



What is happening
in our society?
What are people doing
and why?

FEAR
MICRO

LEARNING
MACRO

GROWTH
MEGA



In 2020 our world is experiencing a lot of changes. Technological developments and climate change are changing the way we work, study, exercise, date, communicate, sleep, eat and any other field of our lives. We leave traces with all of our actions, we can not only speak about the environmental footprint anymore that we leave, but also digital. On top of that we are currently in the midst of a global pandemic. We have to think of creative solutions to how to continue our lives in new ways and rethink our values. Going on the same way we used to has shown not to be sustainable for many years now. If the future generations will have a healthy planet to live on becomes more and more questionable and yet many businesses have continued their ways exactly the way they have done that for decades. Our educational models are becoming outdated and the young generations are having the highest number of anxiety. They are worried about how things are done and what awaits them in the future. According to many representatives of the generation Z, the older generations are not doing enough in order to have a future.

This trendsmap shows some of the changes that are currently happening in the sectors of work, health and living, in a cascading structure of micro, macro and mega trends. The base for the map are questions and our mindsets - fear, learning and growth. I find that the connections between trends can be compared to relationships between people. Both have something to teach each other and are in one way or another connected. It is also about the connection to ourselves and our surroundings. First we fear something really badly, but we want to make a change. We start making the changes and we learn and teach through the process. It all ends with growth where we have a bigger understanding of the topic as well as we have made the people around us grow.

Outernet

MACRO: Data Creatives - Contemporary artistic projects are inviting machines to be part of a creative dialogue that recasts data as the raw creative material of the future. By endowing technology with creative agency, these creatives are throwing into relief what it means to be human in the digital age.

Machine Hallucinations

Turkish artist Refik Anadol has used artificial intelligence to turn millions of photographs of New York into the Machine Hallucination film. The project used machine intelligence to source millions of photos of New York City and then processed them to create the visuals. From the images the AI creates visuals of New York buildings and numbers and letters that are played out as if they are being filtered, alongside more abstract glacial forms that comprises chunky, colourful pixels. (Gibson, 2019)

AI: More than Human

'AI: More than Human' is an exhibition that tells the rapidly developing story of AI, from its extraordinary ancient roots in Japanese Shintoism, Ada Lovelace and Charles Babbage's early experiments in computing, to AI's major developmental leaps from the 1940s to the present day to show how an age-old dream of creating intelligence has already become today's reality. (Google Arts and Culture, n.d.)

Robot Ballet

The "Robot Ballet", also formally known as CODA, is a futuristic performance by LED bars that was featured at Lyon's festival of lights in France. This installation is made out of 20 robotic arms that combines design, human movements and sound. The robotic arms replace the role of the humans instead use lights to create the shapes and movements that ballet dancers would normally do (Myers & Designboom, 2020).



(Google Arts and Culture, n.d.-b)



Urbanisation

MICRO: Health Homes - Being healthy has shifted from general things as our physical and mental well-being into something more. People are starting to pay more attention to where and how we live as well as how clean and healthy our living space is. Newer technology is making it more cost-effective to make air much cleaner. UV-C light, for example, can eliminate viruses in air treatment systems while simultaneously making equipment last longer. Future technology will be able to do more—sensors that can detect viruses on surfaces in real time, are coming, and can be used to warn building occupants or trigger air cleaning. Some buildings are also beginning to deploy temperature screening to identify people who might be ill. (Peters, 2020)

Healthiest Condo

The 'Healthiest' Condo in New York City is an apartment that features multiple wellness-promoting amenities. It has antimicrobial surfaces, vitamin-c filtered showers, "posture-supportive" oak flooring, in-duct aromatherapy and individually programmed circadian lighting systems. (Harrison, 2019) The apartment is designed to help enhance energy, sleep and overall well-being, and reduce indoor contaminants that negatively affect respiratory, cardiovascular, immune and cognitive health (Starromand, 2019).

