



We are well aware that our planet is practically doomed – and in a way it is similar to getting diagnosed with a terminal illness. First comes shock and panic, then follows incredible calm and abnormal strength and commitment to getting better and surviving at all cost!!

Fearlessness is seeing beyond fear, encouraging freedom of expression and experimentation, having the courage to fail and yet trying over and over again, and then to finally succeed.

Scientific and creative evolution is all dependant on fearlessness. Last season we spoke about starting over, a blank canvas. A Blank page is the most fear evoking concept, and we cannot confront it with an empty spirit or empty stomach. We need to allow time for experimentations, dreaming, playing and thinking. Things are never perfect and conditions never ideal, but things can still be done.

Moving into autumn/winter 08-09 we dare to move out from the shadows and believe in the power of creation we join tomorrows' time and set off on a journey towards the unknown...

INCUBATION

THE CHANCE TO BEGIN AGAIN IN A GOLDEN LAND OF OPPORTUNITY



A NEW IDEAL UNIVERSE IN THE GARDEN OF METHODOLOGICAL WONDERS



EXCEPTIONAL CONDITIONS YET SUPER-POWERFUL



A TIME OF WALKING TO DISCONNECT FROM MY SELF-LIFE



WISDOM TO CAREFULLY CULTIVATE EVOLUTION



THERE WAS NO OTHER WAY BUT UP



THE MOMENT YOU STOP DREAMING IS THE MOMENT YOU HAVE BEGUN TO USE



THE TWENTY-FIRST CENTURY WILL BE THE AGE OF BIOLOGY



BLURRING THE LINE BETWEEN WHAT'S MAN MADE AND WHAT'S NATURAL



GET DOWN TO IT AND WASTELANDS YOU WORK



IF WE CAN'T FIND THE FUTURE WE WILL DESIGN ONE THAT THE FUTURE CAN'T BEAT



HUMAN LABORATORIES CROSS OVER TO GET A EXTREME EXPERIMENTATION INTO ULTIMATE COMFORT



WHILE DON'T READ WITH VAST OR LITTLE TO ANYTHING HE DON'T HAVE TIME



SOMEWHERE BETWEEN MONOTONY AND MADNESS

INCUBATION

While trying to do our best to redeem our environmental mistakes to save ourselves from complete doom, we are toying with ideas of re-creating outside worlds inside. Also important is an urgent obligation to preserve plants that may be extinct in the near future due to climate changes.

These new concepts look like futuristic fusions of nature, architecture, hydroponics and horticulture- partly with the aspiration of creating something similar to what earth looked like before the destructive impact of mankind- and partly as symbiotic relationships between leisure and business- preservation and progress.



INCUBATION



Stanford Torus Space Project



Ski Dubai – Mall of the Emirates

INCUBATION



Bo Klok Homes Ikea



Techno Vision Luxio TV

INCUBATION



EGG MERCANTILE – AMSTERDAM,
specializes in showcasing striking
objects with a focus on creative and
handmade design providing plenty of
ideas.

www.eggmercantile.com



MICHAEL SODEAU for GERVASONI,
Italy
Coat Stand

www.gervasoni1882.it

INCUBATION



To re-appreciate the quality of life, Sebastian Brajkovic developed 'HOMEGROWN': crops that you grow in the same place where the daily ritual of eating takes place. Growing and eating what you have grown yourself gives you tranquility and the chance to enjoy life to the full...

www.designacademy.nl



MARGOT BAROLO has combined two products: a hanging flowerpot and a lamp. The result is LAMPEL, a lamp you can change in many different ways.

www.barolo.nu

INCUBATION

RELEVANT **CALLS TO ACTION** PROPOSED BY DESIGN TEAMS:

- ASDA garden centers. George organic clothing ranges sold in garden centers.
- Introducing Garden Cafes.
- "PICK YOUR OWN" fruit picking- sponsor schools to get involved- or family days.
- Install glass roofs and solar panels in stores, - for solar power purposes and to create light and airy spaces.
- Range of "GROW YOUR OWN" greenhouses and pre-made window boxes and herb gardens.
- Farmers Market on weekends in parking lots or roof tops.

INFORM

WE ARE CONVINCED THAT HUMAN NATURE IS BASICALLY GOOD, NOT
EVIL. BUT EVERY ONE OF US HAS A RESPONSIBILITY TO ACT
AS IF OUR THOUGHTS, WORDS & DEEDS WERE, FOR REALLY THEY DO!



STAYING INFORMED



THINGS TO BE INFORMED AND AUTOMATED



MOVING INTO THE HOUSE OF TRUTH



ORGANIC PROTECTION IN THE KITCHEN EVERY DAY



MOVING TO A NEW HOME ON A NEW LINE



WARNING HAS THE POWER TO CREATE NEW WORLDS...



A SOCIAL ENTREPRENEUR WILL ALWAYS BE BOLD & AMBITIOUS BECAUSE THEIR PRIME PURPOSE IS TO CHANGE THE WORLD

INFORM

Virtually any kind of information is available to us anywhere anytime provided we have the time to access it. Cyber space is open for all kinds and all options- self education, self promotion, for sharing and scaring! One thing is certain: We expect to know what is going on- as human beings and as consumers. Companies whose stories are truthful, real and smartly designed are shining the brightest. People and costumers want to be inspired to think and gather enough information to make the right decisions.



INFORM



Post-It Advertisement campaign.



Second Life

INFORM



Google China.



Surveillance – by Ted Noten

INFORM



Virtual Worlds, real world companies. Everyone wants to be in Second Life. Now big business companies want make product announcement in both the physical and virtual worlds.

Virtual ADIDAS store sells Second Life shoes.

www.secondlife.com

CONCEPTUAL SHOP FLOW MARKET – Design to inspire consumers to think-nice simple white packaging-humor and thought provocative. Slogan: 'every time you spend money you're casting a vote for the kind of world you want!'

(Anna Lappe)

www.theflowmarket.com

INFORM



DOLE ORGANIC lets consumers 'travel to the origin of each organic product' by typing in a fruit sticker's three-digit farm code on Dole Organic's website, customers can read background info, view photos of the farm and workers and learn more about the origin of Dole products.

www.dolenutrition.com



CHIPPINDALE FOODS was the first company to offer customers full egg traceability. Also check out intermediary MY FRESH EGG which aims to be bringing the same services to a host of farms and egg producers.

www.chippindalefoods.co.uk
www.myfreshegg.com



UK – Based eco-friendly footwear company TERRA PLANA uses a system of icons – put to good use to tell you about the features of each style, to give consumers easily-digestive information about its products.

www.terraplana.com

INFORM

RELEVANT **CALLS TO ACTION** PROPOSED BY DESIGN TEAMS:

- Being truthful and honest with consumers- even if it's bad. Introducing a range of food called "BAD FOR YOU" advertised as being full of calories, salt and e-numbers, but it tastes fabulous.
- Back to basic labeling: simple fonts and colour coding
- Information on life circle of product: where does it come from, how what is handled, by whom and under what conditions? Possibly even make a documentary film, showing farmers, mills and manufactures, -shown in stores and cafes.
- Easy to read signage and labels with globally understandable symbols and terminology.
- Touch screen information stations throughout stores.
- Clear store maps- or colour coded flooring (like hospitals) to help costumers find what they are looking for.
- In store Internet cafes.
- Care labels on the outside of clothing.
- Cool and quirky messages on labels.
- My ASDA or George Blog. Web site where colleagues and costumers share news, experiences, concerns, pictures, recipes and general information.
- In choosing celebrity endorsements- make sure it's not shallow- but find people with more environmental values and credentials to promote our products and ideals.

INSECURITY-PART 1

FROM DESAPPROLODY TO FUTUROLOP



IMPROVING OUTRIGERS IN REALITY



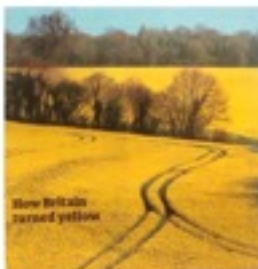
REALIZING THAT SOME FUTURE-THING THINGS ARE HERE TO STAY



FUTURE-IDEA OF THE FUTURE



DESIGNED FOR FUNCTION - BUILT TO GO THE DISTANCE



Slow Britain turned yellow



LIVING ORGANICALLY MOVING FORWARD FUTURISTIC

AS WE GET MORE IN TOUCH WITH THE CONCEPTS OF US, WE LEARN TO TRUST OUR OWN FEELINGS AND MOVE FORWARD INSTINCTUALLY



THE POWER OF LEAP

DON'T CHANGE THE HEATING UP CARING - WE NEED TO GROW FOR OUR RESOURCES



SOME OF THE MOST AMAZING NEW MATERIALS & RESOURCES ARE THOSE DEVELOPED FROM LOW-TECH SURFACES FOUND COMMONLY AROUND US



TO MAKE THE WORLD A BIT BETTER

INSECUTIRY PART I



Climate Change

David LaChapelle,

The House at the End of the World



Design Academy Eindhoven

INSECURITY PART I



United Nations:
World Food Programme – Add Campaign.



Recycling

INSECURITY PART I



Environmental education. The Spanish toy company IMAGINARIUM has created their latest products around reduce, recycle and reuse.

www.imaginarium.info



SLATE'S urban eco laundry service is an uber-trendy, skin-friendly clothes cleaning service. NYC.

www.slatenyc.com

INSECURITY PART I



Norway's VOSS WATER has a celebrity following and displays healthy sales growth despite competing in a market awash with fancy H2O with a modern but classic packaging ensures an upscale, aspirational image.

www.voswater.com



Water, one of the most precious gifts is often wasted. ISAVE Is a design by REAMON YU that aims at helping you conserve water by making you aware how much you wasted it displaying the amount of water consumed.

INSECURITY PART I:

RELEVANT CALLS TO ACTION PROPOSED BY DESIGN TEAMS:

- Loyalty cards for recycling.
- Re-cycling points in and outside stores for clothes, bottles, plastic, paper etc.
- Glass bottles returned to be refilled.
- Rating system: carbon footprint/ethical barometers in stores.
- Lights off at night- or sensor activated light system in 24/7 stores.
- Buy 3 eco/sustainable items get one free.
- Offer more varied transitional ranges to adapt to changing weather conditions.
- Organize colleague car pool schemes.
- More use of organic and renewable fibers in ranges.
- Massive focus on reducing packaging on everything.
- Range of gift wrap and greeting cards in recycled paper with fun and attractive designs.

INSECURITY-PART 2

THERE ARE STILL ENOUGH REASONS TO ALWAYS LOOK FORWARD



RECREATIONAL CLEANING OF WHATEVER WORKS FOR YOU!



JUST TRULY CLEAN



ROMANTIC BUT NOT RELIGIOUS... A WAY OF LIFE... RELISHING IN THE ALL-BLUP!

FOOD IS CENTRAL TO EVERY SOCIAL, POLITICAL & ENVIRONMENTAL CHALLENGE WE FACE



IF YOU DON'T SEE THE WORLD IT MIGHT NOT BE WHAT YOU EXPECTED



REAL PEOPLE IS A KIND OF PEOPLE THAT IS MADE OF REAL. THEY CANNOT CRY BECAUSE WHEN THEY CRY THEY CRY THEMSELVES AWAY!



THERE IS SUDDENLY AN INTEREST IN ALTERNATIVE WAYS TO REST IN PEACE

SUPER ORGANIC SUPERHEROES



NEW SPINACHES



WE DECLARE SUPPLIES FREE



WE KNOW THAT AFTER HESTERDAY IS TOMORROW, BUT LET'S NOT FORGET TODAY!





INSECURITY PART II

When dealing with fear and uncertainties it is important to find comfort and calm. It comes in all shapes and sizes- and is different to every individual. Something we have picked up on is focus on health and cleanliness. In design and architecture along side the organic trend- we find a lab culture- a very clean, sterile and manicured trend. As we are trying to clean up the mess we have created on the planet- we are also cleaning up our lives, our insides, our appearances and our spirituality. Looking for comfort in almost clinical settings.

INSECURITY PART II



Linden Apotheke Germany



Malin + Goetz Soap.

INSECURITY PART II



American Heart Association Campaign

Spirituality.

INSECURITY PART II



TANIM QUAZI' S PIKA FRESH PACK has introduced the interesting idea of packaging different fresh foods in separate compartments which can then be mixed by the consumer just before eating directly from the pack.



CB HATE PERFUME has a range of totally unique and hand blended perfumes reflect both fun, individuality, and scent memories.

www.cbhateperfume.com

INSECURITY PART II



KNOEND'S LITE2GO, no packaging required Lite 2 go's packaging doubles as the actual lamp shade so there is almost no waste, excluding the label and the instructions for assembly which are printed on recycled paper using environmentally friendly inks.

www.lite2go.com

FRENCH RABBIT WINES, the first premium French wines in an eco-friendly tetra pack container, it takes less energy to produce than a glass bottle, is 100% recyclable, weights less so it can be shipped more efficiently.

www.frenchrabbit.com

INSECURITY PART II

RELEVANT **CALLS TO ACTION** PROPOSED BY DESIGN TEAMS:

- Range of ready meals in balanced proportions and proper food group combinations.
- Getting involved in educating school children on healthy eating.
- Sponsoring fruit delivery to schools.
- Using more intelligent fabrics: no sweat, anti fungal, UV protective, anti bacterial.
- In store health checks, advice, dieticians and nutritionists.
- Diets created and suggested to suit specific needs.
- Better trained staff to give valuable advice.
- Massive improvement on toilet facilities- cleanliness reflects quality.
- Healthy option recipes available to take home or download from Asda website.
- Hand-wipe dispensers throughout shops.
- Stations with drinking water available throughout stores.

INDULGENCE

WELCOME TO THE PLAYGROUND



FUTURE MEETING PLACES IN THE WOODS OF EXUBERANT WASTE LANDS



A NEW LIFE AWAITS IN THE OFF-WORLD COUNTRIES



IF YOU CAN DREAM IT, YOU MUST DO IT



MAKING A WORLD, A SCENE NEAR FUTURE TECHNOLOGY KNOWS



HOW WE COMBINE THE EXTREMES



FINEST LOOKING DELICIOUS FROM THE KITCHEN OF CULTURE



THE 4TH FLAVOUR



LUCKY STRONG



HEALTHY BUSINESS



REN CLEAR SKINCARE



REN BUT WITH CONFIDENCE



FEELING THE FREEDOM IN DINING AT THE HOME



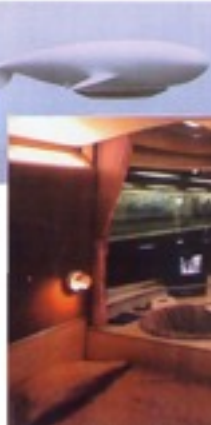
One of Saudi Arabia's senior citizens thought... (text is partially obscured)



EATING IS AN ILLUSION OF THE SPIRIT



ESSENTIALLY IT ALL BOILS DOWN TO... YOU WANT A CAR, YOU WANT A PORSCHE



INDULGENCE

We are dealing with serious problems, working hard to solve them and trying to keep calm whilst doing so. The everyday is a bit bland and grey- facing the reality of perhaps having to start all over again without really knowing how to yet. So we dream- we want to feel pampered- to be fascinated and surprised- to escape- to indulge in extra special lavish goodness. "We are not necessarily looking to wear the crown but we want to feel like kings!!"



INDULGENCE



Dubai Skyline.



The Baiterek, or Tree of Life
Kazakhstan

INDULGENCE



Yoga Studio



Carbon Footprints

INDULGENCE



Touted as 'The most luxurious face moisturizers on the market', SJAL has risen to become the 'IT' brand of the next generation with a 'cult-like' following of celebrities, models, and fashion insiders.

www.sjalskincare.com



We're used to the best packaging in the larder coming courtesy of the Galician fish preservers, but Jesus Lorenzo's LOS PEPERETES sets itself apart with its three generations of cockle-canning expertise.

www.lobby-bcn.com
www.peperetes.com

INDULGENCE



Bling H2O comes in L
750ml, recyclable fro
exquisitely handcrafted



BLING H2O contains spring water from Tennessee, which won the best tasting spring water in the world.

www.blingh2o.com

DRAWS- TRING GARBAGE BAGS handle garbage with glamour or transform into stylish storage bags for you seasonal sweaters or bedding.

www.organize-everything.com/garbagebags.html

INDULGENCE

RELEVANT **CALLS TO ACTION** SUGGESTED BY DESIGN TEAMS:

- Independent shop in shop environments in stores.
- A la Carte delivered to your doorstep....a de lux version of meals on wheels for parties and special occasions. "Hire a chef".
- Personal shoppers and in store style advisers.
- Wedding planning team providing everything from invitations to food and dress to tables and marquees.
- In store beauty treatments- Makeovers, facials, colour advice, manicure and pedicure.
- Mix your own perfume and skin care products to fit your complexion- in a refill your bottles system.
- Beautiful dressing rooms with better mirrors and flattering lighting and staff on hand. - Trolley parking lot outside.
- A complete George lifestyle package- spa day selling George clothing combined with health and beauty products)
- Spa shop within environment- and a George gym/spa next door.
- Car park valet, minor car repairs on site and store-to-car service packed in boxes rather than plastic bags.
- Family-hampers ready made order to pick up in store or to be delivered to your door and yummy pre-packed picnic baskets, party trays and lunch boxes.

INDEPENDENCE

VALUE... WHAT IS VALUABLE... SOMETHING VALUABLE OR EMPTY... SOMETHING CHEAP??



RECORDING OF THE PERIOD



ARE THERE COGNITIVE SOLUTIONS?



WHEN HE WAS THERE HE SINGED... THE BROWN IS A COGNITIVE EXPERIMENT



WHEN HE VOLUNTEERS ON A GLOBAL SCALE, WHERE ALL PARTNERS SHOULD EXCEL IN WHAT THEY KNOW BEST TO DO BEST



RECORDING OF THE SIGNALS OF THE PERIOD



TECHNOLOGY WILL CONTINUE TO INCREASE FACTOR AND POWER



CONTRASTS OF TRADITION AND TECHNOLOGY ARE ON THE VERGE OF BEING COMPROMISED



HOW LONGER THAN 15 AND HAS FOUND A NEW PARTNER - A 21 YEAR OLD THE NET WORKING IN GARDEN



LIVING A LONG LIFE SHOULDN'T FEEL LIKE DOING PORRIDGE



BIGGEST PROBLEM OF ALL IS PRICE... A FORTY-JOB THAN A PRICE OF A CROSSBOW??

BEING BRIDGE TOGETHER



HOW FUN, HOW LOVE, HOW PLEASURE, HOW DELIGHT



POWERFUL STRENGTH DECLINED IN BEHAVIOR? FRAGILE EXTREMES





INDEPENDENCE

Regardless of age, marital status, income or profession we all want to be independent- exclusive, different and yet still feel like we are part of something bigger, able to create something of value –in a big or a small way. Extra special is not special enough- our individual needs are prioritized, experiences and products need to be unique and exceptional and lifestyles are increasingly drifting away from conventional family patterns.

INDEPENDENCE



Hotel Copenhagen Island.



Studio Libertiny Holland.

INDEPENDENCE



Science and Technology:
The little voices.



Sandy Skoglund.

INDEPENDENCE



'WMF 1' is a coffee machine and a design object which brews a perfect single cup of coffee.

www.wmf.com



AKITA DICTAMAIL. Save time on typing long emails. Simply speak into the microphone and click 'send'.

www.akitaelectronics.com

INDEPENDENCE



JOHN ROCHA at
WATERFORD CRYSTAL

www.waterford.com



NIKE and IPOD

www.nikeplus.com



NUDIE JEANS for
AMNESTY
INTERNATIONAL.

www.nudiejeans.com

INDEPENDENCE

RELEVANT **CALLS TO ACTION** PROPOSED BY DESIGN TEAMS:

- Collaborations with high profile designers.
- Craft kits sold together with garments to allow costumers to customize their own clothes.
- More unique and limited addition ranges.
- Attractive control wear- keep you figure without surgery.
- Wine and Cheese promotional gatherings in store where people can sample products and meet and mingle.
- ASDA holidays.
- Straight forward signs and advertisements throughout stores.
- Mobile Asda vegetable and produce vans to areas where Asda is not accessible. Also school uniform buses that go to school playgrounds and fit uniforms.
- Virtual shopping collaborations.
- Asda offering part ownerships of organic fields and fruit plantations.
- More fashionable active wear for mature costumers.
- Wardrobe in a box.
- Green community buses transporting people to stores.
- Health meals for one.
- Creative fastenings on garments- easy to use.

INEVITABLE



WE CAN JUST MAKE OUR OWN!



DOES THE FUTURE LOOK LIKE A GIANT DNA LEISURE SET?



"TREE PARK" JUST ADD WATER!



ULTIMATE CUSTOMIZATION



FRAGMENT OF GENOME

HUMANITY UNLOCKS NEW FIELDS OF ADVANCEMENT



GENETIC MONSTERS



SCIENCE'S BRILLIANTLY PERFECT MONSTERS—ADDING ALL THE THINGS WE DON'T WANT TO GO...



HOW MUCH SLEEP DO WE ACTUALLY NEED?



PLUG YOURSELF IN



