

# TrendPulse

**Catching Global Trends  
in Creative Industries**

**June 2009**

**Finpro ry**

**Niko Herlin, Vikki Leroux, Ines Seidel**

## Project Scope

- Background
- Project Team
- Methodology
- Spheres to Watch

## Outcome

- Signals
- World in Transition
- Main Trends

- **Background**
- **Project Team**
- **Methodology**
- **Spheres to Watch**

- Finpro's *TrendPulse*-study was commissioned by Cupore – The Foundation for Cultural Policy Research.
- The study was commissioned in March 2009 and realized during April-May 2009 .
- The study was a pilot project in Finpro: the first creative industries assignment for Finpro's Foresight activities.
- The objective was to collect “weak signals” i.e. early indicators of new developments within the global creative industries sector. Finpro's foresight experts would then identify larger patterns and trends that play a role in shaping the future.



## Who We Are

- Finpro is an association founded by Finnish companies. Our clients are Finnish companies at different stages of internationalization.

## What We Do

- We offer services for initiating, expanding and strengthening the internationalization of Finnish companies.

## Our Expertise Is Based On

- Solid expertise in international business
- An extensive international and local network: Finpro trade centers can be found in over 50 countries



## Foresight at Finpro

- Foresight is a central element in supporting Finnish companies and institutions.
- Finpro constantly observes and analyzes global changes in society and environment and provides projections of things to come.
- Finpro's global network offers a unique view to "scan" the world for the common good of Finland.

- For this project Finpro created a multicountry project team of **Global Observers** : seven Finpro experts in seven countries.
- The observers were chosen for their academic background and professional experience related to creative industries.
- The observers were based in Finpro offices in New Delhi, Seoul, Tokyo, Tunis, Munich, Helsinki and Paris.
- Team demographics: 6 women and 1 man; all residents and/or citizens of different countries; between 30-40 years old.
- Everybody collected and commented the signals.
- Ms Ines Seidel, Head of Research in the project, lead the analysis phase.

- A collaborative software was used to globally collect and share observations, also referred to as signals.
- The software provides a common data platform where the team could compare and comment signals in one place.
- The obtained signals enabled Finpro's Foresight Expert Team to build and gain understanding of developments by recognizing patterns.
- The patterns were further analysed by focussing on the questions: What is new? What are the drivers? What are the opportunities?
- Note: The method does not rely on statistics but expressly uses subjective impressions of newness to discern societal developments that are not yet visible in statistics.

**Finpro Foresight team's instruction on recognizing signals:**

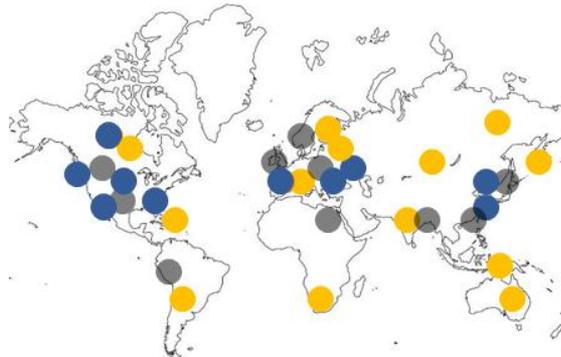
*What qualifies as a signal? You are the observer and whenever you think "hmm, this is something I have not seen before" or "wow" or "that is interesting," then you have discovered a signal. Observe your surroundings while you are at home, at work, shopping, travelling...*

## Signal collection



Done by Finpro  
Global Observers

## Pattern/Trend Recognition



Slow Down

Having a Mission



Done by a Foresight &  
Industry Team

## Analysis – illustrative samples and ad-hoc- opportunities

### Slow Down

#### What happens?

- The Slowdown literally slows the economy down. Consumers spend more time with friends and family, cooking or craftwork – often because the household budget is cut, but also because they see it as more sustainable.
- After the pressure and stress at work, people found they enjoy the extra time from working reduced hours or even unemployment.
- The concept of slow - doing things with attention, appreciating time – has already been visible in food and is now spreading to other areas.
- Enjoying slowness is in stark contrast to the trend towards shorter product lifecycles and puts the need for “rapid innovation” into question.

“The pre-Christmas lay-off timing was perfect... the kids will forever remember it as the year we spent three days building the best gingerbread house ever.”  
Jessica Ward in an [open letter](#) to her former boss



Yoga Classes at Deloitte Consulting for Stress Management

Slow Economy Sparks “Grow It Yourself” Trend

Description and set-up  
for deeper discussion

**April 2009**

## **KICK-OFF WORKSHOP**

Spheres and study areas are defined together with Cupore (see chart *Spheres to Watch*).

## **FINPRO PREPARATIONS**

Research tools and guidelines set-up, Finpro team's kick-off.

**April 15th – May 27th**

## **6 WEEKS OF DATA COLLECTION**

- Global Finpro team gathers information.
- Data collection starts 15.4.09 – ends 27.5.09
- First phase of desk study & analysis.

**May 2009**

## **DESK STUDY – FINAL ANALYSIS**

Trends defined and put on a report.

## **CLOSING WORKSHOP**

Coverage of spheres outlined - Finpro interpretation of gathered data discussed and summarized.

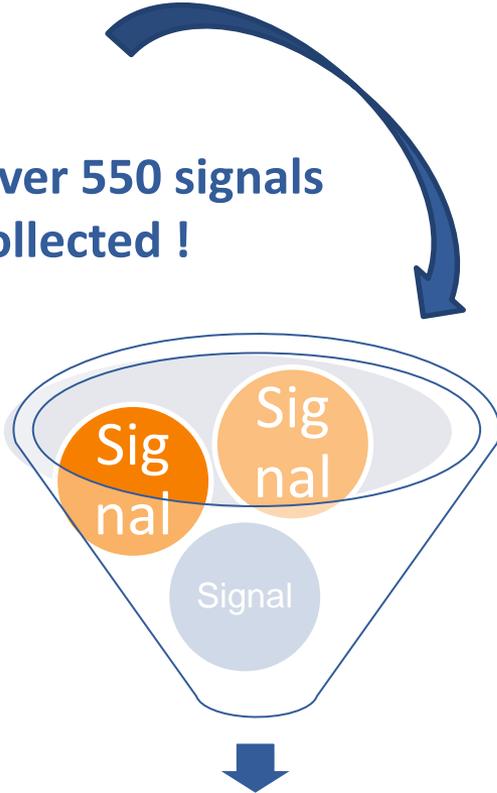


Based on Finpro-Cupore  
workshop, April 2<sup>nd</sup> 2009

- **Signals**
- **World in Transition**
- **Main Trends**

# From Signals to Main Trends

Over 550 signals collected !



**Trends**

## SPHERES

## MAIN TRENDS

**Consumer Citizen**

Experience is King  
 Natural-Born Design  
 User-Generated Everything  
 Slowdown - Slow Down!  
 Cuddling Up Inside the Comfort Zone  
 The Web as My Trusted Companion  
 Join for Action!

**Business Work**

Gig Economy  
 The Adventurous Employee  
 On A Mission  
 Stimulate Creativity  
 Childish Behaviour Encouraged

**Society**

Urban Space As Canvas  
 Creative as Primary Settlers  
 Masculine 2.0  
 India is Mainstream Cool



## The Downturn Magnified

Trends that had  
lingered in society  
already for a while

The Ex 5-Piece Stainless-Steel Knife Set,  
[CSB Commodities](#), U.S.



T-Shirt Chair from T-shirts of Friends.  
[Maria Westerberg](#), Sweden



**From Irony... to Authenticity**

## Consumer - Citizen

## What happens?

- People are starting to value experience more than physical things. It's not what you own or know that matters but what you've done and experienced.
- An extraordinary experience is seen as a way to differentiate from others. People are looking for unique experiences as a way to bring special value to life.
- Opens up holistic approach e.g. School is not only about studying – it's a learning experience

" People are being more value conscious, ...that means they're looking for experiences that speak to their heart "

Daniel Levine, Global Trend Consultant

Picture: [Dimitri Castrique](#)



***Space flights could cost as little as £10,000 in a decade, analysts believe***

*Art Bus: Discovering Urban Art In-Situ (Paris)*

Guided tours for Parisians interested in contemporary art, visits often hosted by the artists themselves. The clue is the shared experience - not necessarily the artworks.

Picture: [Raffer79](#)



***Wedding trends for the Adventurous (U.S.)***

**This trend relates to:  
Identity, Lifestyle,  
Consumption Patterns**

## Opportunities

- Embedding experience/adventure into services
- Holistic experience approach lead to new service offerings or partnerships e.g. architects work with anthropologists or sociologists
- Experience Marketing: Most things can be marketed by emphasizing the experience they bring. E.g. Cars are not sold because of their technical features but by the experience you get from driving the car.
- Experience as currency or gift

### *Vodafone to Redefine the Mobile Internet Experience*

Picture from official [youtube video](#) of the event



*T-Mobile organized a huge sing-along event in London*

### *Smelling Time with Special Watch*

### *Driver Experience Design*

*Culinary Experience as a Gift (Italy)*

### *Experience as Bonus*

Korean Companies often treat their loyal customers with free tickets to cultural events, musicals and movie premiers etc.

The Experience economy is most advanced in developed markets. In rising economies unusual experience is adding status especially to the *Nouveau Riche*.



\*NB: the map is based on selected findings and not systematic research



## What happens?

- More design that comes across natural, the engineer or personality of the designer stands back
- Design is prioritized over technology when making buying decisions
- User-friendliness is key
- Intuition as a preferred way to learn
- Underlining the desire for harmony, pleasure, safety, effortlessness, nature etc.

**High tech no longer enough without "techart" designs (Korea)**

Samsung's Hauzen washing machine is based on the work of designer Andre Kim.



Picture: Samsung



Picture: Mojorno

**Bluetooth headset modelled after a drop of water (Russia)**

Designer Ilshat Garipov tried to transfer elegance and plasticity of a drop of water to headset design



Picture: Reuters

**Robot Fish to detect pollution near Spanish ports (developed in UK)**

**This trend relates to: Lifestyle, Consumption Patterns**

## Opportunities

- Instructions and installation for products need to be simple, approachable and accessible - product interface design becoming more valuable
- Opportunities for design and visual communication in unexpected places such as manufacturing and heavy industry.
- Products as easy-to-use service platforms (e.g. *Computer for Dummies*).
- Companies to partner up with designers and end-users early on in product development.
- Solutions that imitate processes / designs in nature

### *The Future of Internet Search : It's Mobile and Looks Cool*

Concept by  
Mac Funamizu, Japan



### *Zip Up Earphones: No More Messy Wires*

Designer: Ji Woong



Picture: [petitinnovation](http://petitinnovation.com)

### *Computer for Dummies*

French telecom operator Orange has launched an "all-in-one" computer called HELLO. Targeting technology-shy seniors and low income people, the computer is part of a 39.90€/month service package.



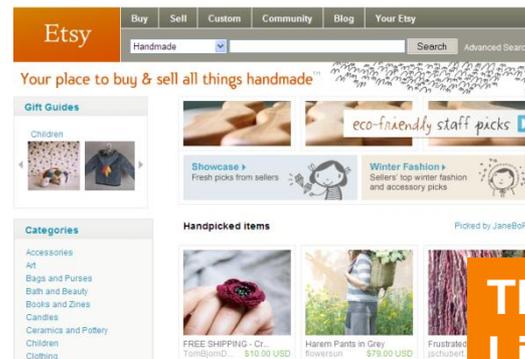
Picture: Orange

## What happens?

- The *Person* – the *Individual* as a force of nature: Celebrating a person's identity, power and independence.
- Consumers discover their capacity for being Makers and Creators (and stop being passive consumers)
- Distinction between professional and amateur is blurred

**Café in Korea:** Pictures, diaries, tips and real episodes posted on web communities' sites (*Cafés*) are published as books on author's agreement.

**Do-it- yourself colouring dress** by [Michiel Schuurman](#) and [Berber Soepboer](#) (NL)



**Etsy – Marketplace for Handmade Items**

**This trend relates to: Lifestyle, consumption patterns, changing nature of work**

## Opportunities

- Creative industries need to allow or stimulate creativity of an individual or a community
- The *IKEA-way*: Enable customers to assemble or customize products with DIY kits or modular customization...
- Co-create products or the service experience with consumers/users
- Enable customers to network, exchange How-to-tips



### ***Remix Wizard : Artists and Fans Connect and Remix***

Remix Wizard gives fans the ability to remix and become a part of their favourite band's music through a lightweight widget the band can put on its website and MySpace page.

“The response way exceeded our expectations and it was super gratifying seeing all these fans putting their own flavor on our song... one guy even paid to ‘liven’ a sample from another band and use it in his version... Getting the fans as involved as possible was the goal and we accomplished that...!”

Yesod Williams, vocalist of *Pepper*



### ***Design a Currency Symbol for the Indian Rupee - Government Contest***

### ***Biohacking : do-it-yourselfers tinker with the building blocks of life in the comfort of their own homes (U.S.)***

Phil Holtzman, a college student and part-time DJ at dance parties in Berkeley, CA, is growing viruses in his attic that he thinks could be useful in medicine someday.

## What happens?

- The Slowdown literally slows the economy down. Consumers spend more time with friends and family, cooking or craftwork – often because the household budget is cut, but also because they see it as more sustainable.
- After the pressure and stress at work, people enjoy the extra time from working reduced hours or even unemployment.
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“ The pre-Christmas lay-off timing was perfect... the kids will forever remember it as the year we spent three days building the best gingerbread house ever. “

Jessica Ward in an [open letter](#) to her former boss



**Slow Down  
London Festival in  
London from 24  
April – 4 May 2009**

**Yoga Classes at Deloitte Consulting for  
Stress Management**

**Slow Economy Sparks “Grow it Yourself” Trend**

**This trend relates to:  
Lifestyle, Consumption,  
Innovation, Changing  
Nature of Work, Downturn**

## Opportunities

- Changing Value Proposition: from “fast” to “relaxed”, from multi-faceted to simple and focused, from result-driven to experience-enhancing, from industrial production to manual production
- Turning services into rituals
- Partnering with other slow services for promotion e.g. slow travel, farm food, slow entertainment
- Enable to make things slowly e.g. with self-assembly kits
- Sustainable design

“Slow Capitalism” series of events at the Goethe Institute in NYC (U.S.)

Picture: Teatro Vivo



Live Theater at a Sainsbury's Store in London by Teatro Vivo

### Progress is Overrated

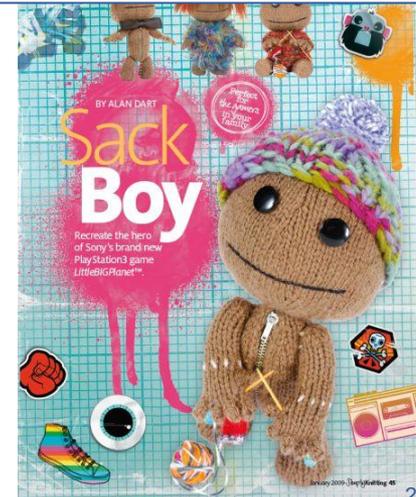
Has progress taken us to a better place?  
I'd say it's taken us for a ride. (Probably in a carbon-coughing oil guzzler.)  
Honestly, what thanks do we owe progress? We're up to our necks in landfill, down to the wire on resources, and climate change is out to get us – or at best leave us with a nasty sunburn.  
Historically, civilizations are destroyed by progress. Just ask the Pharaohs. No sooner had they built those jumbo triangles and gave constant cats than they flushed themselves down the Nile.  
That's why at Post Shredded Wheat, we put the “no” in innovation.  
Henry Perky created the Original Shredded Wheat in 1992. One man. (Him) One ingredient. (Wheat) One machine. (The machine.) We didn't give it any add-ons or plugins. Heck, we didn't even name it.  
All we did was make it Spoon Size in 1961. Did we go too far? Time will tell. But I will say our naturally fiber-rich, 100% whole grain wheat has been free of enhancement, progress and pyramids for 117 years and counting.

Frank Druffel



Ad by Shredded Wheat (U.S.)

Knitting Sony Playstation Game Figures Made Easy. Supplement to Knitting Magazine (UK)



Picture: Simply Knitting

# Slow Down! Hot Spots\*

As the slow movement is a reply to fast consumption and stressful work, it is most pronounced in industrialized countries.



\*NB: the map is based on selected findings and not systematic research

-  Trend setting
-  Following Fast

## What happens?

- Embracing traditions, craft work, retro, staying at home...
- Finding reassurance, satisfaction and pleasure in the traditional
- Not identical to repeating the past: The “old” takes on a fresh look

Picture: [Leila Navidi](#). Originally for [Las Vegas Sun](#)



### *Bouse House: Sewing and friendships nurtured at art exhibit (U.S.)*

“Bauhaus was all about industry. ‘Bouse House’ relies on unlearning that. Suddenly society is required to hand-make things again and they have to use whatever’s there.” Artist Danielle Kelly about her art exhibit, which also hosts textile workshop

### *“The Cloud” A Magnetic Floating Sofa*

*Designer D.K.Weï designed a sofa for “ultra-comfort”*



Picture: [kootouch](#)

*British consumers swap going out for staying in (UK)*

*Food firms bring back their old favorites (UK)*

**This trend relates to:  
Downturn, Lifestyle,  
Consumption Patterns**

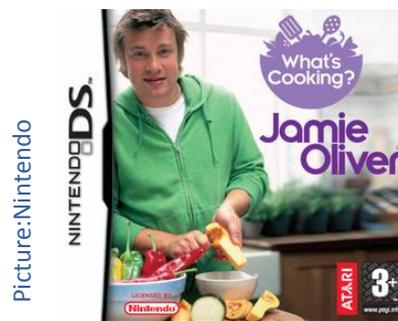
## Opportunities

- Services and products around the concept of security, home, family, craft, positive feelings, affection.
- Mobile solutions for *feeling-at-home* i.e. feeling safe, relaxed and at ease everywhere.
- Enabling traditional activities with modern devices (e.g. learning to cook with Nintendo DS)

### Homes that click (India)

“I can drive to work without getting overwrought about whether I’ve locked the doors and windows. My entire home locks itself within three seconds of closing the front door... My home is now the weekend *adda* for my buddies who just love to spend time here,”

Abhijeet Barua, Creative Executive, Mumbai



Picture:Nintendo

### Learning to Cook with Nintendo DS

### New Popular Company Songs (Japan)

Japanese companies tried to introduce western individualism into their corporations i.e. a performance-based system, but excessive achievement-oriented climate created tensions. In an economic downturn, employees long more than ever for common solidarity. The revival of Company songs are an outburst for traditions that bring comfort.

### Revival of ancient smell ceremony (Japan)



Picture:Kodo Kit, Scents of the Earth

## What happens?

- Intensive and extensive use of media relates to 24/7 online communities
- Virtual contacts and online media gain status of trusted partners and friends
- No inhibitions: online media as venue for self-confessions
- New mediums part of today's work environment, way of working and doing business: private web use during working time difficult to control



**At**  
**[Awkwardfamilyfotos.com](http://Awkwardfamilyfotos.com)**  
**users share their most**  
**awkward pictures (U.S.)**

### ***Father delivers baby son after watching YouTube childbirth clips (UK)***

“ Marc Stephens, 28, a naval engineer, told yesterday how he had already learned how to play the guitar and solve the Rubik's Cube puzzle from YouTube videos. So it didn't seem too much of a leap for him to check out the whys and wherefores of childbirth. ”



***Chinese have a (more)***  
***"confessional"***  
***approach to the***  
***internet***

Sufei's Diary (screenshot), an interactive web series about a college girl in Shanghai was much more successful in China than the original versions in Portugal and Spain. This has been attributed to the more confessional approach of the Chinese towards the web, which was encouraged by the show.

**This trend relates to:**  
**Identity, Communication,**  
**Lifestyle, Demographic**  
**Groups**

## Opportunities

- Enabling security and trust through social media
- Enable interaction between strangers via mobile gadgets
- Enable interaction between strangers in offline world
- Prevention of side-effects of living online

### Webcams help parenting (France)



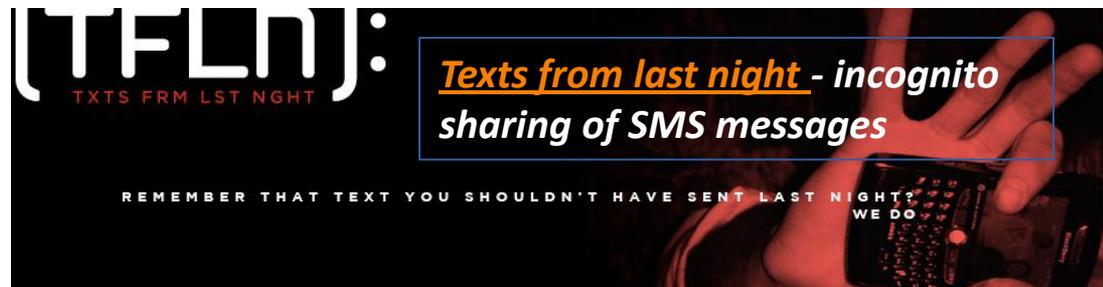
Keepenye.tv: Instead of watching for burglars, parents watch their children's or elderly parents' daily routines and maintain communication during the work day.

### Hotline Set Up for Internet Addicts (South Korea)

Computerhelp – Self-Control Software helps manage Facebook addiction



Air Tagging Device Sekai Camera (Japan)



Texts from last night - incognito sharing of SMS messages

## What happens?

- Make a difference: People feel empowered, able to make a difference. Helping the environment is still a major issue, helping people – especially in local communities – is gaining in importance.
- Donate time and effort! Donating money is either not possible or seen as morally doubtful (buying a good conscience).
- Young people lead the way and favor brands/employers who share the same compassion
- Stems from a sense of connectedness that marks a transition “from me to we”.
- Speaks of a disillusion with ego-centric consumerism and governments.

## Students Volunteer Time Over Spring Break (U.S.)

“ I like doing this stuff because I can help people out and have fun. “

Aysha Ferguson, MSNBC, March 2009



Carrotmob video

Carrotmob (U.S.) brings together “Mobs” of shoppers as the carrot for driving greener business practices.

Let's Do It! 2008 3% of Estonians collected 10.000 t of garbage on 3.5.2008 throughout Estonia. The event was organized by internet entrepreneurs using Google maps and GPS phones. (Estonia)



**This trend relates to:  
Identity, Lifestyle,  
Society, Downturn**

## Opportunities

- Enable joined action: allow consumers to help others e.g. by partnering with charity, donating part of sales for social cause
- Marketing/advertising: Products and services are to engage customers in *good-doing*, underline common good.
- Compassion : encourage/support employees to do social work, compassion as a core value.
- A *must* for all companies that want to show their social responsibility, but also for public organizations e.g. NGOs, Care Organizations etc.

Various social platforms allow people to find a volunteer opportunity in their neighborhood.



*Starbucks Pledge5 – Volunteer Work for a Cup of Coffee (U.S.)*



**1,296,135**

That's how many hours we've all pledged.

*Church of England Uses Twitter to Urge Acts of Kindness (UK)*

*Volunteers Hope Baseball will Turn Kids Away from Gangs (U.S.)*

## ABSOLUT KINDNESS

“For one week, kind gestures such as giving smiles, high fives ...are going to become currency and earn their givers coffees, drinks and cinema snacks.”

*Absolut Vodka campaign, London – Apr 2009*

*Dacher Keltner*, professor of psychology at Berkeley, claims that the U.S. has become the country where empathy is valued the least, whereas it is still deeply ingrained in Eastern cultures. Today, volunteering has the steepest upwards curve in the U.S. – but Obama's *Yes, We Can* is practiced across the globe.



\*note that the map is based on selected findings and not systematic research



## Business - Work

## What happens?

- Working in Gigs becomes common: Freelancing or working multiple jobs has always been typical for the creative sector – now this is spreading to other sectors as well.
- Need for Money vs Freedom: While the Gig Economy is a way to gain needed extra income (especially low income-workers), high income workers now opt for freelancing as a way to expand their scope
- Flexible Relationships: When work relationships become flexible, the flexibility of salary, quality or trust may come as a surprise.

“ No one I know has a job anymore. They've got Gigs. “

Tina Brown, blogger at *The Daily Beast* & ex-Editor-in-Chief of *Vanity Fair*, Jan 2009

A U.S. [online survey](#) in Jan 2009 found that **one-third** of the 500 respondents are now working either freelance or in two jobs. Nearly one in two of them report taking on additional positions during the last six months.

***Top Execs Duck High Profile Jobs to Become Entrepreneurs (India)***

Co-working spaces mushroom in Western world and start also in BRIC countries – entrepreneurs and freelancers share office space with each other, often in coffee-house atmosphere.

Photo: [La Cantine](#), Paris, France



***Middle Class Turns to 2<sup>nd</sup> Jobs to Deal with Credit Crunch (UK)***

**This trend relates to:  
Changing Nature of  
Work, Creativity,  
Downturn**

## Opportunities

- Enabling flexible working: collaboration software, flexible space rental, networking events, mobile identity recognition, ..
- Support the flexible worker: Financial security of self-employed, Services that increase creativity and health (=market value of a worker)
- Support Opportunities: Companies which are in danger of losing top talent to self-employment in need of better people management

***Google Uses Specific Software to Identify Top Talent in Danger of Leaving***

### ***Laid-off Workers turn to Freelance Web Sites (U.S.)***

People who have lost their job often turn to freelancing in a profession they feel more *vocation* in e.g. as fitness trainer, writer, comedian, personal coach... It is a second chance to fulfill one's dreams.

### ***Former Bankers Turn to a Creative Plan B***

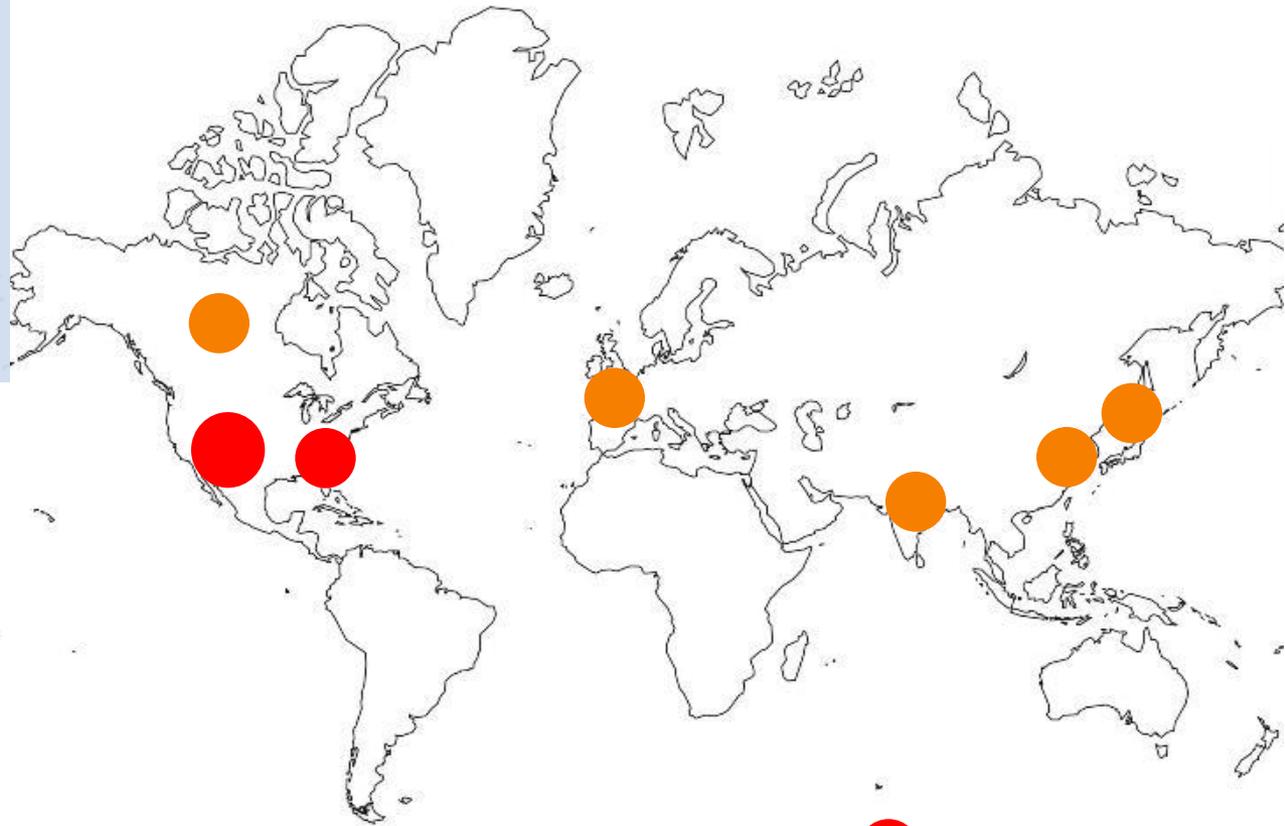


### ***More Companies Tolerate Second Jobs of Employees (Japan)***

**Figuring Out** offers a combination of career coaching and trial work experience to people who want to figure out what they want for their next career move. (UK)



With a high level of entrepreneurialism and low level of financial support to fall back on while unemployed, the Gig Economy has been strongest so far in the U.S..



\*NB: the map is based on selected findings and not systematic research

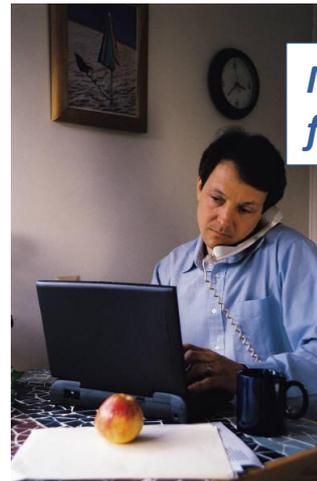
 Trend setting  
 Following Fast

## What happens?

- Employees are loyal to their own beliefs - not to the brand/employer
- Typical result-oriented goal setting may not work
- Money is one but definitively not the only incentive to attract talent
- The rise of the white-collar workers “creative class” (1/3 of the working force).
- The more flexible approach towards the employee - already familiar to the creative sector - is clearly spreading to other industries as well
- Traditional ‘9-to-5’ is challenged
- Space and freedom are vital –a challenge for managers

*The Sandbox by **DEGW** - a design consultancy – lets teams design their office in a collaborative game . Used e.g. by GlaxoSmithKline.*

*Think Tank: Employees expect more than just the salary – jobs need to be mentally rewarding*



*More people choose freelancing (U.S.)*

**This trend relates to:  
Changing nature of work, Organizational Leadership, Creativity,**

## Opportunities

- New methods and tools for measuring competence and achievements of employees
- Company values as a way to attract and retain talent
- Understanding attractiveness of a job – e.g. Location, work-life-balance, interior design, organizational culture
- Adapting recruiting, internal IT etc. to Generation Y, those who have “grown up digital”



Picture: mathewingram

Google headquarters in Toronto, Canada

*Gen Y-ify your Recruiting Website*

*Facebook, Youtube at Work Make Better Employees: Study*

*Gen Y bring own technology to work*

Ad for job portal stresses the emotional aspect of finding the right job (Germany)



Picture: laufbahner.de

The unordinary, empowered employee is seen as a new phenomenon in post-industrial cities (according to Richard Florida). While originally at home in Western cities, new hubs of the knowledge economy in India, China and elsewhere also breed this new type of employee.



\*NB: the map is based on selected findings and not systematic research

- Trend setting
- Following Fast

## What happens?

- Live your Truth: Acting according to green or social values is becoming mainstream – creative professionals (graphic designers, musicians, software, performing arts,...) have had a major role in disseminating this new lifestyle.
- Transformation agents: In their role as trend-setters and public observers, creative people often become political/radical and undertake increasingly a role as agents of change in the society

Artist Andi mixes traditional Palestinian embroidery with fringes worn by Jewish men for “Garments of Reconciliation”

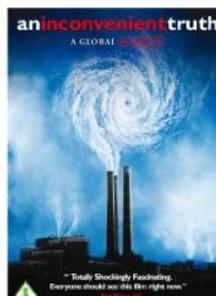
Blogs, videos, films, photos, events challenge established thinking and systems. Topics include e.g. consumerism, minimum wage, capitalism, privacy

**WE CANNOT  
NOT CHANGE  
THE WORLD**

SOCIALDESIGNSITE.COM

**MAKE ART LIKE YOU CARE**

GOOD ART + GOOD WORKS = BETTER WORLD



Al Gore’s campaign to educate citizens about climate change became a huge success after Davis Guggenheim directed a film about it.

**This trend relates to:  
Lifestyle, Identity,  
Creativity, Society,  
Downturn, Environment**

## Opportunities

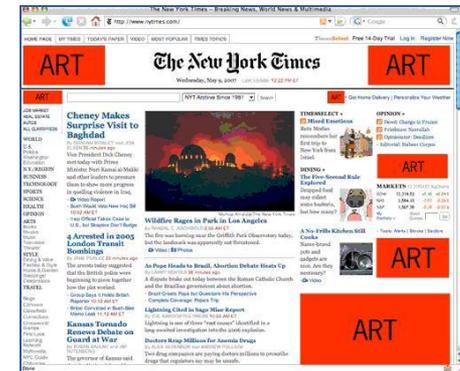
- Employing creative activists as change consultants in business, education, government
- All companies are called on to “show their true colors” and need to be aware of creative opinion leaders
- Potential for all organizations involved in or working on change processes

### ***Design 3.0: Transformation Design.***

Several design think tanks (e.g. NextD) agree that the next level of design thinking is involved in social transformation

“ *Total Beauty Design: It’s not beautiful if it’s toxic.* ” - Michael Braungart, Proponent of *Cradle-to-Cradle* strategies sees young designers leading the way in terms of sustainable design.

The “[Anti-Advertising Agency](#)” (U.S.) created a Firefox plug-in that replaces online ads with art



### ***IBM: Leadership Training Modeled After U.S. Peace Corps Training***

IBM is the first company that uses social work for management training – with the idea of turning executives into “global citizens”. The program started last year, this year already 500 executives are trained in countries like Brazil or Malaysia.

Artists and designers get radical in all metropolises. In countries where freedom of opinion is not sanctioned, being political has a more personal risk and may therefore be less visible.



\*NB: the map is based on selected findings and not systematic research



## What happens?

- In a knowledge economy, a company's success hinges on the creativity and productivity of its employees
- Companies are increasingly aware that creativity needs to be stimulated with e.g. interior design, more freedom, even by provocation.
- The workplace needs to fit different personalities and allow all employees to express themselves as individuals
- Blurred boundaries of private and business life : less separation of work and private identity .

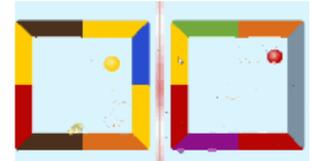
### *Creative work environments – do you work in one?*

At Google's European engineering HQ in Switzerland, design plays a crucial role to let creative juices flow



Picture: [Andrewarchy](#)

[Mindweavers](#) (UK) develops software that trains various cognitive skills and is based on latest neuroscientific research



Picture: [Laughing Squid](#)



[MetroNaps](#) (US) enhances workforce productivity through mid-day napping equipment such as the napping pod displayed at the MacWorld Expo 2008

**This trend relates to:  
Changing nature of work,  
Creativity & Innovation,  
Organizational Leadership**

## Opportunities

- Export models of creativity from creative companies to other sectors.
- Creativity training, Creative empowerment
- Idea management solutions
- Solutions for Getting-things-done in unconventional ways



Führungskunst (= leading art; Austria) provides seminars for executives that involve museum tours e.g. *Rembrandt for Managers* and creating art from clay. Managers learn how others see them and how they create their leadership style.

***Contemporary Artist decorates a School Office (France)***

***Google, P&G Swap Workers to Spur Innovation (U.S.)***

***Office Design for Creativity at Ogilvy & Mathers in China***



## What happens?

- Companies are looking how to inspire more creativity in their workers : Elements of Playfulness added to the workplace
- Children are known to be creative, and are therefore role models for creative workers.

### Workplace Inspiration from Zappos (U.S.)

Picture: [TopRank Online Marketing](#)



“It seems that one way (Zappo) achieves this upbeat customer satisfaction obsession is by keeping it’s employees comfortable and happy - really happy...looks like an office playground ... “

Click to **LOOK INSIDE!**



Two year old Aelita Andre is celebrated as an abstract expressionist artist after her paintings sold for between 350 and 2000 AUD (Australia) in an art gallery. She now also sells through her [website](#).

This trend relates to:  
**Creativity**



## Opportunities

- Using artists, improvisers and other “playful” actors will to stimulate creativity in companies – and schools.
- Companies to collaborate with schools or networks of children
- Involving children in problem solution or creativity training
- As a service provider, enabling child-like behaviour through: creativity training, playful workplace, counselling e.g. re-discovering the “inner child” as a way to be more creative or to be a better leader

“Most mammals start out cute, playful, and innovative, and gradually become grim, pragmatic, and habit-ridden”.

Geoffrey Miller, *The Mating Mind*



### Alcatel-Lucent Lab

uses a hand-picked global community of pre-teens and teens to understand how they use all sorts of screens

***How to Talk to Girls - Relationship guide by 9 year old boy***



### Creative Partnerships

(UK) between schools and artists were found to increase overall performance of involved children

Paying attention to children's unique creativity is a new feature for most cultures and as it is related to empowerment and a focus on creativity and motivation, it is most pronounced in countries – and companies! – where these drivers are at work – e.g. companies such as Google or Zappos.



\*NB: the map is based on selected findings and not systematic research





## Society

## What happens?

- Urban space is reclaimed as a place to have fun, to connect and to provoke.
- The trend picks up on social networking and moves it from the open internet to the open public space. Urban playground or flashmob-events are organized via mobile phones and internet. Often the events later become virtual again and are spread in Youtube.
- For people with a message– like activists, artist – the urban space (and not Second Life or the gallery) – is the place to connect to citizens.



Picture: [Steve McFarland](#)

World Pillow Fight Day, was organized for the second time April 4 this year – a coordinated event among multiple cities ranging from Shanghai to Paris.



Picture: [moonwire](#)

**Free Hugs Campaign**

**School Classes Learn How to Organize Flashmob Events (Germany)**

**This trend relates to:  
My Room – My Space,  
Communications**

## Opportunities

- Inspiration: how to go viral, how to catch attention, how to surprise, how to raise emotions
- Using public space as an alternative to classroom, theatre, library,... to raise engagement
- Include an inviting public space for differentiation (E.g. Hotel Standard's plaza, NY)
- New marketing/advertising
- For everyone with a message e.g. environmentalists, marketers, leaders, brands

### *Free space for socializing*

Picture: drinkingsnapple



The [plaza in front of the Standard hotel in NY](#) encourages a social atmosphere. The use of the plaza will evolve over time. Currently there are bright yellow benches and tables in the space open for anyone to use. During the winter an ice skating rink free for the public to use is considered.

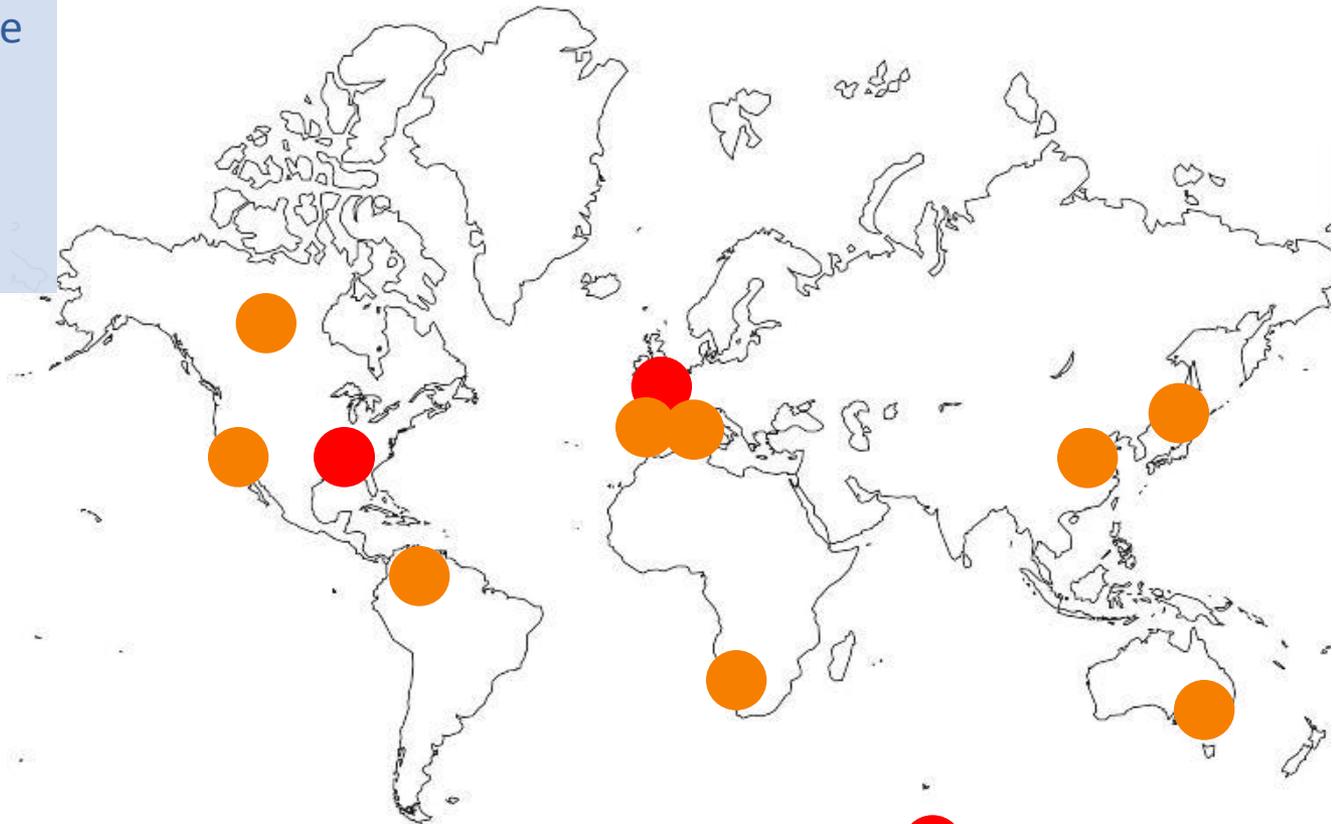
### *Learning Landscapes*



Picture: [Project H Design](#)

[Project H Design](#) creates "learning landscapes" e.g. in Uganda and North Carolina

A playful or campaigning use of urban space is most obvious in UK and the U.S. but visible in almost all metropolitan areas.



\*NB: the map is based on selected findings and not systematic research



## What happens?

- Public authorities or companies in a district actively try to draw creative primary settlers into their neighbourhood
- In biology, “primary settlers” are plants that start to grow first after soil got burned or contaminated, and in doing so, the primary settlers make way for other plants and animals. Creative folks have the same effect in run down city districts.
- Thriving on little: Creative entrepreneurs basically need cheap space and freedom to do what they like.

“ At this point in Detroit, you can purchase a house for as low as \$100. Urban pioneers are beginning to move in to take advantage of these low prices, and are transforming these run-down properties. New residents are helping to re-build the community with ... community gardens and art projects. “

PSFK.com, March 2009

### *Hairdresser's salon turned into theatre (UK)*

Artist Janette Parris has taken up residence in a former hairdresser's salon in South London in order to stage *South Side Story*, a version of *West Side Story*, with local children.

### *Empty Big-box Stores Drag Down their Neighbors (U.S.)*

Picture: [Mark Kobayashi-Hillary](#)



This trend relates to:  
**Changing Nature of Work,  
 Creativity, My Space,  
 Downturn, Society**

## Opportunities

- Revive desolate districts with creative entrepreneurs, partnerships with artists, schools or universities
- Short term programs for shop owners who temporarily can't rent space for commercial use
- Keep local community spirit or tourist attractiveness through creative entrepreneurs
- Interesting long-term investment for municipalities, city planning companies, real estate companies

“ We wanted to make it fun and bright, celebrating the Downtown instead of letting it feel dismal and empty. “

Kathrin Scherbel, Berkeley, U.S.

organizer of art-exhibitions in empty storefronts

***Storefront Gallery – Program for Storefronts in Transition (U.S.)***

***Artists are Coming to a High Street Near You (UK)***



***Red Light Rooms Become Art Studios (Netherlands)***

***Art Fence a New Attraction at City Hall Construction Site (Korea)***

“ Empty shops and offices can now be rented for cheap to artists and galleries with government funding. A £3m grant scheme allows people to breathe new life into vacant shops. “

The Guardian, April 2009

Creative Entrepreneurs and artists have a primary settler function everywhere – that this function is used on purpose for vitalization of urban areas is most visible in North America and Europe.



\*NB: the map is based on selected findings and not systematic research



## What happens?

- Gender roles blur: it is no longer the women who slide towards a more masculine world, but instead men adapting and getting inspired from the female world.
- The metrosexual man is moving towards the **fe-male**
- Even in traditionally paternalistic and conservative cultures , gender roles and sexuality are adapting western values. E.g more “house-husbands” in Korea
- In the western world perceptions of Femininity and Masculinity, have evolved to something new.

### *More and More Men Staff in Cosmetics Shops (South Korea)*

Today teens and tweens have no problems with playing with their feminine side. Male make-up has gone mainstream.



Picture: [riverblog](#)



Poster: Tokio Hotel Shop

Front singer Bill Kaulitz (20) of the German band Tokio Hotel celebrates a feminine look

### *Feminine Men Shorts*

At the trend-setting men's wear shows (Yohji Yamamoto, YSL, Alexander McQueen) in Paris and Milan, skirt-like shorts keep popping up on several runways.

**This trend relates to:  
Society, Identity,  
Demographics**

## Opportunities

- Business that has traditionally been directed towards females may want to adapt to a rising demand from male consumers.
- Everything that has been made for men, must be reconsidered : we cannot stick to old assumptions of what men want.
- A young trend, so there are not yet many examples, but this might turn into something big...

### *Traditional gender identities blurring (Japan)*



Picture: [Jerine Lay](#)

Every society has its own terminology for a young generation regarded as odd or unfathomable, and marketers are quick to give them catchy labels. It's no exception in Japan, which is now abuzz with talk of men with a soft spot who are becoming known as *soshokukei*, meaning "herbivorous". (=metrosexual)



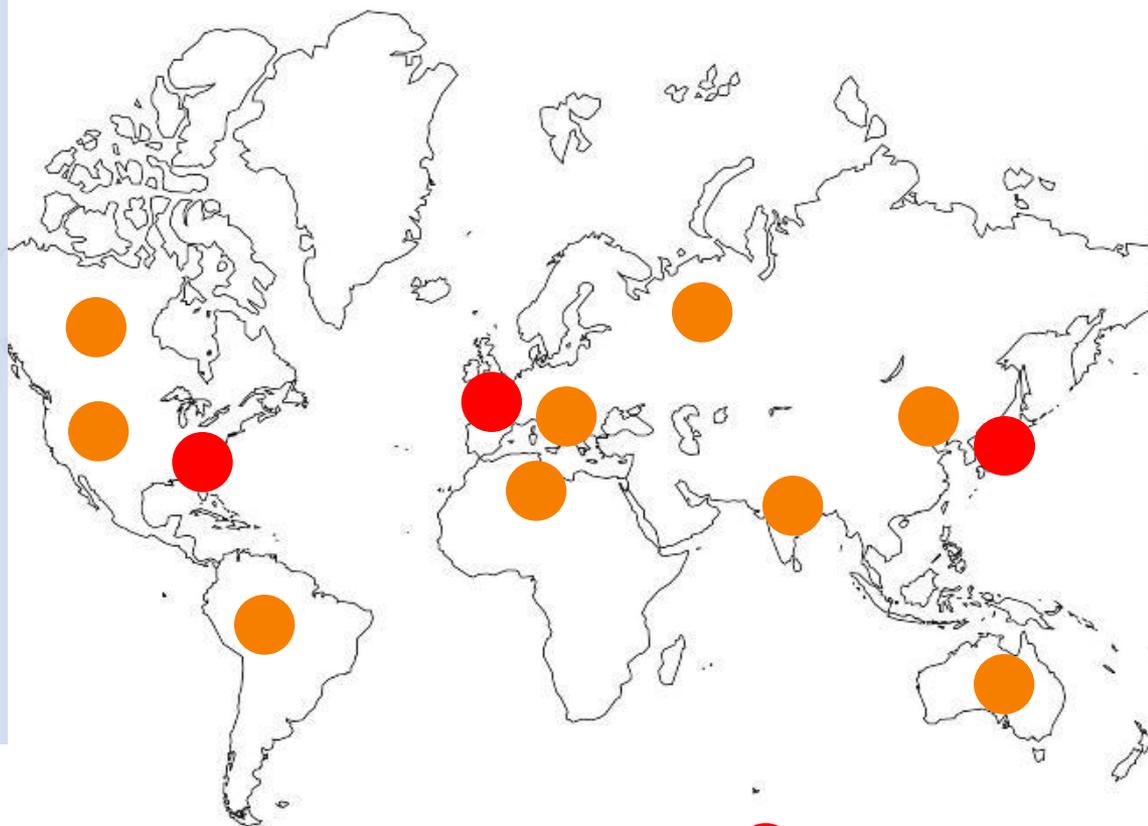
Picture: [www.e-mancipate.net](http://www.e-mancipate.net)

### *Fashion or fetish? Sexy sheer pantyhose for men*

The latest amongst fashionable *tween* boys : wearing girls jeans, make-up, the colour pink and spending hours every morning doing their hair. (France)

In the western world – and here especially Japan and South Korea are leading – the new definition of roles visibly affects men and allows them to explore their feminine side.

The *Fe-Male* shift is a global phenomenon but has slightly different edge in various regions: In developing countries, the rise of women into positions of power is challenging the traditional patriarchal structures.



\*NB: the map is based on selected findings and not systematic research

 Trend setting  
 Following Fast

*21st century will be India's - due to young demographics*

## What happens?

- India recognized as a Super Power, a serious player in the world economy.
- Indian companies no longer stick to doing low-cost-outsourcing for Western companies but are about to take a good size of the global market themselves.
- Inspiration from the East has turned into a real mass movement and influences consumption patterns
- The western world re-examines its values, interests and idols. The opinion leaders are changing.

“ Slumdog Millionaire represents the flush of new capital pouring into the big metro areas like Mumbai, extolling the virtues of American greed and the free market economy, over and above the two thousand years old Hindu-work-ethic encapsulated in the Bhagavad Gita which states that one should perform one's duties (dharma) as selfless action (karma) and not be motivated by the fruits of one's labor or profits. “

Dinesh Sharma, May 2009

Lots of signals related to *Slumdog* around the world :

*Slumdog creates global interest in Indian goods!*

*Slumdog's Freida Pinto as one of L'Oréal's new faces*

*Signed Slumdog Millionaire goodies up for grabs by HMV customers (UK)*



**This trend relates to:  
Society, Identity,  
Globalization**

## Opportunities

- Introducing the “New Cool”: Product development based on mixity and exotism
- Partnerships between Western and Eastern worlds.
- Target groups for Eastern values and lifestyle also in the West

*Indian restaurant wins 'healthiest' award in UK*

*Facebook now in six Indian languages*

*Taiwanese taking to Indian culture after hit movie*

*A fusion of Indian classical dance heads to Malaysia*



Picture: [Joy](#)

### *Cultural festivities in India, China in 2010*

A Festival of India will be held in China and a reciprocal Festival of China in India in 2010 with the aim "to promote mutual awareness and understanding of the rich cultural heritage of each country".

*Irrfan Khan on GQ Cover*



- **Vikki Leroux**, Consultant, Creative Industries, [vikki.leroux@finpro.fi](mailto:vikki.leroux@finpro.fi) +33 1 58 56 53 01
- **Ines Seidel**, Senior Analyst, Global Insight & Strategy, [ines.seidel@finpro.fi](mailto:ines.seidel@finpro.fi) +49 895 426 4731
- **Niko Herlin**, Consultant, Global Insight & Strategy, [niko.herlin@finpro.fi](mailto:niko.herlin@finpro.fi) +358 40 343 3342