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# DESIGN MADE

January 2017

>17 is an initiative by Design Made highlighting the things we are paying close attention to in the new year based upon things we are working on, movements in the marketplace, and changes in how people behave, consume, communicate, and shop.



NCMA building in the spring of 2016, Architect Thomas Phifer. Photograph by Design Made

## What’s inside.

At Design Made we have the unique opportunity to work across industries, disciplines, project types and regions of the globe, which means we are constantly being exposed to new things, and requiring us to be fluent in nearly everything. >17 is best described as a bite size trend report. In the following pages you will encounter interesting facts and finds, as well highlights of brands and organizations.

As this is the first issue of this report I feel it incumbent to comment on our ability to identify significant movements in the marketplace and confidence to report on them as worthy of note. I, nor is anyone at Design Made, a futurist nor would we ever attempt to act as one. We are however commonly engaged to make decisions today that will be relevant for quite some time. For example, all of our work in retail requires that we understand how we shop today, and have a sense of how we may be shopping tomorrow, which considering the radical influence of technology in our lives, means even the simple task of browsing and shopping requires insight into current and emerging technologies, social behaviors on a global scale and communication advances and trends. I often see what we do as problem solving, and in order to solve a problem you need to intensely study the current situation, identify the factors causing the challenge, and develop theses that inform solutions. Because our work is broad, in industry, region, and audience types, we have an expansive view of what’s going on in the world around us, and changes in the way we live. At the end of last year, we gathered our team and discussed what was interesting and of note in 2016, and the things that we are paying attention to in 2017, that may effect or inform our everyday lives. We don’t expect them all to create massive change, some may only effect a small part of an industry, some may hit an early peak and fade away, and others may actually lead to significant change, but they all are worth watching. If anything piques your interest and you would like to hear more of our insight, please feel free to contact me. —Brock ([brock@design-made.com](mailto:brock@design-made.com))

1.7x	“Almost Constantly”	Social(ism) Media	8 Seconds
<p>“Surprisingly, that young, bearded, plaid-shirted hipster is placing calls to his bank at 1.7 times the rate of our 70-something slice-meister. Millennials may be fluent in Siri, but they are still on the learning curve for paying bills, depositing checks, transferring money and generally resolving issues with their accounts. They also visit the bank branch fairly frequently—and not for free coffee.”</p> <p>Bain &amp; Company Report: <i>BANK BRANCH AND CALL CENTER TRAFFIC JAM</i> <i>Why do customers keep visiting tellers and calling the contact center?</i></p>	<p>“A questioner asked the group (of teenagers) when they were least likely to be online. “When I’m in the shower,” a girl responded.</p> <p>Nobody laughed, because it was barely an exaggeration. About three-quarters of United States teenagers have access to a mobile phone, according to a recent survey by the Pew Research Center. Most go online daily and about a quarter of them use the Internet “almost constantly.”</p> <p>App Makers Reach Out to the Teenager on Mobile,” Conor Dougherty, Jan. 1, 2016</p>	<p>Snapchat has garnered a lot of attention this year and we are watching it closely in 2017. It has less to do with the glasses they launched last year, though they are quite interesting, and more to do with their future IPO, and how they have shunned the common social media celebrity model by offering no privileged treatment or attention to celebrity users of the platform. They also developed a marketing solution that is a new version of old media advertising that seems to be quite successful for both the advertiser and the user.</p>	<p>“In the 54-page study, Microsoft sought to understand what impact technology and today’s digital lives are having on attention spans. The findings revealed human attention span has fallen from an average of 12 seconds in the year 2000 to just eight seconds today. Humans now have less of an attention span than a goldfish (nine seconds average). The decrease was seen across all age groups and genders in the study.”</p> <p>medicaldaily.com search: “Microsoft attention-spans research report”</p>



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6 of 10

6 in 10 millennials say they dine out at least once a week, twice that of Boomers. (Nielsen) And while fast-casual is the most frequented, 42% of millennials say they visit “upscale casual-dining restaurants” at least once a month. That’s a higher percentage than Gen X (33%) and Baby Boomers (24%). (Technomic)

1 in 6

In the 16 to 20-year-old category, one in six ate fast food at least twice a day, with one in eight among 21 to 34-year-olds eating as frequently. (BBC Good Food Nation Survey)

3 devices  
1 experience IoT

In the development of building this report as the team worked across various devices—desktop computer, iPad, and iPhone, we noticed the convenience of pulling up our search history on one device that we started on another device. It’s incredible how seamless and commonplace this was, and how far from the norm it was even a few years ago. Pay attention to device synchronization in 2017. The car is definitely a new frontier, but we have less confidence of digital success in the car itself, at least in the near future, as in the software platforms that work across all our devices.

Internet of Thing (IoT) in three points:  
1. Last year hackers used internet-connected devices—thermostats, cameras, baby monitors, and routers—to launch an attack and cause major disruption.  
2. There was also the issue with Nest thermostats, suffering from a bug, leaving home owners in cold homes.  
3. Research from Gartner, Inc. forecasts that there will be 20.8 billion connected things by 2020.



LIFESTYLE

Curated

As the world continues to flatten, the plethora of options is expanding and driving an increase in curated spaces, stores, sites, etc.. Tumblr, Pinterest, Instagram and the likes are curatorial platforms, as are the new medias of Monocle, Cereal, Kinfolk, Oak Street, Gentlewoman, Another, and the seemingly infinite range of new media in both print and online. As well in retail; from Supreme in NYC to Kylie in Los Angeles, to Oliver’s Men shop in Hawaii, to Quicksilver in Ericeira, Portugal, to Goodhood in London. Blogs are expanding from a curation of images and things into media and retail enterprises.

Why it matters:  
Consumers are aligning themselves with curators, people and brands whom represent and align with their interests and lifestyles, to feed them new finds, what’s tending, who to pay attention to, and what’s going on in the world.



Curators are enablers, they are crazy about something and they want to share their being crazy about it with other people. (Paraphrase of Anne d’Harnoncourt, director of the Philadelphia Museum of Art 1982-2008, in an interview with Hans Ulrich Obrist).

See also Trouva (trouva.com)

BRAND

Lego

Lego redirected their marketing budget for the holidays to production and supply-chain citing challenges meeting global demand. Although this story did not garner a lot of attention, it is interesting to consider that Legos are now a toy that has been popular and common for more than three generations. (Read that last point again, 3 generations!) In 2003 the company was on the verge of bankruptcy, but after a new CEO and a number of changes, which included “deep ethnographic studies of how kids around the world really play<sup>1</sup>,” the company “Lego has increased sales by an average of more than 15% per year in the last 12 years, with a 25% growth rate in 2015<sup>2</sup>.”

- 1. <https://www.fastcompany.com/3040223/when-it-clicks-it-clicks>
- 2. <http://fortune.com/2016/09/06/lego-demand-north-america/>



TECHNOLOGY

Viceland

Viceland is the new TV channel from Vice Media that is clearly not the channel your parents watch. In their words, “VICELAND is a channel of personal perspectives. We’re here for music, food, sex, fashion, tech. All the things that make up life.” Led by Spike Jonze, it is a truly unfiltered take that offers an alternative way into the world around us. They manage to address highly loaded and, at times, controversial topics by weaving them it into what appear as seemingly casual documentaries.

Why it matters:  
In the manner in which MTV upended sitcoms, music, and TV in general of the X generation, Viceland has rethought the style, type, and content of television for millennials and Z. Our favorites: Desus & Mero, F\*ck That’s Delicious, Balls Deep, Black Market, Vice World of Sports, States of Undress, and Huang’s World.

Check your local listings or watch online.



FINANCIAL

\$ Matters

While last year the initiative by Mass Mutual titled *The Society of Grownups* closed down their only physical store, we noticed a rise in press attention on the limited financial literacy of people and their lack of knowledge of how little they know. Coupled with the coming of age of Millennials, financial institutions are seeing a need and opportunity to educate customers on matters of money and the management of their personal economies.

Why it matters:  
Financial literacy and money management continues to be a problem, and now that the millennial generation is as large as that of the boomer, we have a lot of people beginning to manage their own economies with limited, incorrect, or no knowledge on how to do so. This presents a significant opportunity for credit unions.

<http://nyti.ms/2ai5NxZ>



IMAGE: Justice League of America Dollar Bills artwork by German artist Aslan Malik

EXPERIENCE

Airbnb Experiences



In 2015, Tom Goodwin wrote, “Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world’s largest accommodation provider, owns no real estate. Something interesting is happening.” And this year Airbnb expanded with the introduction of a service called Trips, which will provide tours, tailored activities and other experiences.

Why it matters:  
We see this potentially as impacting as the launch of apps on the iPhone, creating a new market of selling knowledge and access to local experiences. The potential is of a new platform for local retail, dining, tourism, and experience in general.



ART



In October, the Museum of Modern Art announced that it had acquired the original set of 176 emoji for its permanent collection. “These glyphs, designed for pagers made by the Japanese mobile provider NTT DoCoMo and released in 1999, were the first pictographs to make their way into mobile communication. It would take another decade for emoji to explode into an American phenomenon, when Apple integrated its first emoji set for the iPhone in 2011. There are now nearly 2,000 standardized emoji.” (NYTimes)

Why it matters:  
MoMA has been expanding the definition of art in recent years with purchases like this as well those of video games and communication media. As the frogs, we never notice the water boiling while sitting in it, so this purchase seem not a big deal, but it is part of the social-cultural effects of digital, and particularly mobile, on nearly ever aspect of our lives. Yes, there were even numerous stories of people using their mobile during sex, none of which included the partner with them. It is also important to recognize that DoCoMo created the foundation for digital life best described by Mari Matsunaga in his book, i-mode: The Birth of i-mode, an Analogue account of the Mobile Internet.

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DESIGN MADE

SCIENCE

Image of Tethys from NASA Cassina mission. In 2017 the Cassina satellite will make its way into the rings of Saturn snapping images along the way and offering insight and into the mysterious clouds that surround the beautiful planet.



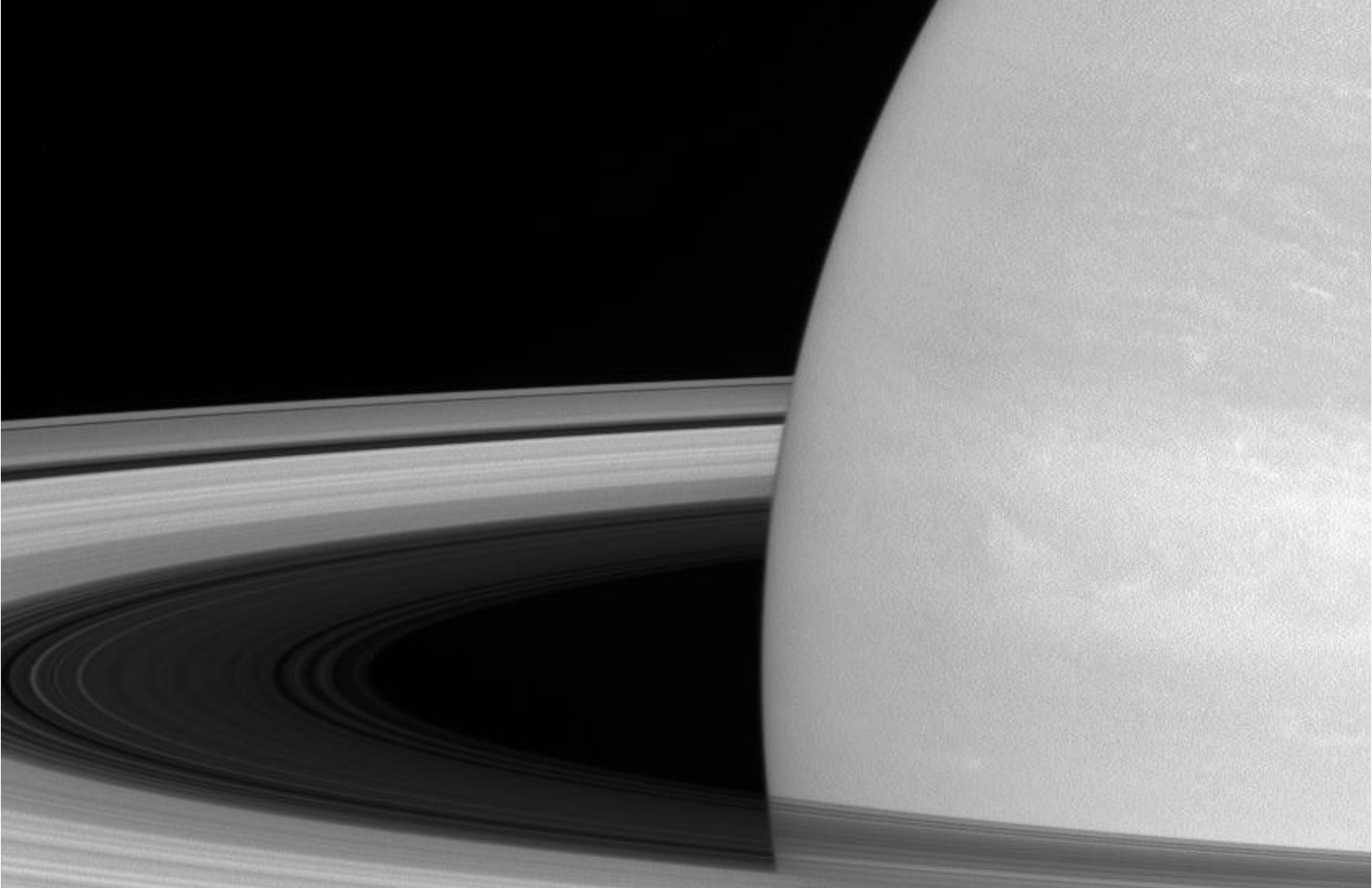
FOOD

Fresh

There are very few retail stores that we refer to as perfect, but Daylesford Organic has earned this accolade. This past year we learned about and visited their store in Notting Hill, London, and fell in love on first sight. Last year also saw continued expansion of Eately in the US market, another brilliant store design and experience.

Why this matters:  
While both Daylesford and Eataly have only a few locations and are serving a higher-end clientele, their success highlights a change in general customer perspective on food—including a growing interest in local sourcing, healthier ingredients, and a fresh approach to design of brand, packaging, and the store environment.

Daylesford.com  
eataly.com



GEAR

@bject

Impossible Project, a Teenage Engineering company, have reinvented the analogue instant print full size Polaroid camera (I-1). It is a beautiful object that is fun to use and will create new creative opportunities. Those familiar with Diana cameras, and the cult following of Lomography, will appreciate the value of a new retro analogue product.

Why this matters:  
The ubiquitous nature of digitalization in our lives today has spawned a revitalization of pre-digital products and experiences. We would couple this product with the limited run Museum of Feelings in NYC last winter where, mostly young, people waited in line for over 4 hours for the ability to acquire unique photos to populate their Instagrams. There is an emerging generation who see the world through how it will appear on their social media feed. This is consumption through the lens of creativity, image, and its potential for recirculation.

https://us.impossible-project.com  
also search Museum of Feelings, NYC



!image

“Of the 3.5 trillion photos that have been snapped since the first image of a busy Parisian street in 1838, fully 10 percent were taken in the last year! ...The effects are astonishing: it has been estimated that more photos are now taken every two minutes than in all of the nineteenth century.”

The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies, Erik Brnjolfsson & Andrew McAfee, W.W. Norton & Company. New York, 2014.



Undoing Facebook

There are two interesting connecting points we heard about in late 2016, made even more important in light of the influence of Facebook as a primary news source. The first, which actually occurred second, is the release of Michael Lewis' new book *The Undoing Project* on the work of Amos Tversky and Daniel Kahneman on the way the human mind can be influenced through heuristic devices they refer to as framing, representativeness, and some others. In an effort of a very brief explanation, they studied how the mind can be fallible when making decisions.

The second connection was presented in a Radiolab episode about how, “Facebook has a created a laboratory of human behavior the likes of which we’ve never seen. We peek into the work of Arturo Bejar and a team of researchers who are tweaking our online experience, bit by bit, to try to make the world a better place. And along the way we can’t help but wonder whether that’s possible, or even a good idea.” Their findings are quite interesting, they are using the reach of Facebook to test slight adjustments to wording, options, and other manners to see how most effectively to change behavior. The scale of their sampling sizes is incredible, consisting of thousands, and being able to test and receive immediate feedback. Contrast this with the sample sizes of Kahneman and Tversky which, while larger at their time, were typically under a hundred.  
<http://www.radiolab.org/story/trust-engineers/>



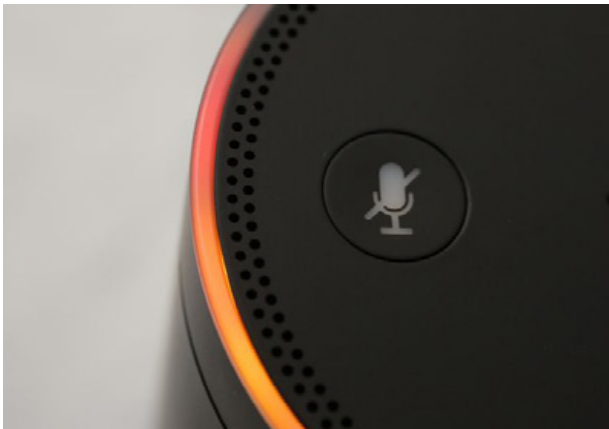
FASHION

Men = Women

“Men’s style is now as influential and important as women’s, thanks to new creativity and money flowing through the city of its birthplace (London). But men’s fashion is serious business: while interest rates are flatlining, menswear is on a vertiginous upward trajectory. According to market research firm Euromonitor International, global sales amount to £298m and will hit £325bn by 2019 – growing at a faster rate than womenswear. Another, Ibisworld, found that online menswear sales grew on average 17.4% annually between 2010 and 2015, outstripping all other categories – including our stereotypically beloved gadgets and beer.” Most notable may be Raf Simon’s return to a focus on mens style. His influence has already been huge, so we are looking forward to what he does in 2017.

<https://thestand.investec.co.uk/no-longer-the-poor-cousin-mens-fashion-is-taking-centre-stage/>





TECHNOLOGY

Ailexa

It was impossible to avoid discussions of artificial intelligence (AI) last year, and as evidenced by Amazon's Echo, intuitive interactions with computers are definitely an emerging norm. The ease and simplicity of interacting with Amazon's Alexa makes clear that AI technology is going to fundamentally change our lives. It begins small, an intelligent alarm clock, or a hands free assistant during cooking, and soon enough we will be falling in love with our operating systems.

Why it matters:  
While Alexa, Watson, Siri, nor Google Assistant have the sultry voice of Scarlett Johansson, they are the inevitable next stage in our ubiquitous digital lives. If you have yet to realize how big of a deal AI will soon be, think back to when you didn't think you needed a smarter phone or an iPad.

Keep an eye on AI in the home.

MEDIA

Kinfolk Style

“Kinfolk is an independent slow lifestyle magazine, published by Ouur, that explores ways for readers to simplify their lives, cultivate community and spend more time with friends and family. It is based in Copenhagen, Denmark.” (Wikipedia)

Why it matters:  
There are few magazines that we can credit with as large an influence in such a short time. Launched in 2011, as a lifestyle magazine aimed at young professionals, it has quickly defined a way of living, an aesthetic, and a visual styling. In the pages of Kinfolk we first learned about the concept of *slow living*—a lifestyle emphasizing slower approaches to aspects of everyday life, (Wikipedia)—and the visual style defined by Kinfolk is now a descriptor for digital searches for beautiful, low noise, photographs that present simple meaningful settings with a rustic sensibility and refined styling. Where Fredrick Jameson coined the term *dirty realism*, Kinfolk is an *antiseptic realism*.

Kinfolk.com



CULTURE

Hawaii

Hawaii is always a place people want to keep an eye on, especially first hand enjoying the great weather, but it is unlikely that you have not already noticed the influence of these small archipelagos in the Pacific Ocean. Hawaiian based initiatives are making waves around the world; from poke on your menu, to what we believe is a first of high-end surf fashion brand with Kelly Slater's Outerknown, to the influence of a burgeoning local art and cultural scene with a continued ricochet to the west coast of the US that is resonating across the world. Within the archipelago, Oahu is undertaking their first major mass transit initiative building a raised rail to connect Waikiki with the northern part of the island, a plethora of residential projects span the eastern Honolulu coast, and the food scene is blossoming, especially in the China town district.

IMAGE: Street art from POW! WOW! Hawaii  
outerknown.com  
outerknown.com/journey



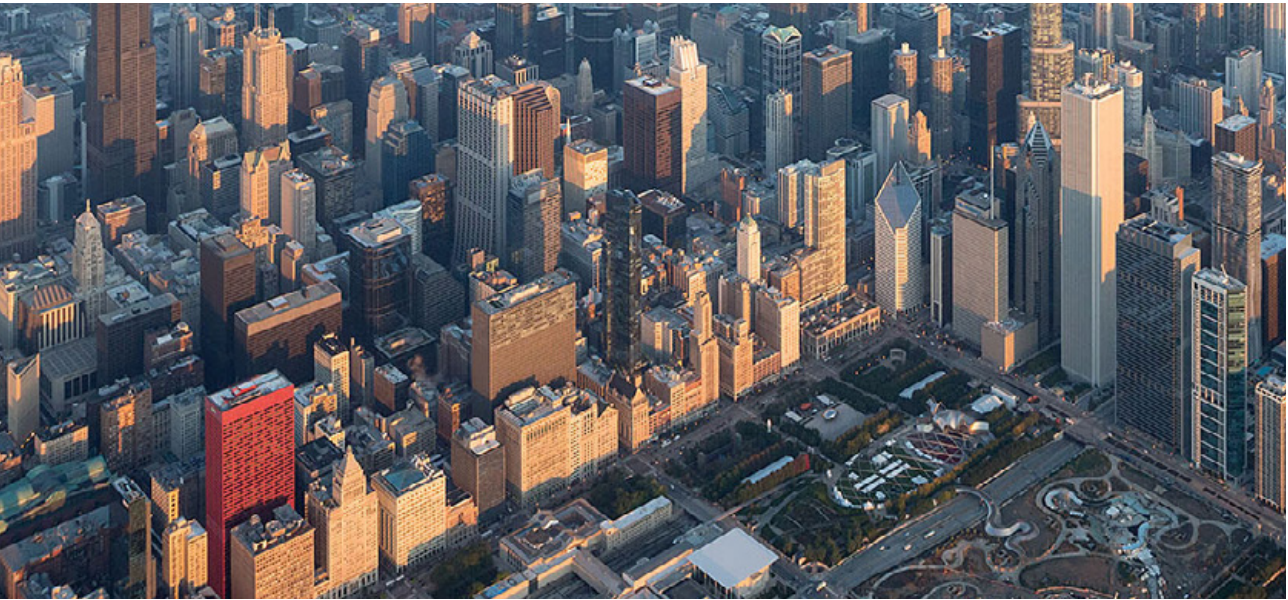
RETAIL/FOOD

Automat

Last year Eatsa, a fully-automated American restaurant chain with two locations in San Francisco and Los Angeles added more restaurants in 2016 including one in NYC. “The restaurant is almost fully automated, functioning like a vending machine that spits out freshly-prepared quinoa bowls. It was recently named one of the most influential brands in the restaurant industry by Nation's Restaurant News. When customers enter Eatsa, they order their food at an iPad kiosk. Then they wait in front of a wall of glass cubbies, where their food will be appear when it's ready. Hidden behind the wall of cubbies, kitchen staff prepare the food.” (Business Insider, Hayley Peterson)

We are keeping an eye on Eatsa because while automation like this is more common in Korea and Japan, it has seen limited success in the US, but the desire exists as more retailers integrate technology into the experience.

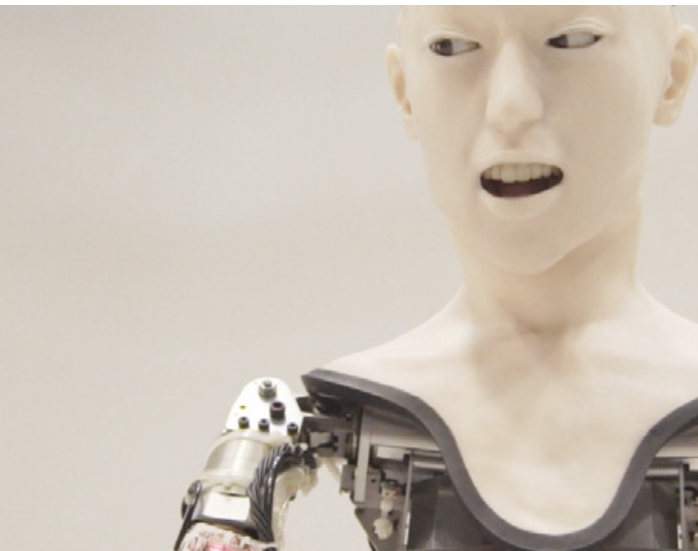
eatsa.com



ARCHITECTURE

Chicago Biennial

While we missed the first one in 2015, we are hearing big things for this year, and considering a visit. This is not an architect thing, Biennials are great to see the architectural process in the raw—the thinking, discourse, and art quality that is behind truly great built structures and environments. And the more that the general populous engages with the process the better off we all will be.



It's only a start, but robotic engineering incorporated with AI are making the sci-fi robots of film and television a near future reality.

Science fiction and technology are converging where our imagination is becoming our reality. The advanced AI incorporated products, like Kuri and Amazon Echo, have opened a whole new dimension to the way we interact and communicate with them. Products are now multidisciplinary functional items that are intelligent with a sense of humor (if we want), listen and do as we say.

The future of smart products will provide a whole new sensory experience for us. And, if nothing else, will be especially cool when we command things to do by using your voice.

<https://youtu.be/Vtd1Xf77x9Y>  
<https://www.bloomberg.com/features/2016-hello-world-japan/>  
search Professor Takashi Ikegami's android

TECHNOLOGY

Robots



TECHNOLOGY

Go Places

Smart companies are using technology to enrich their brand experiences in ways previously unavailable for the masses. Heineken has reinvented the pre hiring process with their “go places” microsite. The immersive platform invites potential candidates to complete an interactive personality test, with questions that most employers would never dare ask. (Example: “Would you like to be world famous or have strong roots?” Hmm..) At the end of the test, the candidate's personal profile is added to his or her LinkedIn application, allowing Heineken to get a better sense of their psyche.

Not only does the campaign enhance Heineken's hiring process, it also relays the brand's laid-back-yet-progressive ambiance, positioning it as a place where any young creative would thrive. In a world where corporate culture is becoming increasingly important, campaigns like this are as fundamental to growing brand equity as product development and traditional marketing. Look for more of this type of innovative thinking in 2017.

<http://goplaces.theheinencompany.com/en/age-gate>

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DESIGN MADE



Congrats Bill!  
Recipient of Mark Twain Prize 2016.

For more information on Design Made see our website at [design-made.com](http://design-made.com), or simply reach out, [brock@design-made.com](mailto:brock@design-made.com)