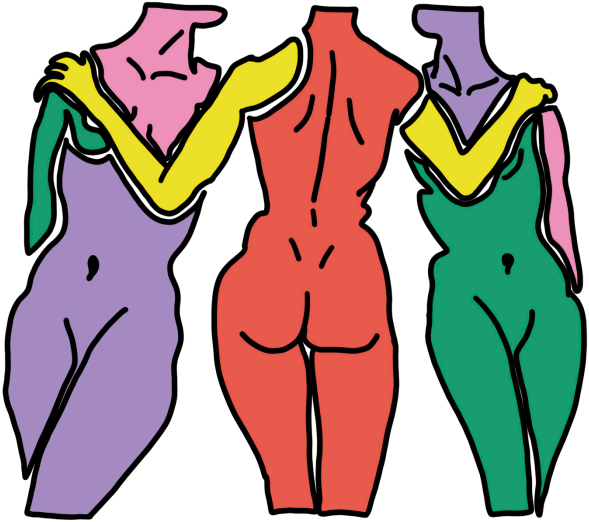
TRENDBOOK

FUTURE THINKERS



BETTER TOGETHER

DUTCH DESIGN WEEK 2021

TRENDBOOK 2021

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PREFACE

Future Thinkers Team 2021/2022

We proudly present you the Trendbook for Dutch Design Week 2021.

This book and research is done by us, eight enthusiastic students from the Future Thinkers Team. Even though we all have different interests and characteristics, we have one thing in common: our greed for knowledge and exploring the potential future through trends; the shifting values and needs in society.

In the past few weeks, we spotted trends and researched their values and origins. We gathered more information about them and hope thereby to give you insight in the world we're living in.

We could not have done this without the guidance of our mentors. We would like to thank Bodil Jurg, Lotte van Oosterhout and Sharon Verhoeks for guiding us through the process and inspiring us with their knowledge. Through constructive criticism and feedback, they encouraged us to grow in our work and personal growth. Getting the chance to work on Dutch Design Week and have the opportunity to create and provide trend tours is something we are thankful as well.

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MEET THE TEAM

Our group is composed of eight students from the bachelor “Trend Research and Concept Creation in Lifestyle”, also known as TCL, based at the Academy for Creative Industries in Tilburg.

We would like to thank everyone who reads our Trendbook for the Dutch Design Week 2021!

We hope you feel inspired and understand more about trends and their relevance in the world. In the end, the only constant thing in this world is change. Please, don’t hesitate to contact us with any further questions, more information or future work collaboration.



MELANIE VIKTORINOVA

‘I consider the lifestyle sector Health as the most interesting, especially mental health. I like to do research within this sector as I am constantly discovering innovations that help people to feel mentally and physically better. Within this sector, specifically, the topics like functional medicine, spirituality and psychology fascinate me the most.’



ELISABETH VAN DER STELT

‘My main interest at the moment is in the health sector. To me physical but also mental health is important for a good quality of life. To be able to improve the mental health of a certain mentality group is something I would love to do. I would like to see that people will be kind towards themselves and others.’



HILDE SCHRAM

‘My interests are very broad and that is why I am still very much looking for which sectors attract me the most. I am currently involved in the Food, Living and Health sectors. What interests me in this, is why we live the way we live and how we make certain choices. I am also intrigued by the question of how these sectors will emerge in the future and how that changes society.’



JULIA GHIJSEN

‘My favorite sector is appearance. Ever since I have been a young girl I have been fascinated with how people dress themselves and why appearance is so important. This is because we all put a certain ‘shield’ on which we present ourselves. This fascinates me and I am exploring this further in the studies.’



ANGEL CRYSTAL

‘In a society where productivity is valued, how do people make time to unwind? What are people looking for when it comes to their ‘time-off’? For this reason, I’m deeply interested in the leisure sector. I’m curious to see where the interest lies in terms of people’s hobbies and how their values shift in regard to sustainability of the mind and planet.’



SABINE LUIJBEN

‘I’ve always been fascinated by the leisure sector. Since I was younger I was curious about what people do in their spare time and why. Within the leisure sector there is so much possible and there are so many fun concepts to make. As a trend researcher I find it interesting to see that the way we spend our free time is changing, because of our values. I’d like to dive into that.’



VALERIE DEN BOER

I have always been interested in fashion. This is because I think it is interesting why people dress a certain way and I love it when people have their own style. I really enjoy spotting trends in the appearance sector and I feel like I tend to see trends before they become bigger.The psychological aspect behind it is really something I enjoy seeing and learning about.



MARIT DE KONING

For me, Living and Leisure are the most compelling sectors. I am curious how the sectors will change in the future. What function our houses will have and what the concept of a house will look like. And how will the people use their free time in the future. Within these sectors I am interested in improving 'social well-being' and 'development and activities' of humans.



SHARON VERHOEKS

'As a trend forecaster, I am merely interested in the way people express their identity. This is mostly visible in their appearance and the way they live. For one it's just a piece of clothing or interior, for the other it has a deep meaning connected to societal change. Dr. Martens are a clear example of this; a brand that started out providing strong footwear to hard labour workers like mailmen and factory workers, then becoming a part of punk culture and now being adopted worldwide by several groups of people. I love the role subcultures can play in creating manifestations of change and how the trickle up theory seems to keep proving itself every single time.'

WHAT IS TCL?

At Trend research & Concept Creation in lifestyle, you learn how to thoroughly analyse trends and how to translate these insights into new, creative, and future-proof concepts.

You will be taught how to visually present your research results and how to shape, test and improve concept design. At Trend research & Concept creation in Lifestyle the students work with and for actual clients from various fields: Food, Living, Appearance, Health, Human Movement, Leisure and Work. These are also the areas you can choose to graduate in.

As graduated trend researcher and concept creator you are able to translate trends into positive lifestyle concepts and advise and inspire companies to become future proof.

WHAT IS A TREND?

A trend is a shift in values and needs. Trends manifest themselves in different levels and ways in society. It's never a single product or another sole example, such as a certain colour. A trend is always about a shift in values and needs. Therefore trend researchers need to ask themselves frequently why something is happening right now.

A trend is a combination of at least three signals no older than six months. Signals are new products, ideas or services which indicate a change of needs and values. Values are the keywords that connect the signals to the trend. All signals need to have the same shift in needs and values and thus the same keywords in order to be clustered together as a trend.

BETTER TOGETHER

When the pandemic disrupted the world as we know it, humanity was forced to reflect upon its way of living and operating. During the months of lockdown, it became painfully clear how dependent society is on supply chains, healthcare, labour workers and all the other branches that weren't able to work at home but had to change the way of working to be able to create a safe working environment. Several systems were discovered not to be working when they had to adapt to a changing reality; solutions had to be created to keep the world as we know it spinning.

It was also the time where the cabinet under Dutch prime minister Mark Rutte was forced to step down after a scandal caused by a racist algorithm. A time of protests worldwide where fair treatment was demanded, a form of humanity was demanded by those in power. A cry from the women in Turkey, the murder of George Floyd caused by extreme police violence in the United States of America, the Hong Kong protests and the list goes on.

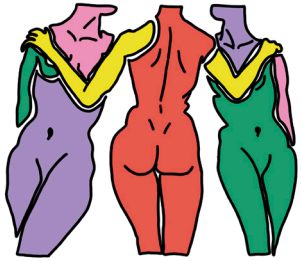
It is a time to ask questions about the status quo.

When asking questions about the status quo, it is important to know where it was formed. Our entire way of working and thus living started when Henry Ford introduced the 9 to 5 work week after World War II. The idea behind this schedule was that people had time to participate in consumption and recreation if they weren't working 100 hours a week. The essence of Ford's idea was to contribute to market forces and create a healthy economy based upon capitalistic principles. (India Today, 2017)

This schedule ended up being adopted by almost the entire world and led to mass consumption and the construction of the nuclear family. Globalism in the way we know it was born and the Western world was thriving based upon their own principles. The student protests roaming around Europe in 1968 protesting global war, racism, sexism, capitalism and freedom of speech were the start of questioning this status quo.

Now, 50 years later, our late stage capitalistic reality shows that our predecessors were more right than they probably hoped to be. Closed in by economical, political and environmental consequences due to the pandemic and our lifestyle before; is there any hope left? This year's team of Future Thinkers discovered 5 trends that bring hope for the time to come. A time that hopefully will be all about mending relationships; with each other, the planet that feeds us and calms us down, ourselves and our surroundings.

Better Together means realizing that we need each other to carry on. It means unconditional solidarity to those who have been left behind long before the pandemic started but became more visible during. It means being honest to every living being and about every existing system. The future can be a beautiful place, but will only become beautiful when we start taking better care of ourselves and each other. Only then will we be able to achieve a greater number; a greater future.



SEE THE UNSEEN

How do people communicate something that makes them feel vulnerable but cannot be seen? In a world suffering from the consequences of individualism, loneliness and misunderstanding, it can be challenging to sympathize with people who have different experiences. Expressing feelings in words can become tough as people fear judgement from others. It also provides a sense of confirmation that they're not good enough (Rao S, 2021).

VALUES

VULNERABILITY
VISIBILITY (FEELING SEEN)
SYMPATHY
COMMUNICATION
ERASING SHAME

See the Unseen allows people to tell their stories using tools and visuals to display their emotions and experiences. It creates a way to finally communicate with each other about tough issues without feeling shame. There's a need to see what can't be seen, to help others understand and engage with what they feel.





LEVENSLICHT

PLEUN WILTING

Levenslicht is a device that uses personal data to create a unique shape that shows people their personal growth and vulnerabilities. It is based on the idea of growth rings from a tree. The growth rings can tell alot about the development and obstacles of the tree. It's noticeable by looking at the distance and the quantity of the rings, but people can also look at the damages of the tree. Levenslicht will represent the relation between the past and the future of an individual. It is a new way to share how people feel and create space to grow despite the taboos.

Levenslicht makes people's vulnerability and growth tangible, enabling them to feel seen without having to verbally communicate their problems. It can serve as a focus point during a relapse, having a touchable reminder of one's progress throughout their life.



TALKING PEBBLES

LUCCA KROOT

Young people who suffer from mental health problems and people who need to be heard may find it difficult to put their feelings into words. When they don't know how to express their voice, Talking Pebbles can help. Talking Pebbles visualizes one's mental health. During a conversation you can place three colored pebbles in the grey main pebble. Each pebble stands for a different emotion. The app that comes with it will explain the different emotions represented as the tiles (Kroot L, 2021). In this way people can start a conversation without using words.

Talking Pebbles portray the essence of See the Unseen. This tool encourages adults to have a conversation with one another, using the pebbles to break the barrier, with the means to sympathize and provide help for those who need it. The colors capture the nature of each emotion, by visualizing them it helps people understand what it means and how to engage with them.



IMAGINARY FLOWER THERAPY

ANGÉLINE BEHR

Angéline Behr noticed the need to revolve her sleep issues, ideas, fear of failure and anxiety. But what if flowers can help? The book Imaginary Flower Therapy is all about resolving issues within oneself. The book shows how flowers can help with healing and shows old myths that can be used to resolve certain issues (Behr. A, 2021). The issues discussed include money, sleep, social influence, communication and failure. It is a way of resolving issues with just a book full of flowers.

Imaginary Flower Therapy represents the different issues that can affect the mental wellbeing of an individual. The problems cover various aspects and in the book, they are connected by picturing them into flowers. The need to visualize problems using metaphors aids people to look at them from a different perspective and motivates people with mental problems to seek help.

GREENFLUENCE

In a world where people are used to a fast-paced lifestyle, physically and digitally, we often forget to take a step back (Holdsworth, 2018). There is a need to avoid the feeling of being overwhelmed and to find moments of quietness and peace. Being involved in nature-based activities helps people who are suffering from mental health issues, but it also contributes to reduction in levels of anxiety, stress and depression (Natural England, 2016).

VALUES

CALMNESS
RECONNECTING
BALANCE

In Greenfluence, people are looking to reconnect with nature because it is the only constant element in life that helps retain calmness; the pandemic proved that once again. Returning to the source that can bring people back to mother earth. Being in balance with nature and integrating it back into our lives in different ways. People feel it's time to change the bond with nature, but will it happen and how?





THE ARIO LAMPS

ARIO LIVING

The Ario Lamp is a lamp that mimics natural light. This ensures that the body experiences natural light and gets enough vitamins for the day. It will help with the process of waking up and staying awake. The lamp will sense people around and turn on when they need it, with the type of light needed.

Establishing a sense of routine, helps create a structure. Structure leads to predictability that evokes a sense of tranquility (Croom, 2021). The Ario Lamp helps to build a routine and therefore, moments of calmness in everyday life.



HOME FOREST APP

HAPTIC, YAOYAO MENG, SQUINT/OPERA, CODA TO CODA

The Home Forest App is about creating a natural feeling experience at home. It is inspired by a Japanese practise, called ‘forest bathing’. It is supposed to simulate a calm experience for all senses. The app is designed specifically for people who work from home and live in the city and have limited access to natural space, to relax.

The app gives city dwellers the chance to reconnect with nature in their own home. From “the call of birdsong, the smell of rain and projected imagery of a forest canopy” (Lane K, 2021). Taking a break from the digital world, with room to focus on their (mental) well-being.



THE CUBE

VELUX

The Cube is a physical and digital experience in the city that lets us escape from the intense world around us. The project offers visuals and sounds that cause a sense of tranquility and presence. “A place where you can unplug, unwind and let the combination of daylight and fresh air put your mind at ease” (Velux, n.d), which raises the awareness of the present time, directing the focus on the changing daylight, slowing down and having a moment of peace.

People want to have a moment of escape from the insanity life can bring. The Cube offers a space where people can experience calmness, feeling the balance between nature and man-made creations in the middle of the city.

FALLEN TRUST

Knowledge is power. Unfortunately, not everyone has access to legitimate sources due to censorship, deceiving regimes and modern technology. Algorithms ensure that people only receive information that they engage with most. However, this works the same for governments, they can put certain algorithms on the population, which makes monitoring citizens easier. The awareness of receiving misinformation is disrupting trust between citizens and politicians and motivating people to find loopholes to share and access the correct information (Reporters Without Borders, 2020).

VALUES

SAFETY
TAKING CONTROL OF NARRATIVE
SUBTLE REBELLION
HOPE
TRUST

There's a need for a place that allows oppressed citizens to take control of the narrative. In Fallen Trust, the focus lies on how people are subtly rebelling against those in power, by creating hidden outlets where the truth can be obtained easily by anyone.
An environment where the spirit of democracy can be stored. Regaining control by reforming old perceptions that were once forced, by creating a new one through critical thinking and new insights that had to be gained under the nose of corrupt politicians.





MINECRAFT LIBRARY

REPORTERS WITHOUT BORDERS & BLOCKWORKS

Living under oppressive regimes, opinions of civilians are heavily influenced by scheming misinformation. Fortunately, political journalists have found their safe haven in a virtual home, also known as The Uncensored Library. In collaboration with Reporters Without Borders, BlockWorks have created a library in a Minecraft game, where players are able to read articles that have otherwise been censored in their countries. Players are able to read, collect and share articles by 'playing' the game. "[...] even where almost all media is blocked, the world's most successful computer game is still accessible". (Finney A, 2021)

The virtual library was created because people have the right to information. It fits the context of Fallen Trust as it showcases a tool that was created hidden-in-plain-sight, a loophole in order to retain knowledge and reclaim freedom of press.



FALLEN TRUST

NAHOFT

IRANCUBATOR & UNITY OF IRAN

How can Iranians communicate safely and openly under the censorship by their government? A non-profit organization based in California has created an app where messages are encrypted into random texts that can be directed through other messaging apps (Rasool M, 2021). Nahoft, which stands for hidden in Farsi, converts messages that consist of actual words, not just random letters and numbers. As the government is forcing an internet shutdown to suppress protests, this app ensures activists a secure form of communication, to continue their fight against autocratic regimes.

Nahoft has paved a way for Iranians to survive and communicate without fear under surveillance. It allows them to stay informed and feel safe as they can continue engaging in freedom of speech hidden from the authorities.



NAME OF THE WILL

ZEITGEIST STUDIO

In response to the attack against pro-democracy protesters in Hong Kong, Zeitgeist Studio has created a game to keep the spirit of hope, freedom and democracy alive that have recently been taken away from them. Name of the Will, follows a life under a dictatorship in a dystopian society known as Hope. As an unexpected event occurred, the player must solve the mystery by completing challenges in a community where anyone can be the enemy. The end goal is to uncover the truth about Hope.

This game that simulates real life, can serve as a global warning: this is what could happen if people don't stand up for oppressive regimes (Andersen, S.S, 2021). It also keeps the truth of the protests alive, so that people can always search for the truth even when the government attempts to change the narrative.

ENVRONMENTAL PLAYGROUND

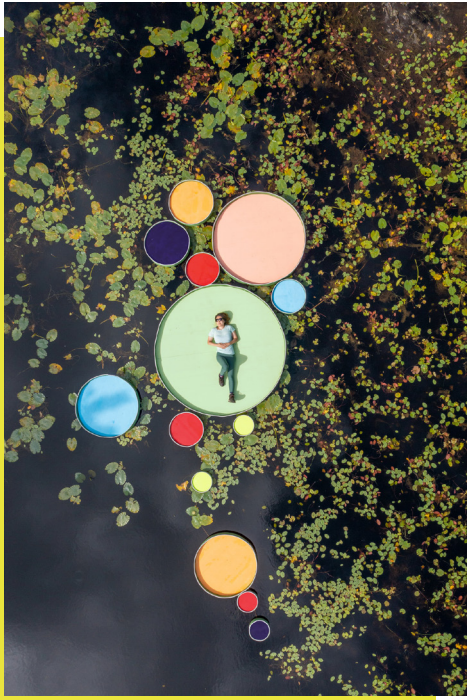
“Nature doesn’t judge you” (Birch J, RishBeth C, Payne S, 2020). The connection people crave with the outdoors was noticeable during the global lockdown. However, people seeked for new discoveries of how nature can serve as a source of entertainment for them. Environmental Playfulness revolves around a renewed interaction with nature. Resources that are good for nature provide a colorful playing field for nature and people.

VALUES

ENTERTAINMENT
CONNECTION
DISCOVERY
ENJOYMENT
EXPERIENCE
JOY
PLAYFULNESS
ENVIRONMENTALISM

The outdoors can be perceived as boring due to the distraction created by human-made entertainment (Eijnden, V. R. D, 2015). This is where Environmental Playground comes in.With the help of creatives that have captured the playful angle of nature, using what's already in front of us as a source of entertainment, there's hope to reconnect humans, nature and see the beauty that needs protecting due to human errors.





LILY PADS

JAEMEE STUDIO'S

Peacefully float, on one of Jaemee Studio's latest interactive designs called The Lily pads. This project is meant to encourage people to have a colorful and playful interaction with nature (Work, 2021). They consist of 13 large pads where people can sit or lie down and escape the outside world. The surroundings are the same color as natural lily pads, that is not to be seen on land. But from a closer look, the Lily floats are depicted in vibrant colors from above.

Jaemee Studio's wants people to enjoy their time from a colorful pond in the middle of nature. This installation represents Environmental Playfulness as it's focus on giving people a new alternative of enjoying their time outdoors. The vibrant colors are eye-catching and attract people to want to float their distress away.



ENVIRONMENTAL PLAYGROUND

ALL THAT IS SOLID

SEMÂ BEKIROVIĆ

Semâ Bekirović designed a giant magic ball of sugar: candy made from nature. Melted and colored sugar was poured layer by layer into a mold in order to form a one-and-a-half-meter diameter ball. It is literally a layered work of art, evoking the layers of earth and soil in the landscape itself. Bekirović placed the ball outside and let nature finish the process: an unpredictable process in which sun and rain determine how the ball changes shape and color (Semâ B, 2021). Slowly, this ball of sugar dissolved, leaving its color traces in the landscape. Symbolizing sugar as the largest energy supplier for the human body.

The magic ball resembles a jawbreaker, a piece of candy that is mostly known in the western world and it represents a playful memory. In this work, we see that it is nature that consumes the magic ball, bringing a human experience and natural process closer together.



GREENLODY

YIHAN DONG

Children are spending more time with their eyes glued on the screens, rather than playing outside in nature. It's crucial for a child's well-being to interact with the outdoors (Yihan D, 2020). Multi-disciplinary designer Yihan Dong, saw this as an opportunity to create Greenlody, an instrument where children can transfer the colors, temperature and sounds of nature into a musical experience. Every element from nature can create a sound on the Greenlody. With these sounds children can make a song or rhythm which can be recorded, edited and uploaded to an application. Greenlody helps children to explore nature again.

This device allows children to experience more interaction with nature. Children learn how playful and healthy nature can be.

CELEBRATE THE ABSURD

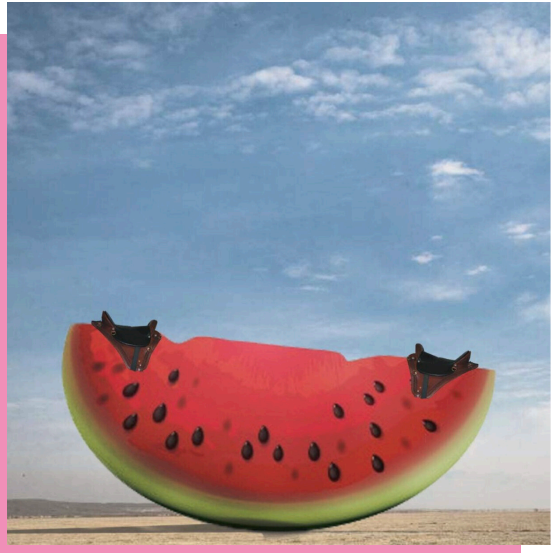
It's time for some lunacy! After a year of spending our lives at home, people are craving a sense of craziness. New perspectives are shifting in how we see mundane entities and how we interact with them. Before the pandemic, we were living with the norms that were already set for us. However, as we see how mother nature can shake our lives upside down in an instance, people had to create new sets of rules and live in restrictions in order to survive. Monotonous routines have led people to experience extreme boredom and a lack of future perspective (Golby J, 2020). Today's society is looking for new meanings for everyday, regular tasks. This through a lens of creativity and freedom.

VALUES

(FIGHTING) BOREDOM
EXPRESSION
FREEDOM
JOY
DIVERSITY

In “Celebrating the Absurd”, people are reclaiming freedom and are exploring new ways of expressing what they’ve missed. Artists are showing creative freedom and playfulness in daily setups with no limits and boundaries. Everyday life is represented in a more wild and absurd way to spark joy.





PLAY WITH YOUR FOOD

KEEGAN RICE, BRYAN SAUNDERS

Play With Your Food looks like an ordinary playground at first. However, up close, it is an art installation that is designed to re-imagine the everyday sights, experiences, and smells. Participants are invited to break the rules: to play with their food. To touch the art that brings an experience of re-discovery. Re-discovery of a cup of coffee, a piece of cake, & a slice of watermelon, however in a deeper, more joyful, and more meaningful way.
(K. Rice, B. Saunders., 2021).

This installation gives people the opportunity to imagine a world where everyday experiences are different than what we're used to. The door to experience everyday actions has opened itself in a more extravagant and absurd way. Play With Your Food is a perfect example of how Celebrating the Absurd is being portrayed.



CELEBRATE THE ABSURD

YES BIOLOGICAL

ERWIN WURM

How connected is the human body to its environment and objects? Yes Biological is an art exhibition by the Austrian artist Erwin Wurm. He shows how sculpture influences the human body and the absurdity of everyday actions (Azzarello N., 2020). Within this exhibition, Wurm has also produced a series of One Minute Forever sculptures, where he incorporates fruits or books held 'forever' by disembodied legs and hands. For a full minute, audience members actively become a part of the work, as choreographed by the artist. (Azzarello N., 2020)

Yes Biological evokes the absurdity found in everyday activities and encourages people to think about how they see and identify themselves with their daily routines and possessions.



CELEBRATE THE ABSURD

CIRCUS MAGAZINE

JACKSON BOWLEY

The latest endeavor of Jackson Bowley, is a bright and loud reaction to the stagnation of boredom in the beauty industry, also introduced as the Circus Magazine. It contains a collection of wild and surreal imagery that dismisses the slick and glossy beauty campaign repeated over time. The magazine pushes how people perceive the beauty industry and what needs to be changed (White R, 2021).

'There's so much that can be done with beauty' (Jackson Bowley, 2021). The Circus Magazine changes the way people look at the beauty industry. The craving for a fun, colorful and dynamic magazine publication was needed after a year of stiffness due to Covid. The magazine was intentionally created to celebrate the wild and absurd.

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