



@KevinC

ECOBOUND

empathy, ethics, compassion, humility, intimacy



We have found that there is a growing need amongst people to connect with nature and becoming more close to it. It is about having real intimate experiences with nature and altering the environment in a way to bring us literally closer to nature. Creating natural experiences is important for the wellbeing of individuals that live disconnected from nature. This is possible in and around our cities and even in apparel that makes nature wearable. The closer you are to nature the more intimate you can be and the more responsive to its healing properties, keeping in mind that nature needs to be nurtured.

Constantly living as sustainable as possible can stand in the way of togetherness. Togetherness and feeling and connecting to nature and the ecosystem around you is what makes you human. The climate crisis has been tearing the human psyche apart and it is starting to show. The toll on our psyche and the climate entering a worse state can result in ecorexia. Ecorexia(Venhuizen, 2018) stands for the obsession with green living. We are in such a crisis because we as humans need nature. A deep and intimate relationship with nature gives meaning to human life. As an ecosexual you want to connect on a deeper level and aren't satisfied with just being in nature but also feel the need to nurture it and take care of it.

The signals that are connected to this trend show possible ways and products that help you as the individual connect better to nature. This trend is stimulating a degree of intimacy that is described in the signals.

THE ECOSEXUAL BATHHOUSE



Comprised of transdisciplinary artist Loren Kronemyer and theater-maker Ian Sinclair, Pony Express created the bathhouse to humorously speculate on how sensual interaction with the environment may help secure the future of the planet. In their own words, "Sex sells, and if humans can learn to love the environment, maybe they can learn to preserve it." (Parkes, 2016)

This ecosexual bathhouse is relevant to the trend because it embodies the way that you are able to reconnect with and be intimate with nature in whatever form suits you best. In the life we live today, we are distancing ourselves more and more from nature be it due to technology or the built system we live in, nature is leaving our personal ecosystem. With this bathhouse, the aim is to reconnect and in this way preserve nature.

AFTERLIFE



A funeral takes its toll on the environment. How beautiful would it be to support nature as we pass on, to give our body back to the earth and help nourish it? To create a moment of passing that is not only emotionally meaningful but also manifests itself in the physical world. (DDW, 2019a)

Deathclothing from a wearable material that is completely biodegradable created out of leftovers from the food industry and infused with flower seeds.

What connects this signal to our trend is the fact that the individual goes further than human life to give back to nature. You end up giving more to nature than you took in the first place because your body will decompose and feed the soil under and around where your body is placed. Is giving back to nature and the ecosystem even after death the ultimate intimacy?

You are now able to connect so closely to nature that you are even more intimate after you leave this earth because your body is embraced by the earth. You give your all to nature, are absorbed and therefore become living grounds for increased biodiversity.

FACING NATURE

It is a workshop led by Madeline Schwartzman (see yourself sensing). The aim is to create sensorial wearables to reconnect with nature. Nature's interfaces through speculative wearables and facial prosthetics. In connecting the morphology of the face with nature you build an intimate relationship with the nature that is around you while also blurring borders between the synthetic and the organic, real-life and the virtual, the human and the machine, sense, and perception.

To improve your sensorial perception brings you closer to the essence of what it means to be human. (DDW, 2019a)

This project connects to the trend because it gives you back your vision. You get to experience nature in a different way than only looking at it. By altering your vision you see differently and experience nature intimately.



GREEN DILAPIDATED



Nature does not need us, it flourishes on its own.

When humanity is gone, nature grows together with what is left. This collection is a tribute to nature's resilient ability. (Pennings, 2019)

Giving nature back control over fashion and really wearing what is nature and plants, getting in touch with nature and getting intimate with nature.

This signal is important because the project was created by a design student that was flustered by the way that designers need to do every single step in the design and creation process themselves. This seemed very unnatural to her so she decided to let nature take a leading role in her specific project. In this way, she gave plants the space to create wearable fashion. The example that links to the eco-sexuality in our trend is the fact that you wear for example shirt that is overgrown or covered in plant roots. This is a way where you can have a very intimate experience with nature and are a walking habitat of biodiversity.

THE HIDDEN QUALITIES OF SALT

With this project, I wanted to investigate the meaning of design in healthcare, and I want to discuss the possibilities of supportive treatments supplementary to conventional healthcare. (Steinhage, 2019)

Breathing salt like air is a system that enables you to breathe naturally but eliminates any pollution from the air around you.


The salt in the mask warms up and then filters pollution out of the air you breathe. What is interesting in this project is that the creator looked at it in a very medical way while we looked at the connection to nature. The salt touches you, it has these healing components that only work if they are close to you, you are then intimate with it, essentially intimate with nature. This system makes nature wearable.





EDUCATION & BEYOND

community, growth, knowledge and learning, proactivity, selflessness



This trend is centered around the idea of activism as a form of education and reshaping thought and behavioral patterns of society by making social data digestible and accessible, but also materialized. This information specifically concerns big discussion topics in society right now: migration, climate, and gender identity.

Climate change is a global development that affects life in every part of the planet and companies and governments are taking urgent action to be able to sustain our life in the future.

All over the news, one can see people going on climate strikes and people talking about the need to take action now.

When we look at history, the way we respond onto topics that matter has been changing. In the '60s and '70s, activism was everywhere and constantly on the top of everyone's mind, but these days they don't have that much of an effect on certain issues (Lauler, 2010). Social media has changed the dynamics of activism drastically (Palin, 2018). It is easier than ever to share your opinion or get people together. There are cultural events that are showing that there's a certain gender bias and that it's a topic to talk about right now.

In the society we live in right now, the masses are waking up. Knowledge is being turned into action and the current Zeitgeist is determined by big discussions about climate, identity and privacy. The only step that is left is reaching the masses and pushing them into action. Through the combination of educating with activism and modern communication technology this goal can be reached.

In the signals connecting to this trend we are exploring different facets of activism in our society of today. The signals connected to this trend show that individuals can have an impact and that the responsibility does not solely lie in the hands of

governmental institutions.

ANTARTICA SABBATICAL



As a citizen scientist, you have the opportunity to contribute to real scientific research into the influence of people on the environment. For a month you and your team collect and analyze core snow samples to determine if microplastics have invaded the continent.

These research results can help to change government policy around the way we use plastic and how we can best clean it up. If the expedition succeeds, it may result in further research into how we can protect this unique ecosystem and our entire planet (Airbnb, 2019).

Education through the active engagement, in this way physically taking volunteers to do research, is what connects this project to our trend. Knowledge and learning are central because in taking part with the trip, the volunteer signs up to learn and research the effects of the microplastics by choice.

ENVIRONMENTAL ACTIVIST CAFE

Outdoor clothing company Patagonia is spearheading a movement of grassroots activism, to fight back against climate crisis in sight. In honour of the 'Action Works' initiative, a radical café has opened up in East London's trendiest area, Broadway Market, to connect people who want to take climate action but are not equipped with the tools. (Wagstaffe, 2019)

The company will use the space to host training sessions around activism, workshops on topics such as carbon literacy, habitat conservation and non-violent direct action. (edie newsroom, 2019)

Coming together, building a community and learning by sharing experiences and reading about them is what links this project to our trend. The cafe aims to bring a safe space where anyone can go to for personal growth and information around becoming a climate activist.



@TheThrillest

DIGESTIBLE CHUNKS OF INFORMATION



Biotechnology and biodiversity, abstract concepts that become concrete when it comes to food security and urban developments. To ensure food security, not only in Europe but in developing countries, innovative techniques are needed to develop new edible plants or to adapt existing plants to the faster changing climate changes.(DDW , 2019)

This project connects to our trend because of the overlap in making social data accessible and digestible for the target group, in this case being society. The project of "digestible chunks of information" lets you play on a slot machine, where all prizes are information. In this way, you playfully learn and are confronted with important information. Actively engaging the target group to learn about social matters and encouraging action.

AIRBNB



In 2016, Airbnb launched 'Experiences', a complementary extension of its platform that enables hosts to offer local experiences, activities, and tours.

This year, to coincide with World Refugee Day (20 June), the brand partnered with a Brazilian NGO to create Raízes na Cidade (Roots in the City), a program that trained refugees and immigrants in São Paulo to offer cultural experiences based on their skills and cultural backgrounds. (Contagious news, 2019)

This project connects to our trend because it is again about actively engaging the target group to learn. In this case specifically the consumer learns in their leisure time because the project takes the tourist into curated experiences that help the locals sustain themselves. The organization migraflx aims to help with economic and social integration of migrants is also linking to our trend because they make social data visible and accessible. This is because you are able to engage with the migrants who are experiencing this problem.

THE CLIMATE MUSEUM



The Climate Museum (Straver, 2019) is about one of today's greatest challenges: climate change. The museum provides a cultural-artistic and hopeful response to the climate crisis. Together with artists and a large and diverse audience. The very first exhibition of the Climate Museum takes place at our station. Are you coming to view the collection? (Utrecht Central Station, 2019)


This climate museum aims to show you as a visitor what might happen to our world in the next few years. They show examples like a vegan vending machine and a slot machine filled with plastic waste to make you think about what the consequences are of the Dutch travel behavior. Because what is the problem here is that it is so easy to buy and waste around train stations that you become disconnected from the bigger picture. In using this expo as a trigger the aim is to actively engage tourists and travelers that usually just run to the train without thinking about an issue that affects everyone.





CONCIOUS INDEPENDENCE

control, freedom, connection, transparency, independence



This trend is showing a need to regain control, staying away from unnecessary contracts, having more freedom and breaking from social norms by having alternative solutions to the already existing actions and ways of living. It is about regaining control and independence in a world of hyperconnectivity. About demanding complete transparency about what happens to our data and existing unrestricted by social norms or local legislation.

People these days are concentrating more on the temporary rather than permanent. Values like curiosity and spontaneity are important because it is important for individuals to be able to freely make choices when it comes to their personal interests. These interests are not just their own choices, but also get influenced by society. This is for instance how the concept of marriage has changed throughout time. What has also changed is the way we look at data. Fundamentally, almost every aspect of our lives revolves around data (Palmer, 2019). From social media companies to banks, retailers, and governments - almost every service we use involves the collection and analysis of our personal data (Palmer, 2019).

The signals that are connected to this trend, show what happens when the designers work toward this individualistic goals of independence, control and freedom. It is inspiring to see what's happening right now. What happens after the individual takes a stance on wanting independence and control in a visual way.

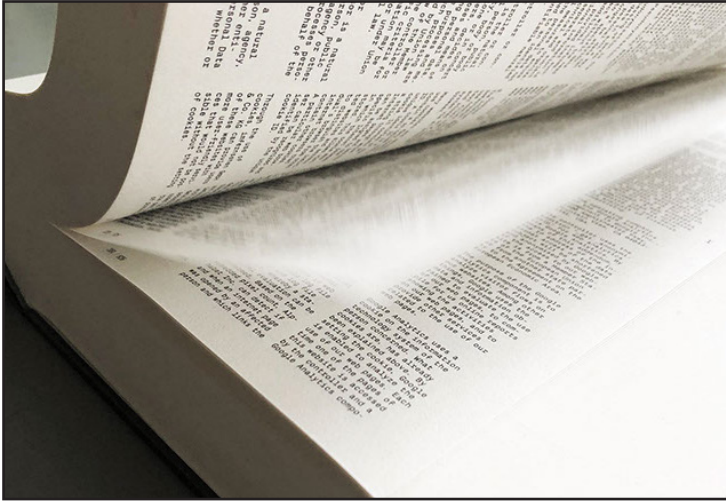
BRAINWAVE WEDDING



The Wedding lab is a temporary testing ground where love and technology converge. It investigates future forms of marriage in a technological society. The lab launches a new wedding ritual for a sustainable social future. When kissing, the wedding couples' brain activity is measured with EEG sensors. The two patterns of the wedding kiss are materialized and 3d printed in two unique (wedding) rings. The rings encapsulate a code, representing their marriage contract, stored in a Blockchain system, no longer determined by restrictive social mores and local legislation. The project is exploring alternatives for marriage contracts and new ways of celebrating love and intimacy. (Baltan Laboratories, 2019)

This project questions how we materialize an intimate relationship in the society of today. It is connected to the trend by the core values of feeling connected but not wanting to be tied down to a specific contract and having the freedom to choose who and how you want to be connected with.

0.0146 SECONDS



A collaborative read-out-loud performance with the book *One Click*: a collection of 835 privacy policies that are accepted in just one-click (with a duration of 0.0146 seconds). An inhumane task for a single person to read this all. So let's do it together. The reading is an act against the exploitation mechanics of the data economy for the sake of control over personal information. (Janssen, 2019)

There are researches that show that nobody reads online contracts, license agreements, terms of service, privacy policies and other agreements (Berreby, 2017). In this trend we are not only talking about data security but also the sense of control over your own data. This can not work if everyone just accepts without reading.

CANDLE

The Candle devices offer a smart home system without your data being sent to the cloud and feeling watched in your own space. Most of the devices these days that are making our lives easier; they eavesdrop and share our data with third parties, which makes it easier to use all the information shared against us or take advantage of us. With Candle, your data never leaves the home, all devices work fine without being connected to the internet and everything is open source and transparent. (DDW, 2019)

This project connects well to our trends because in the paranoid society we live in right now we are longing to grasp control of what happens to our data. Fundamentally, almost every aspect of our lives revolves around data (Palmer, 2019). From social media companies to banks, retailers, and governments - almost every service we use involves the collection and analysis of our personal data (Palmer, 2019). This all leads us to situations that people find solutions on how to avoid being tied to the government as well as sharing their personal information. The Candle device is one of these data protection devices.



STRIPTOPIA



Responding to the complex political, social and technological factors of these different worlds, the characters of the master's graduates provide an equal variety of approaches. Maggie Laylon Saunders – a Situated Agent – created Striptopia, a pop-up strip club environment, which gives full political, financial and bodily autonomy to the dancers, with tools that allow them to create their own working conditions (Eindhoven Design Academy, 2019).

Designing a pop-up strip club can allow a collective group of strippers to have full political and financial control over the context in which their labor is performed as well as help destigmatize, educate, and include diverse communities by appearing in different contexts. (Laylon, 2019)

This all leads us to situations that people find solutions on how to avoid being tied to the government as well as sharing their personal information. Designers are developing products that can give strippers complete control, no need to rely on the government. This independence and being able to rely on yourself in a time where you feel like you are constantly being tracked.