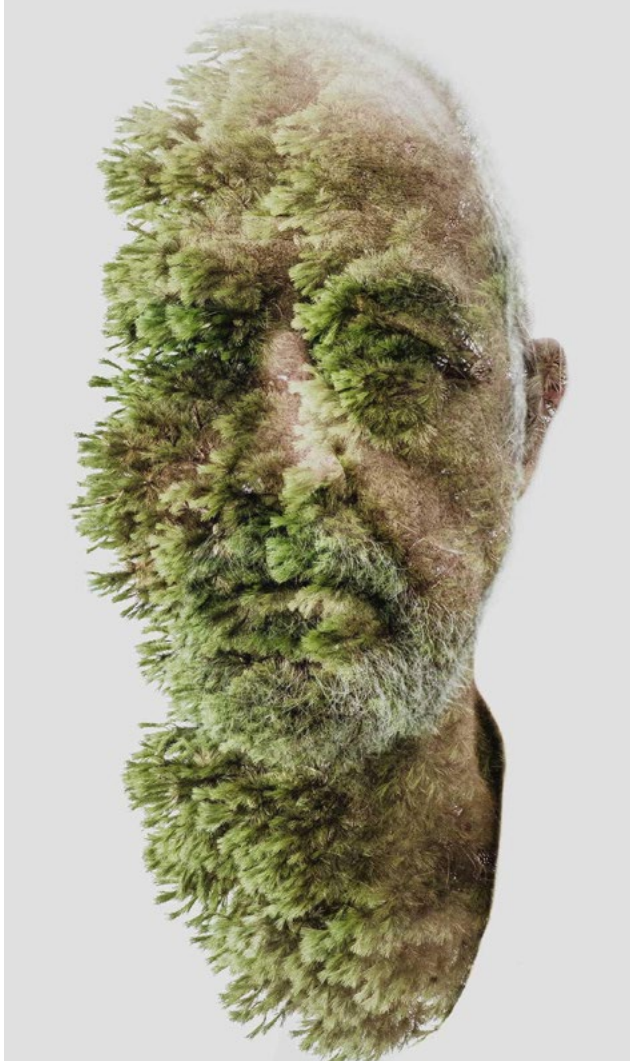




CURRENT TREND LANDSCAPE

*DREW FORSETH
ALEX HART
SAMANTHA CLYDE
MEGAN DZIATKOWICZ
CAMILLE BURT
KUANG LI*



ANCIENT FOOD TECHNIQUES

Phenomena such as the “explosion of kimchi in Queens”, as noted by the *New York Times*, reflects our growing desire to connect with tradition. The resurgence of traditional food preservation methods (such as pickling and canning) continue to gain popularity, likely in rebellion against the processed and frozen foods that populate American grocery stores.



ARCHITECTURAL REVIVAL

The American dream home is shifting away from the McMansion, as stated by *NPR*, (one of three templates for a house, where success meant everything looked the same) towards uniqueness in renovated old structures. This more environmentally conscious approach involves seeing the beauty in the past, and respecting architectural history.

01 HERITAGE REDISCOVERED

As the global economic landscape remains unstable, we crave moments of stability. We look to memories of “better times” to create new and curated experiences. Numbled by the instant gratification technology has put at our fingertips, we yearn for solid, time-tested objects. Digital Natives (Millennials, Gen Z) are among those most craving heritage experiences, as they have been overstimulated by technology’s fast pace their entire lives.

FROM: A DESIRE FOR LIGHTNING-FAST NEWNESS

TO: A RETURN TO TIME-TESTED TRADITION



LIVE ACTION FILM REMAKES

The resurgence of live action in television and movies (*The Sound of Music*, *Peter Pan*, etc.) gives us a sense of familiarity, while allowing for theater viewing plus the incorporation of technology. A great example is the explosion of Disney remakes, such as the recent *Cinderella* film as noted by *Billboard*.



01 HERITAGE REDISCOVERED THOUGHT STARTERS DREW FORSETH

WHAT IF...

there was a collective of designers that created projects that promoted and hired a new generation of American craftsmen?

WHAT IF...

a product was inspired by a manufacturing or building technique found at an archeological dig?

WHAT IF...

a designer bought the rights to a defunct audio company and rebuilt the brand for a new era of listeners?



01 HERITAGE REDISCOVERED THOUGHT STARTERS CAMILLE BURT

WHAT IF...

it became the norm to rehab buildings that already exist and stop simply tearing down buildings to rebuild new ones in their place?

WHAT IF...

people started primarily going to speciality stores (butcher, bakery, etc...) instead of going to box stores where large brands have a monopoly on the products? How would that affect local economies? Would it improve the quality of goods?

WHAT IF...

people moved away from electronic entertainment and rediscovered hobbies, such as art, music, literature, etc... Would it propel us into another renaissance?



2013ALEPLESCH



INTERDISCIPLINARY COLLABS

Designers collaborated to create fast food packaging (such as Coke bottles with peoples names on it, designed by fashion designers). Large companies are realizing the importance of teamwork and give credit where credit is due. In addition, fashion and sport are merging in a way that is creating new collaborations such as the *Adidas x Stella McCartney* collab shown to the left.



LOCALLY SOURCED

Local 360 is a restaurant that only used locally sourced food (within 360 miles of the restaurant), providing context and community for guests, *as noted by the New York Times*. Farmers markets, such as Cincinnati's Findlay Market, connect local farmers and makers to the people of the community. Larger chain grocery stores are beginning to highlight locally-made products.

02 INTERWOVEN WORLD

As the Internet Age seeps into every aspect of our lives, our world gets increasingly smaller. The social media explosion kickstarted our interconnectedness in the social realm, leaving us hungry for more connection in other aspects. Hyper-connection is permeating into our homes, workspaces, and our physical bodies. We experience an innate need for belonging and community in this modern world. As more people than ever in human history move away from home and into cities (a motion spearheaded by Millennials), the desire for belonging and connection rises.

FROM: CULTURALLY SEPARATED MICROCOSMS

TO: ONE HYPER-CONNECTED SYSTEM



INTEGRATED TECHNOLOGY

The rapid development of smart device technology means we are connected not only to our social circles, but also to our homes (with products such as Nest Thermostat) and our bodies (with fitness trackers like the FitBit), *as noted by Fast Company*. We are in constant communication with our surroundings, informed with minute by minute updates.



02 INTERWOVEN WORLD THOUGHT STARTERS

ALEX HART

WHAT IF...

sportswear brands not only took inspiration from high fashion but actually collaborated with well known fashion lines for their performance equipment?

WHAT IF...

footwear was able to track not just the basics of the body but actually warn the wearer of abnormalities to prevent injuries?

WHAT IF...

sport footwear was more specialized for the specific tasks required by each player in the field, providing pointed protection to elevate the level of play and prevent injuries?



03 HUMANATURAL

In rebellion against Pinterest-age perfection, we accept and appreciate all types of beauty. As cultures mash and meld together, our identities shift away from stereotypes and toward unique, multifaceted beings. We accept the individuality of the human and see the true beauty in everything.

FROM: PRESCRIBED IDEALS FOR HUMAN BEHAVIOR
TO: CELEBRATED AND ACCEPTED INDIVIDUALITY



HUMAN BEAUTY

Corporations have begun to embrace this notion, evidenced by *Dove's "Real Beauty" campaign* and Aerie's pledge not to photoshop models, as noted in *Fast Company*. We don't look sideways at people with tattoos, haircuts, piercings. There is a shift to hiring for talent and soul as opposed to physical appearance, accepting the emotional qualities of people as opposed to physical qualities.



BACK TO BASICS

Going back to our roots, we are striving to maintain self and human comfort in the context of the environment as we push towards natural beauty and reconnecting with the natural world (ex. food, use of natural products). The Clinton Hill complex in Brooklyn, as documented by *Curbed*, is a great example, using old brick facades to construct new complexes.



CULTURAL MASH-UPS

There is growing compassion and acceptance of different cultural practices as our society becomes more globalized. There is understanding and acceptance of the way other people live (e.g. a woman who wears rings around her neck to extend it in Asia - does not make sense in for us to do it in America but we respect it)



03 HUMANATURAL **THOUGHT STARTERS** MEGAN DZIATKOWICZ

WHAT IF...

design and nature were thought of as one, and the barrier between them was completely blurred? If seamless indoor/outdoor design reconnected with nature, would this improve our mental state?

WHAT IF...

society rejected technology and the idea of constant communication in order to focus on their own self in the context of the environment and the natural world?

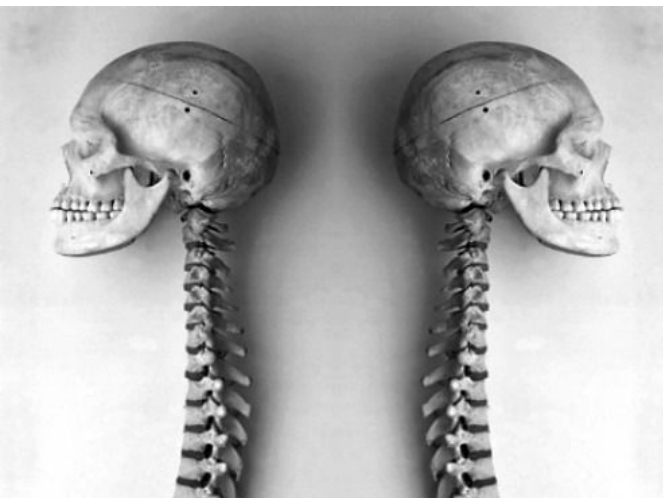
WHAT IF...

only organic and natural food and beverages were made available to the public? How would this affect our health and well being? Would we become happier and healthier?



OPEN FORUM INNOVATION

Elon Musk of Tesla released the company's patents to the general public, stating that Tesla would not pursue patent infringement lawsuits against anyone who wanted to use Tesla's patents in good faith.



BROKEN CULTURAL BARRIERS

Amazon's streaming show "Trans-Parent" won two Golden Globes this year, shamelessly celebrating a controversial topic that deals with honest self-disclosure. The show is about a father coming out as transgender to his children and the social repercussions that ensue. It tackles controversial current issues and empowers the LGBTQ community to come out and experience freedom in their transparency to the world *as noted in Variety*.

04 BRAZEN TRANSPARENCY

As information becomes more readily available, we come to expect honest, full disclosure interactions with people, products, and companies. We prefer the raw truth (warts-and-all) over rose-colored reports. The desire for real communication in real-time affects corporate businesses and world leaders who are now forced into honesty.

FROM: LIGHTHEARTED SURFACE LEVEL HONESTY
TO: SHAMELESS SELF-DISCLOSURE



WHAT LIES BENEATH

The fashion and footwear industries are embracing both the idea of transparency/translucency of materials and the idea of displaying the "behind-the-scenes" technology that has been traditionally hidden. *The recently released Nike Tech Pack* features many items that play upon this trend.



04 BRAZEN TRANSPARENCY

THOUGHT STARTERS

SAMANTHA CLYDE

WHAT IF...

shoppers were able to control their retail experience from selecting styles, patterns, fabric types, and details in order to achieve the ultimate level of customization and honesty of production?

WHAT IF...

the retail experience involved having clothing fitted to your own body in order to achieve the highest level of beauty for one's own shape?

WHAT IF...

shoppers were able to watch clothing being constructed and produced as opposed to selecting a preconstructed, stock style?

WHAT'S BEEN:

04 BRAZEN TRANSPARENCY PAST MANIFESTATIONS



FARNSWORTH HOUSE
1945 - MIES VAN DER ROHE

This 1945 glass pavilion, *according to Arch-Daily*, represents the merging of nature and structure. The concept hinges upon the interaction with nature through the glass faces of the house. Van Der Rohe said about this house, "If you view nature through the glass walls of the Farnsworth House, it gains a more profound significance than if viewed from the outside. That way more is said about nature—it becomes part of a larger whole."



SEE-THROUGH BLOUSE
1966 - YVES SAINT LAURENT

In 1966, Yves Saint Laurent took a daring approach on the runway, exhibiting clothing that was made of completely sheer fabric exposing the body. *According to Business Insider*, these risque transparent fabrics represented the sexual freedom and playfulness of the 60s.



COMBATING CORRUPTION
1993 - TRANSPARENCY INT'L

This non-profit was established to reveal the inner workings of large corporations and government entities. For a long time in the 80s and 90s, *as stated by their website Transparency.org*, people took corporate machinations at face value but a greater desire to know more prompted Transparency International to start a worldwide call for transparency.

WHAT'S NEXT:

04 BRAZEN TRANSPARENCY FUTURE MANIFESTATIONS



OUR FOOD, YOUR QUESTIONS CURRENT - MCDONALD'S

McDonald's is purveying honesty from the inside out, releasing intimate details about their food-making processes and shifting towards a more consumer-centric business model. As stated in *Time Magazine*, McDonald's is now promising straightforward answers, releasing behind-the-scenes web vignettes and infographics to illustrate their inner workings.



WORLD CUP REFORM CURRENT - FIFA INTERNATIONAL

Facing many corruption allegations, many sport associations around the globe are hearing calls for more transparency in their decision making and operations. According to *Yahoo*, leaders of sporting organizations worldwide are being forced to adapt or are being forced out of power like the current president of FIFA, Sepp Blatter.



APPLE CAMPUS 2 CURRENT - NORMAN FOSTER

Sir Norman Foster and his associates, one of the leading architectural firms in the world, have been tasked to design Apple's Campus 2, using a variety of parts made in their own California factories. The Spaceship Ring, as deemed by *AppleInsider.com*, represents the principles of the late Steve Jobs and provides a "remarkably pragmatic way of connecting the right groups."



***IN SHORT,
NO ONE REALLY UNDERSTANDS
MILLENNIALS***



THANK YOU!