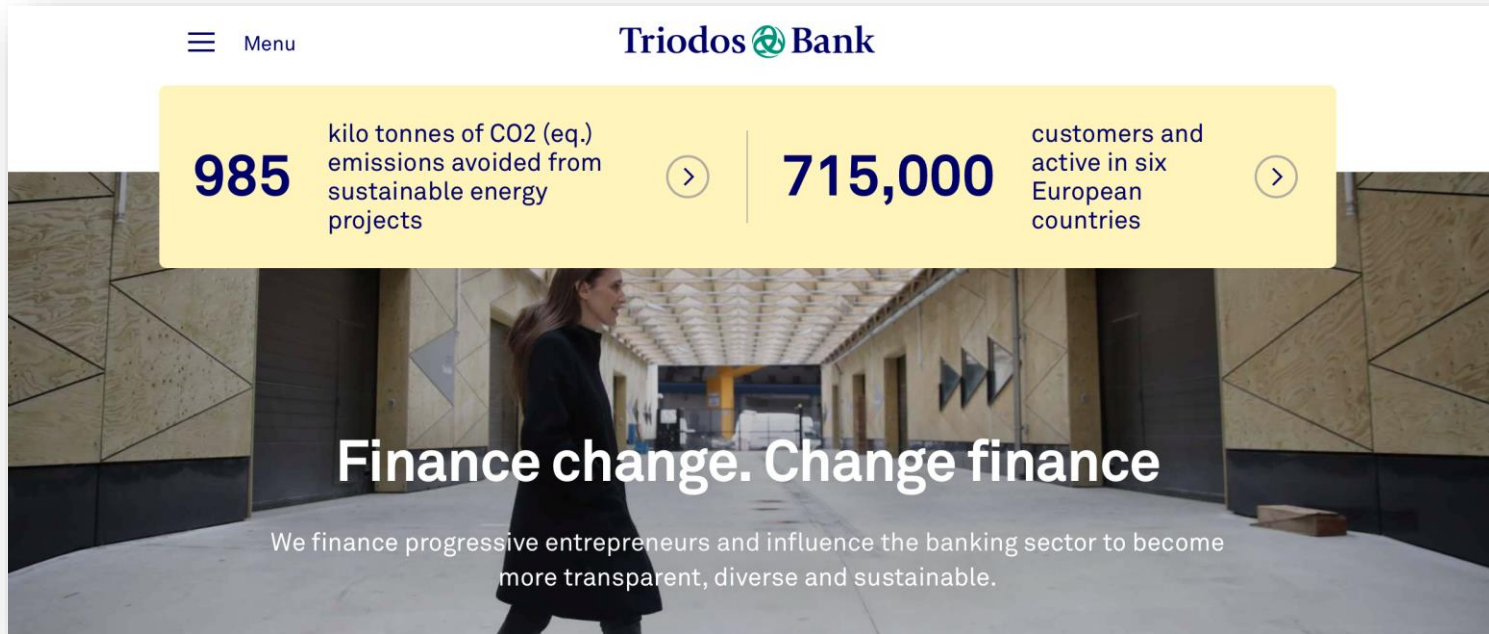


BETTER FOR YOU



BETTER FOR THE WORLD

Put your money where your mouth is.

The image shows a screenshot of the Triodos Bank website. At the top, there is a navigation bar with a hamburger menu icon and the text "Menu" on the left, and the "Triodos Bank" logo in the center. Below the navigation bar is a large yellow banner. On the left side of the banner, the number "985" is displayed in large blue font, followed by the text "kilo tonnes of CO2 (eq.) emissions avoided from sustainable energy projects". In the center of the banner, there is a vertical line with a right-pointing arrow on either side. To the right of this line, the number "715,000" is displayed in large blue font, followed by the text "customers and active in six European countries". Below the yellow banner is a photograph of a woman in a black coat walking through a modern, brightly lit interior space with large windows and wooden paneling. Overlaid on the bottom of the photograph is the text "Finance change. Change finance" in large white font, and below that, in smaller white font, "We finance progressive entrepreneurs and influence the banking sector to become more transparent, diverse and sustainable.".

Menu

Triodos Bank

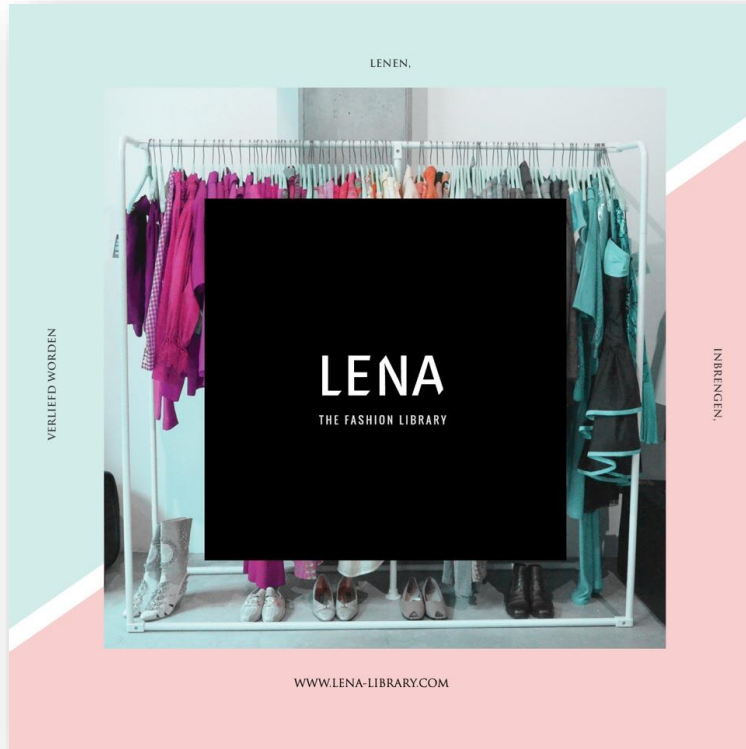
985 kilo tonnes of CO2 (eq.) emissions avoided from sustainable energy projects

715,000 customers and active in six European countries

Finance change. Change finance

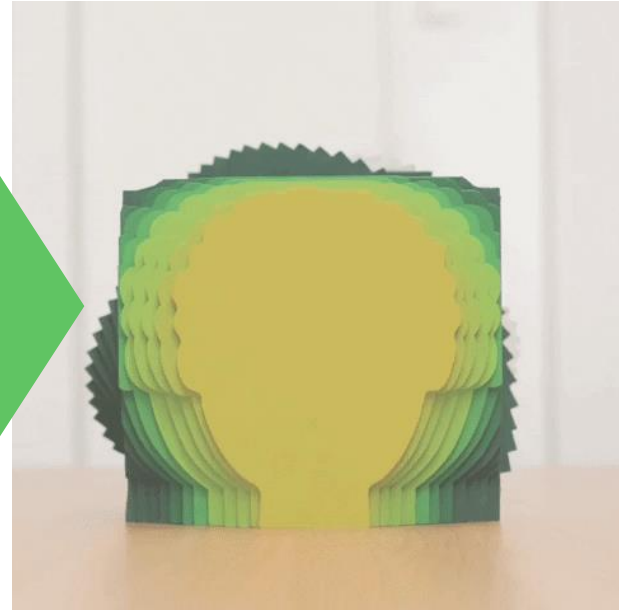
We finance progressive entrepreneurs and influence the banking sector to become more transparent, diverse and sustainable.

Access over ownership



Holistically Happy Trend Mentality

What makes people
with this emerging
mindset loyal?





SUPER SENSORY

Tickle all my senses please!

Super Sensory Trend Mentality

I WANT:

- / 5D experiences
- / mood enhancement
- / stimulations



Revisit daily acts with dining toys



Dining Toys by Roxanne Brennen

Moodtails



By Barts cocktail bar, London.

ASMR meets IKEA



Sound of COS



Super Sensory Trend Mentality

What makes people
with this emerging
mindset loyal?

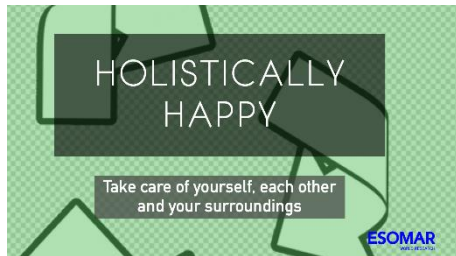


TRENDSLATIONS

TRENDS
ARE
APPLICABLE
ON MANY
LEVELS

- Policy
- Strategy
- Concepting
- Communication
- Marketing
- Services
- Products
- Design & style

LOYALTY TRENDSLATIONS



Individually or in pairs:

- Pick 1 trend
- Think of various ways to make people with this trend mentality loyal.

LET'S EXPLORE **TODAY**

WITH AN
OPEN MIND

WHAT **LOYALTY** COULD BE
TOMORROW.....