THE : FUTURE : LABORATORY

Innovation Debrief 2022

Introduction

More than two years on from the outbreak of the pandemic, the emergency initiatives put in place to mitigate the global health crisis have crystalised into resilient corporate strategies and spawned a flurry of new brands and companies

While the impact of the pandemic subsides in many countries, there has been no shortage of geopolitical challenges disturbing the world order – and businesses – this year.

With soaring inflation, rising interest rates and energy supply insecurity, companies are being put to the test once again, as consumers and businesses grapple with the implications of a sobering world economic outlook. As history has often demonstrated, however, necessity breeds invention, and the case studies compiled in this year's Innovation Debrief already attest to the imaginative new paths that businesses are taking in response to global instability.

Across industries, people are seeking security, inclusion and community, prompting companies to foster more reciprocal relationships with their consumers. As a result, membership models that streamline supply chains, enable co-creation and implement more sustainable production models are being trialled. If successful, these measures have the potential to reverse the decline of brand loyalty by overhauling the concept entirely.

The idea of empowerment is coming to the fore across other industries, too. At the end of last year, **The Economist** heralded 2022 as the Year of The Worker. While unforeseen global events may call this assertion into question, companies have never gone to such lengths to re-engage, retain and entice employees. Elsewhere, in the technology sector, the bold ideas being espoused by fringe Web3 communities are moving into the mainstream, leading firms to rethink how they can empower their audiences.

Of course, climate concerns are continuing to guide consumer attitudes and behaviours. To this end, we're monitoring the rise of climate-combative beauty that takes a hyper-local approach to planetary pollution, as bespoke formulas designed to respond to specific atmospheric requirements gain ground.

From next-generation hobbies and the revival of opulent luxuries to the domestic innovations happening right at home, this year's Innovation Debrief shines a light on the companies that are adapting to changing consumer behaviours and carving out inventive routes forward. You'll also find essential statistics and analysis from our in-house foresight specialists, alongside strategic implications that will help your company to understand how, why and where it can apply these insights. We also spotlight 10 regional innovators and inspiring case studies from our Futures 1000 network of industry professionals, allowing you to tune in to the cultural and geographic intricacies of each idea.

If you require more information about any of the themes included, or if you want to know how your business can harness them most effectively, message us at hello@thefuturelaboratory.com or visit lsnglobal.com to explore our strategic foresight research in more detail.



Trends Intelligence
powered by LS:N Global

Cover: SAMOCVET by **MAPPA** and digital artist **Varya Schuka** is a collection of silk scarves inspired by a curiosity for the natural world. Photography by **Alisa Gulkanyan**, Russia



Contents

03 Benefit Brands
11 Recreation Operations
19 Climate-combative Beauty
27 Sidewalk Science
35 Emotive Employers
07 Neo-opulence
15 Sensorial Strategies
23 Digital Dining
31 Avant Abodes
39 Tech-powerment

Benefit Brands

Declining brand loyalty is prompting companies to reconsider traditional reward schemes. As a result, businesses are exploring membership models that allow them to experiment with sustainable manufacturing, **Feedback Frontiers**-style co-creation and hospitality benefits. Fostering more reciprocal relationships, these models benefit both consumers and companies by deepening engagement, streamlining manufacturing and boosting bottom lines

Le Bleu is an immersive installation by luxury house Jacquemus for Selfridges' Oxford St Corner Shop. Drawing inspiration from surrealist paintings, the brand invites the luxury consumer into the curious mind of the designer, London, UK



Lab Insight

Holly Friend, deputy foresight editor

'Brand loyalty is about to get a lot more interesting. As consumers become familiar with subscriptions in other parts of their lives – from streaming services to meal kits and even hotel stays – the trusty membership model has the ability to change the way we shop for good. As brands, this also provides an opportunity to learn more about your customers, or members, than ever before.'



Soho Skin, UK

Soho House
Crowdsourced Beauty

With its new skincare line, global hospitality and lifestyle company **Soho House** is tapping into its most valuable resource – its members.

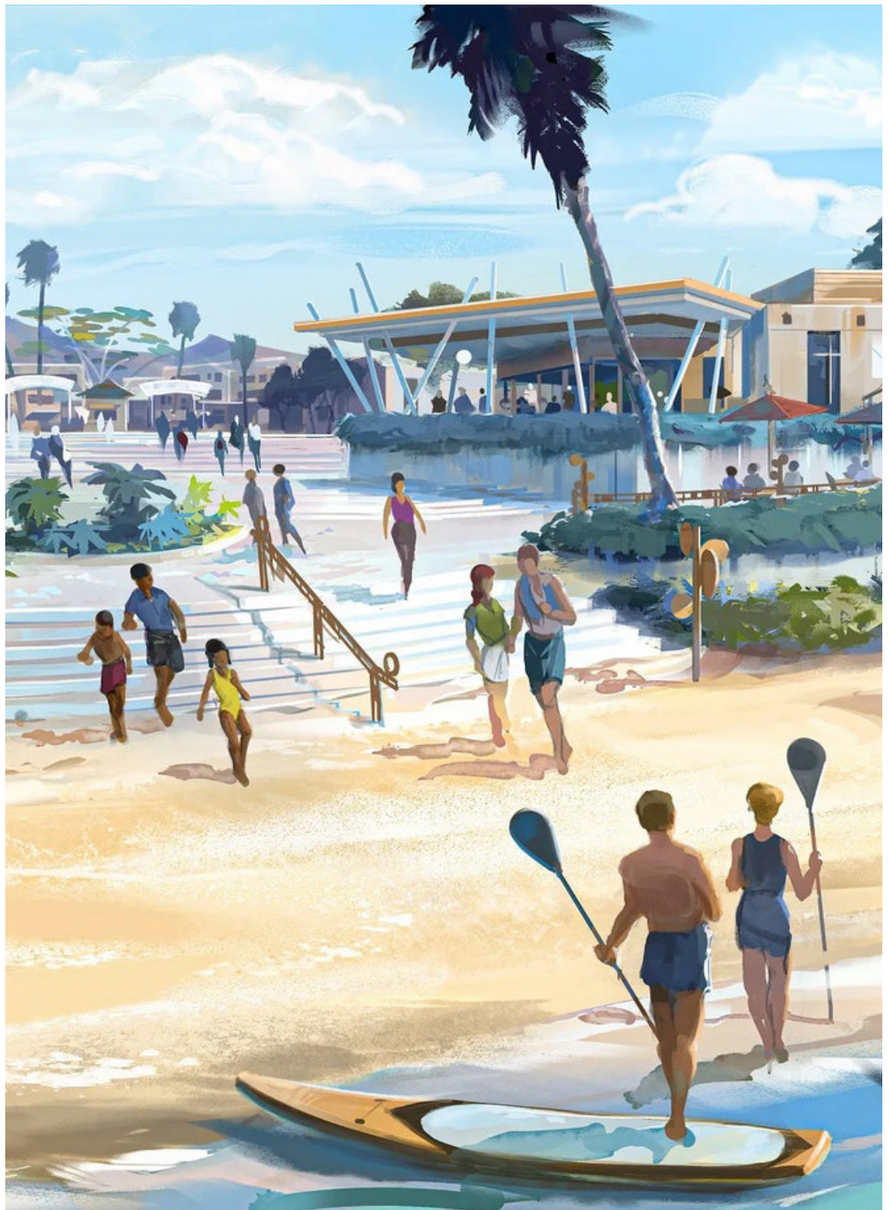
Building on the brand's Cowshed spas and products, **Soho Skin** has been developed by professionals who were guided by the advice, suggestions and needs of Soho House members. Its 24/7 Treatment, for example, is a gel mask for people living hectic, travel-heavy lifestyles that combines fermented ingredients and magnesium to brighten and revitalise skin.

By crowdsourcing opinions for product development, the hospitality company is ensuring it is catering for its members' preferences and ever-evolving skincare needs.

: What's next Companies will draw on the expertise and opinions of their consumer bases to develop products that are calibrated for their lifestyles and desires

'At Soho House, we are continually inspired by our members… When we come up with a new idea, we love to put it out there and get their feedback first'

Aalish Yorke-Long, managing director of retail, Soho House



Disney
Fantasy Living

The global entertainment company is building residences that allow **Disney** fans to live in the magical world of their favourite characters every day.

Operating as part of the company's theme park division, the residential project will include master-planned communities complete with a range of branded amenities, activities and services. Disney cast members, who are expected to remain in character across different locations, will manage the neighbourhoods and attend to residents' needs.

As entertainment companies explore the potential of hospitality activations, they are taking membership models to new heights, creating immersive environments that turn daily living into a forever fantasy.

: What's next Video game, film and comic book franchises all have the opportunity to build immersive membership experiences, allowing fans to engage in luxury LARP (live action role play)

Storyliving by Disney, US

House of Koko
Music Memberships

Following three years of renovation, **Koko**, a storied concert venue in the heart of London's Camden, has re-opened as an exclusive, music-centric members' club.

With a recording studio, piano room and secret vinyl chamber, the club is designed to appeal to music fans and professionals alike. In addition to a restaurant, library, roof terrace and cocktail bar, members of the club will also enjoy exclusive access to the venue's events, such as candle-lit dinners backstage and unrivalled views of performances inside the venue.

Providing intimate access to the inner workings of the music industry, this music members' club takes hobby-centric hospitality to the next level.

: What's next As institutions such as cinemas, concert halls and art galleries recover from the pandemic, connoisseur-driven membership models could be a lifeline for the culture sector

The House of Koko. Photography by **Lesley Lau**, UK

Global Focus: France
Dior

The recently refurbished **Dior** flagship store on 30 Avenue Montaigne, Paris, heralds a new era for cross-category luxury shopping that benefits visitors. Its long list of amenities includes a gallery, restaurant, three gardens, haute couture atelier and La Suite Dior, a private apartment that comes with a master key to the building and a coterie of staff and personal shoppers

For Them
Organic Inclusion

Queer wellness brand **For Them** is using its **Discord** channel to co-create products with its community members.

The brand, which is known for its range of chest binders, consults with the 4,000+ members of its channel to brainstorm new product ideas, solicit feedback and respond to community questions. The Discord channel also provides advice to the brand's members and helps connect them to their peers, demonstrating a collaborative spirit and commitment to LGBTQ+ solidarity.

For Them has also announced plans for its own membership platform, which will offer 'queer pirate radio, guided journeys for self-development, and a space for bold and brave conversations'.

: What's next While some brands may feel wary about outsourcing product development, they can use platforms such as Discord to let customers vote on preferred products, thus streamlining product development and manufacturing



Citizen M
Connected Congeniality

Hospitality group **CitizenM** is building a digital hotel on gaming platform **The Sandbox** to reward guests for their loyalty and involve them in the company's development plans.

To finance its first digital hotel, CitizenM is auctioning 2,000 non-fungible tokens (NFTs), which will grant owners access to perks that can be redeemed at any of CitizenM's physical hotel locations, such as room discounts and complimentary drinks.

In addition to offering rewards, the NFTs can also be used to fund a real, physical property where token-holders will be able to vote on the location.

: What's next Hospitality companies can use metaverse platforms to offer people a clearer picture of their offerings and services; for example, digital rooms that allow customers to experience a suite before checking in



Above: For Them, US; Right: Citizen M on The Sandbox

Future View:
Early Majority's eco-clothing club

Consumers who invest £298 ($363, €350) for a lifetime membership at technical outwear business **Early Majority** are supporting the brand's sustainability goal to produce the fewest number of products for the maximum possible number of uses. 'Departing from the dominant industry model, we are building a business based on a growing supportive community over producing unnecessary product,' explains the brand

Neo-opulence

Consumers are reviving glamour, opulence and hedonism as they push the **Pleasure Revolution** in new directions. Just a year ago, extravagant displays of wealth might have been considered uncouth. But now, consumers are abandoning **Anti-ostentation Attitudes** and ditching their multi-step wellness routines in search of a sense of release in increasingly turbulent times

Sweeties at The Standard London is an after dark playground for Generation Z with cocktail bar, disco and a decadent lounge, London, UK

Lab Insight:

Holly Friend, deputy foresight editor

'We may have predicted an era of **Uneasy Affluence**, but then the pandemic turned living with less from a lifestyle choice to a global certainty. As we return to a life of busy schedules and busier accessorising, expect decadence to become a mindset that is evident in every sector – from hedonistic hospitality to attention-seeking beauty.'



Hotel Amour and Soeder, France

Hotel Amour and Soeder
Decadent Souvenirs

Zurich-based natural care company **Soeder** has equipped the suites of the French hospitality chain **Hotel Amour** with high-end hand soap imbued with old-world glamour and extravagance.

To create soaps that evoke after-hours hedonism, the companies took inspiration from the negroni cocktail, a classic aperitif that has surged in popularity among late-night revellers. By taking a cocktail as its starting point, the result is a bathroom amenity – which guests can buy to take home – that conjures up the grandeur of historical hotels.

Instead of relying on the usual health and wellness tropes, Hotel Amour is hearkening back to an age of opulent, indulgent hospitality through scent and branding.

: What's next In addition to the usual soaps and shampoos, hotels will increasingly offer sensorial souvenirs such as playlists, incense and ashtrays that allow guests to recreate opulent environments in their own homes

Manor DAO
Leisure Living

Internet radio station **Poolsuite** is harnessing blockchain technology to launch its first hospitality project, **Manor DAO**, a decentralised autonomous organisation.

The DAO has been set up with the intention to buy an actual mansion and will raise money through the sale of NFTs to members of the public. Token-holders will be able to visit the residence, lounge, relax and meet one another in person. Inspired by extravagant hotels including **Il Pelicano**, **Chateau Marmont** and **Hotel Costes**, the project is aiming to 'usher in the next legendary guesthouse'.

Ditching bland décor, the company will also invite its investors to imagine 'ornately tiled swimming pools, **Lambrusco** brunches and the purr of a 1978 **Mercedes-Benz** 350SL pulling up on hot gravel' by being able to vote on its interiors, menu and facilities.

: What's next DAOs will play a major role in the future hospitality sector, with restaurants and hotels that are funded and shaped by token-holding investors instead of a traditional board



Manor DAO by Poolsuite



Ameon, US

Mercer + Prince by A$AP Rocky, US

Mercer + Prince
Social Sips

Designed for social sipping, **Mercer + Prince** is a new whisky brand by artist and musician A$AP Rocky that's bringing a more convivial energy to the spirits industry.

Retailing for an accessible £26 ($32, €30), the whisky is sold in a versatile glass bottle that comes with two detachable glasses, meaning the whisky can be poured and enjoyed on the go, at house parties or outdoor events.

Thanks to its distinctive bottle design, Mercer + Prince is bringing the idea of convivial eating and drinking into the spirits sector, giving it a youthful, neo-opulent boost in the process.

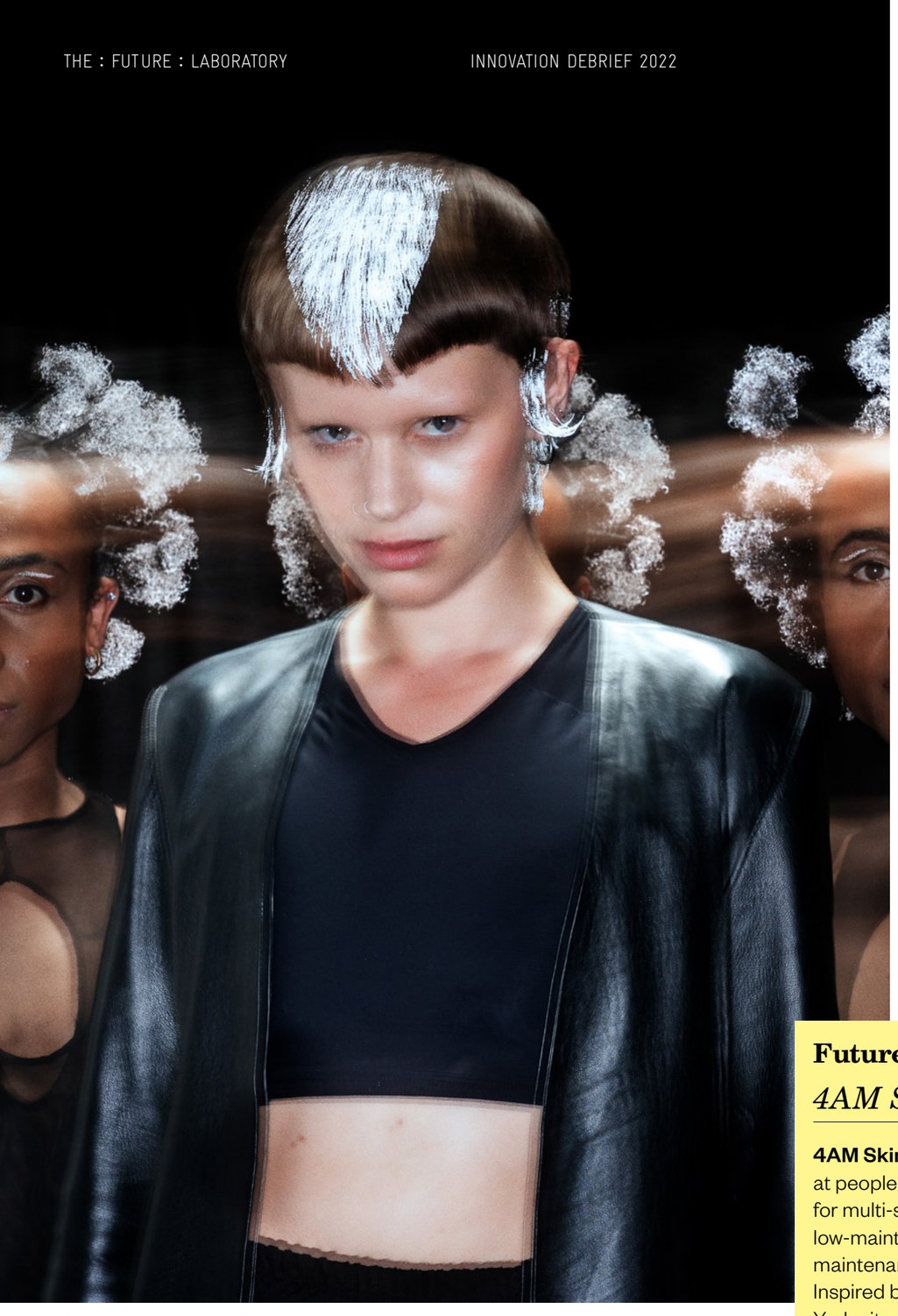
: What's next To appeal to younger audiences, alcohol companies will capitalise on the concept of conviviality, using packaging and label designs to inspire new drinking moments and occasions

Global Focus: UK
The Standard

Where functional remedy drinks have found a place in consumers' daily lives, hotel bars are responding by mixing the hedonism in their spaces with a health-conscious kick. In a UK first, the cocktail menu at **The Standard** hotel's new bar, **Sweeties**, is dedicated to energising adaptogens and nootropics such as reishi mushrooms and ashwagandha. Most of the cocktails are also available as non-alcoholic drinks

Two-thirds of people agree that the closure of hospitality venues negatively affects the social and mental wellbeing of the general population

Source: YouGov



Ghost Moments created by **The Unseen** in collaboration with Infringe and **Lauren Bowker**, UK

The Unseen
Flashy Looks

Beauty disruptor **The Unseen** is tuning in to neo-opulence with a shimmering hair product born from its reflective cosmetics line, Spectra.

In a photoshoot with **Infringe magazine**, the beauty company explores the idea of temporary hair decorations, applying its photo-reactive, reflective pigments to the hair of models. By creating a pigment activated only by a camera flash, the resulting photographs evoke a dark yet alluring nightclub experience. In turn, the striking, reflective result means The Unseen's product is extremely shareable on social media.

Imagining a future when hair products will be as loud, bold and temporary as nail polish or eye make-up, The Unseen is forging a new era of fun and cerebral cosmetics.

: What's next Emerging from the pandemic, consumers want to experiment with bold make-up looks, prompting beauty companies to launch products that are designed to be photographed

Future View:
4AM Skin

4AM Skin is a beauty brand aimed at people who don't have time for multi-step routines, offering low-maintenance skincare for high-maintenance, fun-filled lifestyles. Inspired by the aesthetics of New York city nightlife, its provocative motto is: 'We're not here to fix your bad habits, we're here to help your skin avoid the consequences of them.' As Jade Beguelin, co-founder of 4AM Skin, explains: 'We're just here to heal skin from living normal and fun lives.'



Bulgari Octo Finissimo Ultra, Italy

Bulgari
Wealth Tokens

Measuring just 1.8mm, the Octo Finissimo Ultra is luxury brand **Bulgari**'s thinnest watch yet. It's the timepiece's digital capabilities, however, that distinguish it as a crypto status symbol.

Recognising that record-breaking slimness is no longer enough to engage the next generation of watch-buyers, Bulgari is ensuring that each shopper receives their own NFT artwork inspired by the timepiece, which will also function as blockchain-based proof of authenticity.

An embedded QR code on the dial unlocks videos detailing the manufacturing process behind the watch, with exclusive interviews and making-of segments designed for owners of the Octo Finissimo to share with friends.

: What's next Luxury brands will continue to invest in items and accessories that allow the crypto elite to flaunt their wealth in offline spaces

Recreation Operations

Where companies have been busy exploring the marketing potential of the great outdoors, they are now turning their attention to the pandemic-driven explosion in hobbies, creating products, activations and venues that cater for playful pastimes. As a new wave of urban athletes swap traditional sports for roller-skating, gardening or walking, the opportunities for businesses to participate are numerous

Newly appointed creative director of athleisure brand Eddie Bauer, Christopher Bevans, has celebrated his love for the outdoors with his collaborative collection, US



Lab Insight:

Abi Buller, foresight analyst

'As people rethink the structured routines of their pre-pandemic lifestyles, there is an ongoing shift towards prioritising outdoor pursuits. With this comes a renewed embracing of unconventional hobbies, ushering in new opportunities for leisure-driven events, activations and products. When reaching out to these next-gen hobbyists, focus on ideals such as spontaneity and escapism.'



F51, UK

F51
Multi-storey Skating

Located in the small English port town of Folkestone, **F51** is the world's first multi-storey skate park.

Described as a full-tilt 'adrenaline building', the park includes three floors of concrete skate parks, a boxing gym, a climbing wall and a café. The building is tapping into the recent skateboarding boom – fuelled by the sport's inaugural inclusion in the 2020 Olympic Games – to create community and a place of exchange.

In addition to being a hangout space for Generations Z and Alpha, the building is also an architectural feat. 'It's an incredible building. It's extremely complicated in terms of its construction because it's a world first,' explains its architect, Guy Hollaway.

: What's next Brands will unite largely online or niche hobbyists in person by hosting events at venues like F51, providing inspiring surroundings for unique interests and social pastimes

Gucci
TikTok Trainspotting

To promote its collaboration with sportswear company **The North Face**, luxury fashion house **Gucci** enlisted 21-year-old train enthusiast and **TikTok** sensation Francis Bourgeois to star as the face of the collection.

Bourgeois – whose real name is Luke Nicholson – posts eccentric video clips of his journeys tracking trains across England and Europe, which have earned him a cult following. By shining a light on the often-parodied hobby of trainspotting, Gucci is paying tribute to the more idiosyncratic interests capturing the attention of younger demographics.

'Having Bourgeois in [the Gucci campaign] is a great example of how the internet's cultural gatekeepers can cross over into the fashion and luxury landscapes,' explains David Fischer, founder and CEO of **Highsnobiety**. Indeed, the campaign represents the intersection of recreation, streetwear and the use of 'real-fluencers.'

: What's next As pop culture pundits and TikTok teens become stars, brands will use a new generation of earnest – and relatable – influencers



The North Face and Gucci with Highsnobiety, UK



Oliver Spencer and Niwaki, UK

Oliver Spencer
Next-gen Gardening

Recognising a growing interest in urban gardening, menswear label **Oliver Spencer** has partnered with Japanese tool brand **Niwaki** on a utility-driven apparel collection.

The collection features outerwear, trousers, shirts and accessories, with each designed to balance functionality with aesthetic considerations. One item, the Scion gardening gilet, features five front pockets ready to be filled with tools, plant bulbs and clippings.

As more people engage with gardening as both a hobby and a way to reconnect with nature, there is a renewed need for apparel and tools that are stylish while also utilitarian and fit for purpose.

: What's next From cooking to arts and crafts, we can expect apparel brands to collaborate with organisations specialising in hobbies on collections that balance aesthetics with functionality

Global Focus: Saudi Arabia

Columbia

In its Live from the Outdoors campaign, sports brand **Columbia** changes the role of Saudi Arabian social media influencers by getting them out of their bedrooms and into the great outdoors. The resulting campaign features scenic areas of Saudi Arabia – recently opened to tourism – being explored by content-creators that the brand has dubbed 'outfluencers'

In the US, just **23%** of Gen Z say they are passionate traditional sports fans, compared with **42%** of Millennials

Source: Emory University



Flipper's Roller Boogie Palace at Rockefeller Center. New York, US

Flipper's Rolling Revelry

In parks around the world, roller-skating has undergone a revival. Now, it's set to go mainstream, thanks to model-turned-entrepreneur Liberty Ross, who has opened a roller-skating rink at New York's Rockefeller Center.

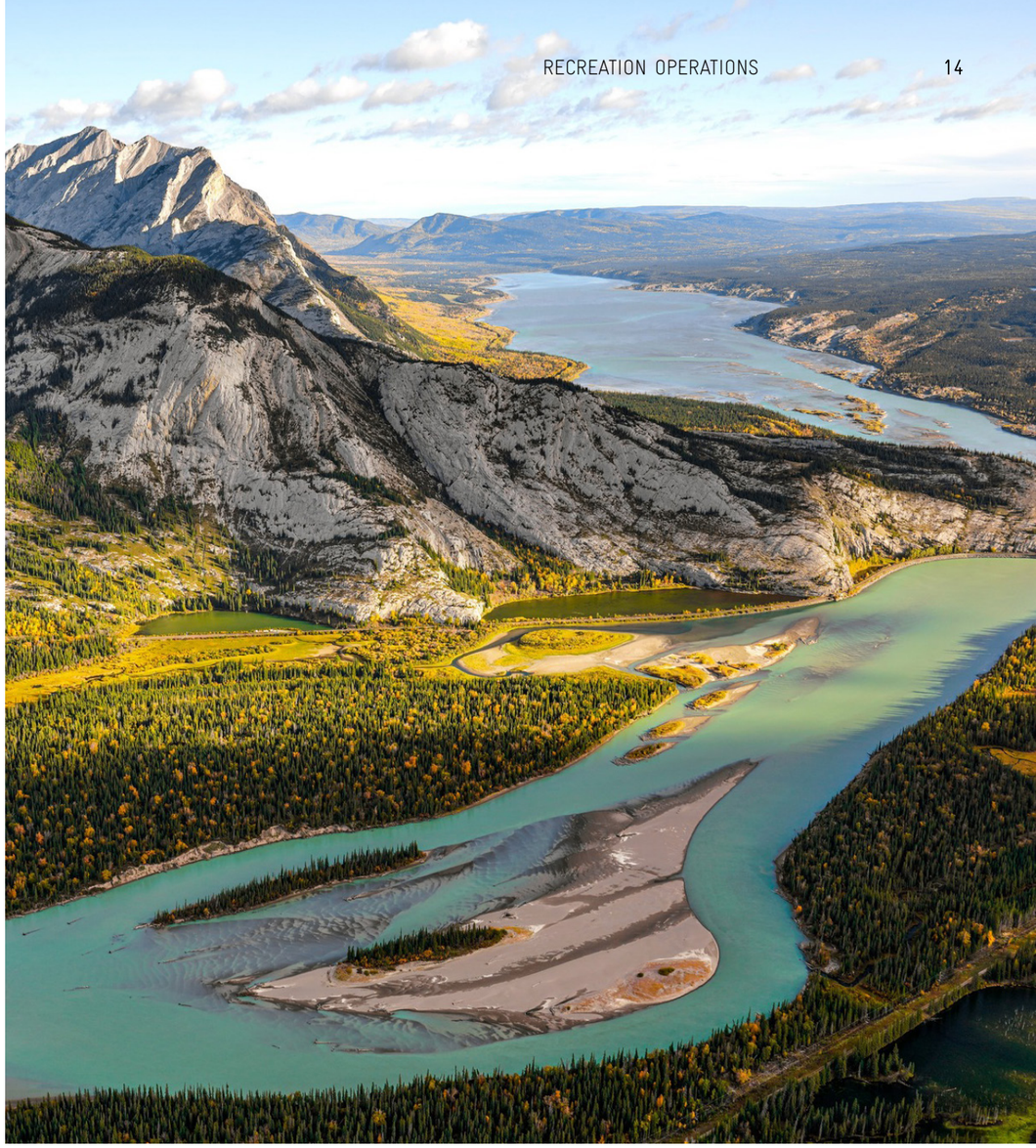
The new venue is a revival of **Flipper's Roller Boogie Palace**, a Los Angeles skating rink set up by Ross's father in the 1980s, said to be frequented by stars such as Elton John and Cher. With a resurgence of nostalgic hobbies, Ross decided it was an appropriate time to re-open Flipper's to provide an active and community-orientated space for people to congregate.

With food and dining areas, a viewing platform and a store, Flipper's creates a social space for real-life hangouts away from social media.

: What's next Instead of building something new, companies can help to revive historic venues and hobbies – such as bowling, ice skating and arcades – to provide a new generation of hangout spaces

Future View: *Local Weather's neo-athlete nootropics*

In a bid to expand the sports and functional beverages category, **Local Weather** is a nootropic drink that features unconventional pastimes like painting and skateboarding in its branding. 'Only 16% of consumers consider themselves 'athletes' today, and 52% of Gen Z say they prefer non-traditional sports, which includes literally any movement,' explains Jon Alagem, CEO of Local Weather, on its choice to avoid typical sporting tropes



Parks Canada, Canada

Parks Canada Nature Prescriptions

Doctors in Canada can now prescribe access to nature, historic sites and marine conservation centres to improve the wellbeing of their patients.

Thanks to a partnership between **Park Prescriptions (PaRx)** and **Parks Canada**, healthcare professionals can now offer Parks Canada Discovery Passes to patients for free. 'There's a strong body of evidence on the health benefits of nature time, from better immune function and life expectancy to reduced risk of heart disease,' explains Melissa Lem, a family physician and director of PaRx.

With mounting evidence demonstrating the healing benefits of spending time outdoors, the collaboration aims to democratise access to nature and inspire the uptake of outdoor hobbies.

: What's next As nature prescribing rises, both doctors and employers will offer nature leave or outdoor experiences to bolster people's physical and mental wellbeing

Sensorial Strategies

Pandemic-induced touch deprivation is resulting in demand for products, packaging and marketing that stimulate the senses. As a result, companies are pursuing sensorial strategies that elevate touch, smell, taste and hearing. As the metaverse also takes off, this is driving emerging technologies that aim to establish the sensation of touch in digital realms

Harry Styles-owned beauty brand Pleasing harks back to the free spirit of the 1970s, with psychedelic-inspired packaging and a whimsical colour palette

Lab Insight:

Sav Scott, creative foresight analyst

'People are seeking emotional and tactile experiences in an attempt to forge meaning and connection with the spaces, people and products around them. Consider how your business or company can use unexpected textures, haptic technologies, colour and scent – both offline and online – to stimulate the senses, soothe or inspire.'

Bompas & Parr
Exploration Eating

Gastronomy duo **Bompas & Parr** have brought multi-sensory dining to AlUla, home to the UNESCO World Heritage Site of Hegra, Saudi Arabia.

In a nod to the 200-plus dormant volcanos that lie below AlUla, the Forces of Nature experience marks the first time that diners have been able to watch local produce be cooked for them across a stream of molten lava at a temperature of 1,350°C.

Creating a 'performance spectacle', Forces of Nature was hosted outdoors at night, overseen by lava technicians who transformed dining into a deliberately slower, performance-led experience, brought to life by striking historical surroundings.

: What's next Hospitality companies will eschew expedited eating by weaving sensory stimuli into dining experiences, helping people to slow down and savour both taste and their surroundings



Forces of Nature by Bompas & Parr, Saudi Arabia



The Sense of Smell by Jan Brueghel and Peter Paul Rubens (1617–1618). Courtesy of El Prado Museum, Spain

Puig
Programmed Perfumes

Spanish museum **El Prado** has worked with curators, researchers and the **Puig** perfume house to recreate the fragrances of 10 items that appear in Jan Brueghel's The Sense of Smell painting.

To create the scents, researchers have identified 80 plant and flower species seen in the painting. Each of the 10 fragrances can be experienced by visitors through **AirParfum** technology, which diffuses scents via touchscreen monitors.

Puig's input here points to a future when fragrance brands will translate the themes of cultural events, art exhibitions and moving media through scent-led experiences.

: What's next Fragrance brands will continue to bolster their reach and influence by partnering with creative or cultural spaces such as museums and galleries

Coachella
Social Sculptures

In a push back against sensory overstimulation, an art installation at music festival **Coachella** provided attendees with a refuge from the bustle of the crowd.

The Playground is a large-scale artwork by multi-disciplinary design studio **Architensions** that brings wellness considerations to the fore of festivals. With no technology or screens, the sculpture offers a break from the sensory overload of music festivals, providing a space for attendees to take a breather before continuing their revelry.

While most stages and experiences at festivals vie for attendees' attention through sound, screens and immersive performances, The Playground goes against the grain by offering a space for rest, relaxation and contemplation.

: What's next Companies will create safe, contemplative spaces in unlikely settings, such as sports events, bars or nightclubs. Consider also the potential of wellness pop-ups in unusual contexts

32% of Americans admit to watching content focused on an autonomous sensory meridian response (ASMR)

Source: National Research Group

Global Focus: US
Krista Kim

Continuum is a monumental installation by visual artist Krista Kim that turns Times Square, one of the most frenetic corners of New York, into a hub for collective meditation. For the month of February 2022, the square's famous billboards, normally reserved for advertising, were dedicated to projecting soothing gradients of colour accompanied by calming music

The Playground by Architensions at Coachella Valley Music and Arts Festival 2022. Photography by **Lance Gerber**, US

The Kulturhuset
Sonic Identities

Creative agency **Reklamekollektivet** is using the medium of sound to capture the spirit of **The Kulturhuset**, a music and culture centre in Bergen, Norway.

The centre's new brand identity uses kinetic typography to reflect its eclectic musical programming, which spans a wide range of genres. As its campaign typography changes shape, so too does the accompanying music, producing a dynamic sonic identity that introduces a new dimension to the usually motionless medium of graphic design.

Blending sound and typography to create dynamic branding for cultural entities or venues, sonic identities are again front of mind for consumers and companies.

: What's next As people return to cultural events, sound and sight will combine to create stirring and engaging experiences that build greater connections with brands, venues and other people



Kulturhuset (Bergen House of Culture). Identity by Reklamekollektivet, Norway



Emerge, US

Emerge Home
Tactile Technologies

Preparing for a future in which the metaverse will not only be about gaming but, increasingly, socialising, technology company **Emerge** is proposing a range of devices that allow netizens to connect with each other on a deeper personal level.

Emerge Home is a set of devices that will help people to feel virtual interactions without the use of haptic gloves, controllers or other wearables. Instead, the devices emit sculpted ultrasonic waves that allow users to freely gesture and experience sensations.

Designed to facilitate socialisation, these items could help future families and friends to bridge distances and physically embrace, albeit virtually.

: What's next Consumers will not be prepared to sacrifice the sensation of touch in the digital world, prompting companies to invest in the development of haptic wearables

Future View:
Otherlands' rousing branding

Visually translating the visceral feelings of joy and anticipation that are unique to attending a festival, **Otherlands Festival**'s visual focal point for 2022 is 'frisson' – the psychophysical prickle of excitement felt in response to affective art or music. Created by **Studio Nari**, headliners' portraits are veiled in a dappled filter to help convey the excitement and emotional anticipation of eventually seeing them live

Climate-combative Beauty

As the climate crisis accelerates, extreme weather events are becoming more common across the globe, with sobering implications for the beauty and health industries. Prompted by research showing that pollution causes premature ageing and skin damage, companies are placing geo-aggressors at the forefront of product development, creating formulas that counteract environmental stressors

Acla is a gender-neutral, sustainable beauty brand with a striking high-tech visual identity borrowing from the worlds of science and design, Switzerland

Lab Insight:

Olivia Houghton, senior creative foresight analyst

'The climate emergency is on everyone's mind, but if people knew the direct effects it has on their health, they'd certainly be taking more action. Pollution is rapidly ageing our skin and higher temperatures are raising our risk of skin cancer. A global temperature rise of 2°C could increase skin cancer incidence 11% globally by 2050 (source: Science Direct). Beauty must now protect people from the planet, while not causing any harm in the process.'



Prose, US

Prose
Resilient Haircare

Personalised hair company **Prose** is partnering with environmental intelligence platform **BreezoMeter** to collect data on micro-local pollution levels that affect a person's hair and scalp.

The information will inform Prose's proprietary online consultation service, which will generate personalised formulas based on factors such as air quality in a specific location. This is part of the company's strategy of creating hyper-customised, clean and natural products that adapt to their customers' local season, lifestyle and daily surroundings.

'We designed this implementation to enhance our proprietary consultation and continue to deliver to our customers the most personalised haircare formulas and products,' says Nicolas Mussat, co-founder and chief technology officer of Prose.

: What's next Beauty companies will use data collection and AI to create hyper-local formulas that adapt and respond to changing environmental impacts, temperature and seasons

AcSIR
Extreme Weather Protection

A research team led by India's **Academy of Scientific and Innovative Research (AcSIR)** has discovered a means to produce a liquid solution that protects skin cells from frostbite.

According to scientific evidence, seasonal exposure to cold temperatures can cause cell death in the exposed area due to the formation of ice crystals, resulting in burn injury and reduced functionality. In response, a group of scientists is pioneering topical cream SynAFP, which can help prevent frostbite by keeping ice crystals from forming within cells.

Topical skincare treatments that boost defence mechanisms against dangerously hot and low temperatures are preparing to enter the market as extreme weather events become more regular.

: What's next Healthcare and skincare will continue to merge as the protection of one's appearance also becomes a way to ensure long-term wellbeing



Ameon's Supreme Energy Ice Cubes are made to be kept in the freezer and applied to the face wrapped in gauze, US

Global wildfires are likely to increase by a **third** by 2050

Source: UN

Future View:
Pour Moi's smoke-proof skincare

As wildfires become an increasingly common occurrence across the world, French beauty brand **Pour Moi** has released a serum that strives to 'smoke-proof' skin against wildfires. 'In 2017, I was shocked to learn that southern California smoke particles travel as far as the [US] East Coast and even Europe. That's when I realised it wasn't just a local problem,' explains Ulli Haslacher, founder of Pour Moi

Tiny Associates
Post-natural Skincare

With many naturally derived cosmetics ingredients having a damaging impact on the planet, **Tiny Associates** has created an alternative solution using biotechnology. For its 'post-natural skincare', the brand aims to challenge the beauty industry's reliance on natural or clean products.

Launching with five skincare products, Tiny Associates products are microbiome-gentle, and draw on molecules that naturally occur in human skin. Through its use of biotechnology, the brand aims to support both people and the planet – reducing natural resource use – while helping to future-proof the wider beauty industry.

As supplies of raw ingredients dwindle, innovations in biotechnology are emerging to encourage beauty brands and consumers to rethink the potential of formulations and ingredients.

: What's next Biotechnology will become mainstream across sectors, from beauty to food and fashion, as companies work with scientific experts to secure their future

Tiny Associates, Sweden

Climaplex
High-performance Haircare

Climaplex is an affordable haircare line taking aim at environmental stressors such as air pollution, heat, UV rays and air conditioning.

The company is aiming to offer restorative haircare at a more accessible price point, with products retailing for £9.99 ($12.25, €11.77). Recognising that climate change is one of the biggest stressors on hair health, the range includes a two-stage solution that repairs the hair's internal bond structure while also protecting the hair's external surface.

Using reparative technology to counteract the breakage, dryness and dullness that can result from altering temperatures and urban living, Climaplex is bringing climate-combative beauty to mainstream customers.

: What's next Accessible price points will underpin innovation as beauty brands recognise the need to develop products that counter the effects of climate change, no matter what a customer's budget



Climaplex, US

Global Focus: South Korea

Krave

Beauty brand **Krave**'s latest product is designed to protect the skin barrier, the outermost layer of the epidermis that is vulnerable to irritants, bacteria and pollutants. After raising awareness about the importance of maintaining a healthy skin barrier on the face, the brand is applying the same protection to the whole body, which is often overlooked



Krave, US

Allie
Beach-friendly Beauty

Japanese skincare brand **Allie** is turning its attention towards the beach, with a new range of sunscreen products aimed at reducing water pollution.

Its Allie Chrono sunscreen line is marketed as a 'beach-friendly prescription'. The products were designed in response to new regulations that prohibit the use of harmful chemicals in sunscreen lotions that pollute ocean waters. In Hawaii, for example, the sale of over-the-counter sunscreen products that contain oxybenzone and octinoxate have been banned in a bid to conserve coral reefs.

To counter the negative consequences of the climate crisis, beauty companies are turning their attention to transforming – or removing – ingredients and formulas that exacerbate the problem.

: What's next Companies paying attention to the chemicals and materials that hurt the environment will produce marketing campaigns that promote their efforts to redress any damage

Digital Dining

To create a link between online and offline encounters, restaurant and hospitality venues are infusing internet aesthetics into physical settings and products. As video games and social media platforms cement their status as discovery tools for culinary experiences, companies are harnessing the potential of emerging technologies to build a connection with online communities

Phygital Supermarket Worlds by **Xin Liu** explores interactive architectural form in the post-digital age and challenges the legibility and representation of everyday objects, US

Lab Insight:

Tilly Thorns, strategic futures analyst

'While food and beverage flavours cannot yet be duplicated in the virtual world, pandemic-induced digital acceleration means the conviviality of cafés and dining experiences can be. Brands have an opportunity to harness these technologies to bridge the physical and the virtual worlds, uniting consumers through shared tastes.'

Bored & Hungry
NFT Brasserie

Los Angeles restaurateur Andy Nguyen has opened an NFT-themed fast-food restaurant, **Bored & Hungry**, using the intellectual property (IP) rights that come with his **Bored Ape Yacht Club (BAYC)** ownership.

Owners of a BAYC NFT have complete rights to use, repurpose and monetise the digital asset's imagery. As a result, Nguyen has created packaging, employee uniforms and interior decorations that feature his NFTs. The restaurant will also accept cryptocurrencies as a form of payment and includes a Bitcoin ATM machine.

As the worlds of food and Web3 converge, this restaurant demonstrates how NFT ownership can be monetised to create future businesses.

: What's next NFT projects will continue to spawn new activations and experiences, as the imagery of popular tokens or icons is applied to products, packaging, venues and interiors



Coca-Cola
Digital Gaming Refreshment

Multinational beverage company **Coca-Cola**'s latest drink, the Zero Sugar Byte, aims to capture 'the flavour of the internet' and comes with a slew of digital features.

The limited-edition beverage was formulated as an ideal gaming refreshment and its flavour is said to mimic the sensation of powering up a game. The packaging of the drink further acts as a portal to digital realms. By scanning the QR code on the can, drinkers can access a bespoke Coca-Cola island on **Fortnite**.

Bridging the physical and the virtual worlds, Coca-Cola Zero Sugar Byte takes a multi-sensory approach to both beverages and the metaverse.

: What's next Until taste and scent can be duplicated in the digital realm, companies will create internet-inspired delicacies that bridge physical and virtual experiences



Above: Bored & Hungry by Andy Nguyen, US;
Right: Coca-Cola Zero Sugar Byte, US

'Our job is to educate the public and show them that they can create a brand or business out of this IP, taking away the stigma of: 'It's just a jpeg"

Andy Nguyen, founder, Bored & Hungry

Crosby Studios
Internet Café

The Meta Café is a gallery and dining spot opened by creative practice **Crosby Studios** that points to the ways in which virtual realms will inspire physical spaces, products and experiences.

The pop-up takes inspiration from Crosby Studios' founder Harry Nuriev's forthcoming home décor video game, available in **The Sandbox** metaverse. Showcasing stools, tables and wall wraps, each object in the physical space is inspired by the lo-fi, pixelated aesthetic of gaming.

By uniting online and offline worlds in this way, Crosby Studios hints at how virtual aesthetics are entering the physical realm.

: What's next The internet café will be revived – and elevated through bold interior design – for digitally native consumers who want their gaming experiences to be phygital

Web-3 Cafe by **Harry Nuriev** of **Crosby Studios** and **Gaia Repossi**, France

Future View:
NFT dining at Flyfish

Billed as the world's first members-only dining club governed by the blockchain, the **Flyfish** restaurant will be open exclusively to Flyfish NFT holders. 'We're not a country club. You own it. Let's call it what it is, everywhere else, you rent. You pay an upfront fee and then you pay every year,' explains co-founder of Flyfish, Gary Vaynerchuk



Perfy, US

Perfy
Collectible Cans

Functional ready-to-drink (RTD) beverage **Perfy** is collaborating with members of the **Doodles** NFT community to create limited-edition, collectible cans that feature adorable, pastel-hued icons such as skeletons, cats and aliens.

Doodles, a widely known profile picture project in the NFT space, is made up of 10,000 NFTs. Vasa Martinez, founder and CEO of Perfy, owns Doodle #3966, giving him complete control over images' reproduction and monetisation.

After designing a can that featured his Doodle NFT, he was flooded with requests from other Doodle owners, prompting him to build a selection of soda cans for the Doodle community.

: What's next Limited-edition packaging and products will be created by and for members of the NFT community who are prepared to lend out the IP rights of their assets

Playstation
Gourmand Gaming

PlayStation is working with Australian restaurant and delivery platform **Deliveroo** to recreate in-game foods as edible dishes for home delivery.

Here, PlayStation is acknowledging the opportunity to promote food and drink in association with popular media and entertainment platforms. 'By surfacing the attention to detail that goes into even the incidental food found in gaming universes, we hope to give new audiences a flavour of the rich, immersive worlds and stories found only on PlayStation,' says Tim Baggott, creative director at **Amplify**, the agency behind the initiative.

In an age when much of our social interaction and cultural experience exists in online spaces, PlayStation is bringing digital foods into real-life existence.

: What's next To elevate gaming, food brands, restaurants and retailers will launch real food products inspired by meals that can be encountered in-game – even those that are fantastical



Gogo, China

Global Focus: China
Gogo

Beijing convenience food group **Gogo** is making urbanites' daily commute more entertaining by turning grab-and-go food shopping into a physical gaming experience. The brand has developed food packaging based on video game aesthetics. The resulting items include beigels, salad bowls and juices that are packaged with visuals that imitate the in-game icons, such as hearts that allude to real-life and in-game health

80% of gamers regularly eat or drink while playing

Source: Newzoo

Sidewalk Science

Science will continue to play a vital role in everyday life as communities across the world recover from the pandemic – and prepare for future health events. No longer the domain of remote laboratories and academic ivory towers, science is entering the built environment, forging new directions for urban space and public infrastructure

The Pangaia Moods capsule demonstrates consumer interest in science and technology, presenting six moods including Professor and Rocket Scientist

Lab Insight:

Kathryn Bishop, foresight editor

'Trust in science has accelerated as people seek authoritative and robust responses to global crises in health, climate and civic life. In cities, science-led innovations and strategies are having a two-fold positive effect. Firstly, they are engaging the public in how the built environment can protect citizens, flora and fauna. Secondly, science is arming people with the tools to help mitigate the effect of future crises on our urban – and suburban – surroundings.'



Lotte Department Store, redesigned by **BetwinSpace**, was conceptualised as a psychological haven from the outside world, South Korea

Vanderbilt University Medical Center
Mall-to-Medicine

To meet the needs of the post-pandemic health landscape, sprawling suburban malls are being converted into medical facilities.

In Tennessee, the **Hickory Hollow Mall**, which spans 1.1m square feet of retail space, is undergoing a complete transformation into a healthcare facility, funded by **Vanderbilt University Medical Center.**

Since the start of the pandemic, many US mall complexes have been converted into multi-purpose medical clinics. With acres of parking space, convenient suburban locations and vast square footage, the downfall of the mall offers upsides for the healthcare industry.

: What's next Medicine's repurposing of retail space will expand well beyond the pandemic, with mall-to-medicine concepts becoming a permanent part of the healthcare landscape



Green & Blue bee bricks, UK

'With about **55%** of the world's population now living in urban areas, urbanisation plays an increasingly important role in how we manage and mitigate the impact of global climate change'

Karen Seto, professor, Yale School of the Environment

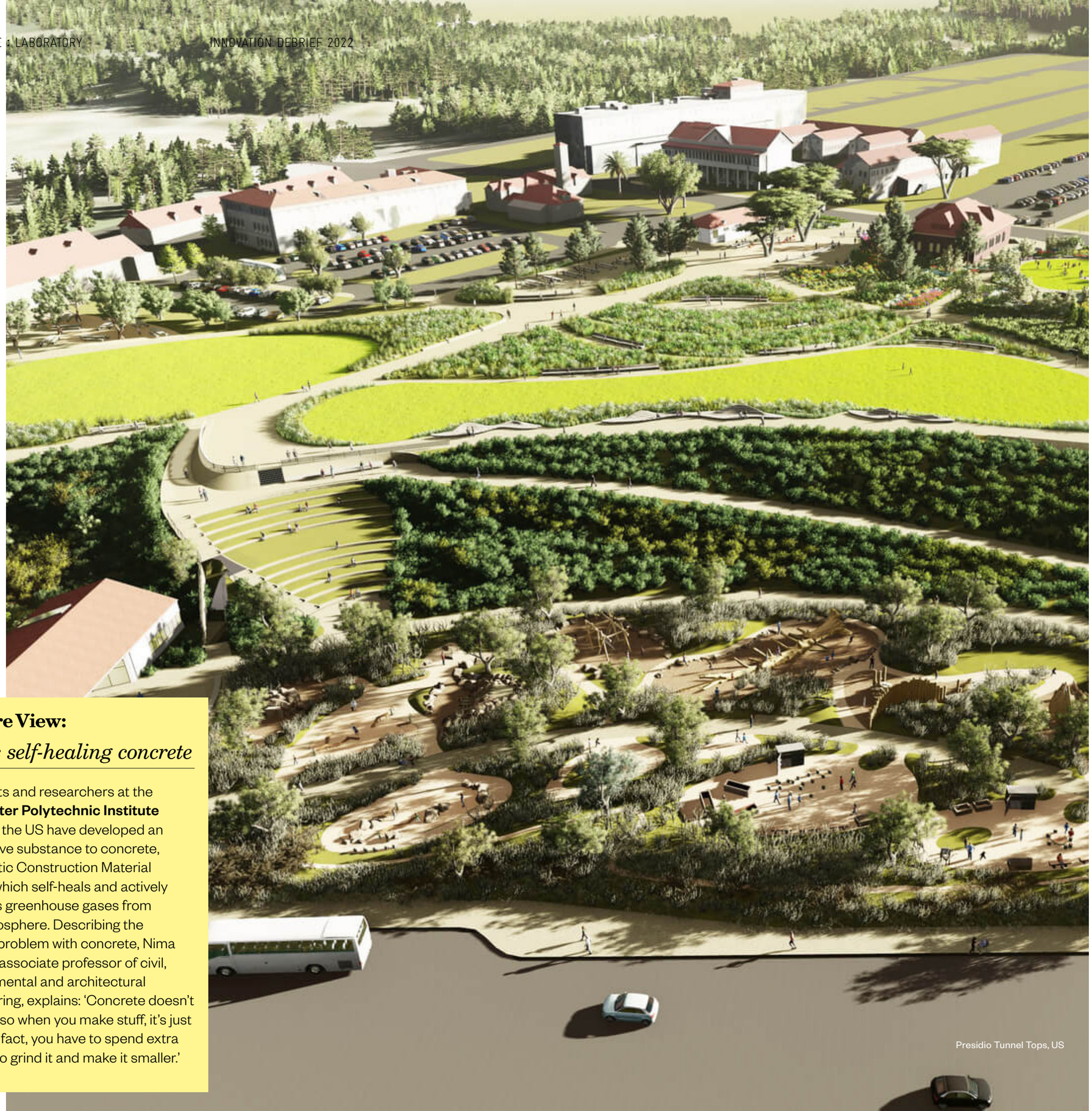
Green & Blue
Bee Bricks

In a bid to bolster its environmental efforts, the city of Brighton and Hove in England has introduced a planning law that requires new buildings over five metres high to include bricks that provide nests for solitary bees.

The bee bricks by **Green & Blue** are the same size as regular house bricks but integrate a series of narrow openings that provide a haven for the insects.

Through this law, Brighton and Hove aims to improve overall biodiversity in the city, with solitary bees currently making up nearly 250 of the approximately 270 bee species in Britain. It also indicates a future when more urban planning initiatives will centre on environmental considerations.

: What's next Retail, residential and hospitality venues will take inspiration from interspecies design to develop strategies that promote biodiversity in subtle and intuitive ways



Presidio Tunnel Tops, US

Presidio Tunnel Tops
Ecological Infrastructure

With San Francisco's bustling Doyle Drive deemed unsafe in recent years, the city is unveiling an innovative tunnelled solution to conceal the highway.

The **Presidio Tunnel Tops** is located near the famous Golden Gate Bridge and will feature gardens displaying 180 varieties of native plants. It will also provide 14 acres of walking trails, outlook points and picnic areas for the public.

This solution simultaneously benefits local communities, animal and plant life, while providing a cultural centre for locals. '[A highway] shouldn't be a barrier. It can be a public asset, even an ecological asset,' explains Richard Kennedy, a senior principal at **James Corner Fields Operations**.

: What's next Urban planners will reframe the built environment and roadways, considering how existing or future structures can be rethought for civic and environmental benefit

Future View:
WPI's self-healing concrete

Scientists and researchers at the **Worcester Polytechnic Institute (WPI)** in the US have developed an alternative substance to concrete, Enzymatic Construction Material (ECM), which self-heals and actively removes greenhouse gases from the atmosphere. Describing the current problem with concrete, Nima Rahbar, associate professor of civil, environmental and architectural engineering, explains: 'Concrete doesn't recycle, so when you make stuff, it's just there. In fact, you have to spend extra energy to grind it and make it smaller.'

The UK could grow up to **40%** of its own fruit and vegetables by using urban green spaces

Source: Lancaster University



Swift Ray 1, Canada

Swift Medical
Pocket Clinic

Swift Medical has announced the world's first pocket-sized hyper-spectral imaging device, allowing people to monitor skin conditions and wounds at home.

The Swift Ray 1 device attaches to a smartphone camera and allows seamless collection of clinical data beyond by either a patient or carer in any setting. This high-spec camera can detect deep tissue injuries, infections and inhibited healing.

Drawing attention to the underserved field of wound care, the innovation comes amid a boom in mobile health technology that introduces medical equipment to consumers' homes.

: What's next In future, medical companies will build hardware solutions that interact with the existing Internet of Things for at-home care that doesn't require a doctor

Central Park
Urban Climate Lab

New York's **Central Park** will soon become home to a climate lab that will research, study and implement vital strategies to protect the future of public green spaces.

Using mapping tools and data collection, the climate lab will create scalable strategies to help cities defend themselves from the impact of climate change. As extreme weather events become more common, more cities will need to use technology to respond to the climate crisis.

With 50% of New Yorkers stating that the only time they spend in nature is in city parks, the need to protect green spaces is more urgent than ever (source: **New York Post**).

: What's next Data collection will be used to help mitigate the effects of the climate crisis, with laboratories popping up in unexpected places such as parks or shopping malls

Global Focus: US
The Taystee Lab

The Taystee Lab is a 350,000-square-feet laboratory complex in West Harlem, New York, which links the neighbourhood's scientific, academic and creative industries in one vast space. Unlike most science institutes, the Taystee Lab has both commercial and communal areas, including a public restaurant and retail space to encourage interest and interaction with locals.



Taystee Lab Building, Harlem, US

Avant Abodes

Consumers are continuing to invest more in their domestic environments because of the ability to work from home, fashioning versatile spaces that cater for the changing realities of everyday life. As a result, a rush of new brands, social marketplaces and activations have emerged to satisfy customer demand, rethinking homeware for the next generation

Lab Insight:

Lavinia Fasano, foresight analyst

'Home-related spending is soaring. As a new generation of buyers enter the market, homeware and appliance companies are updating product design, messaging and embracing new technologies to appeal to younger generations, transforming the process of finding and furnishing a home into a source of entertainment.'

Departures explores the intersection between traditional and contemporary Jordanian design, challenging preconceptions of design from the region, Jordan

Airsign
Visionary Vacuums

With a tagline that reads ‘Tools for Modern Living’, vacuum company **Airsign** is bringing Millennial aesthetics to the home appliance sector.

The company’s identity takes inspiration from eclectic themes such as 1980s futurism, European car design and Japanese minimalism. ‘Vacuums have seen little to no innovation over the years and the industry was begging to be improved,’ explains Danny Miller, founder and creative director of **High Tide**, the creative agency behind the brand’s visual identity.

By offering new directions in the home appliance space, Airsign aligns with the shift to more creative homecare products that tap into cultural references.

: What’s next Companies will continue to disrupt traditional design aesthetics to make everyday products more exciting and relevant for next-generation audiences – and their abodes





Airsign. Identity by **High Tide**, US

Playhouse
Real Estate Entertainment

Dubbed the ‘TikTok of real estate’, property discovery app **Playhouse** is designed to appeal to a future generation of home-owners.

To make finding a home more entertaining, the app displays home listings as engaging, short-form videos. While scrolling through the feed, users can guess whether the price displayed on Playhouse is higher or lower than the actual listing price, in turn helping potential buyers learn more about the market.

The app illustrates how even the real estate market can benefit from short-form content. ‘We want to build a product for the next generation that wants to be mobile, video-driven, exciting and fun,’ explains Alex Perelman, co-founder and CEO.

: What’s next As Generation Z enter the property market, estate agents will gamify the process of finding a new home to make property hunting more entertaining and engaging

Kärcher
Humorous Homeware

Subverting the often-staid realm of domestic cleaning products, German company **Kärcher** is poking fun at itself with its Bring Back the Wow campaign.

Taking a deadpan approach, the ad campaign shows a group of well-dressed actors demonstrating the most ordinary features of the new Kärcher VC 6 Cordless Premium model. With a tagline stating 'Under the couch. Around the couch. Wow', the campaign mocks the overly technical rhetoric often used to promote domestic products.

The campaign, by creative agency **Antoni**, also shows how homeware companies are shifting their communications strategy for younger audiences. 'Not every brand dares to laugh at itself,' explains Matthias Schmidt, chief creative officer at Antoni.

: What's next Home appliance companies will ditch overly technical marketing spiel in favour of aesthetics that draw from art, design and fashion

'We want to use pictures, people and a story to move closer to real life rather than create a sterile, shiny world'

Ulrich Lützenkirchen, executive creative director of Kärcher

Kärcher, Germany

Global Focus: Italy
Vero

Italian furniture brand **Vero** is striving to put hyper-local production on the global map. The company's first collection has been crafted by artisans in Puglia, southern Italy. Although the items are manufactured locally, they are made by an international roster of designers and the brand commits to delivering purchases in less than two weeks



The Mood Hotel by Argos in collaboration with Pinterest, UK

Pinterest and Argos
Algorithmic Interiors

Visual inspiration platform **Pinterest** recently teamed up with UK retailer **Argos** to create **The Mood Hotel**, a concept hotel designed in accordance with the latest interior trends that emerged in Pinterest's annual report.

The collaboration brought to life Pinterest's popular trends using Argos's affordable homeware collection. Everything on display was for sale, providing a unique opportunity for visitors to trial items before making a purchase.

By taking an algorithmic approach to interior design, Pinterest allowed consumers to experience the trends they see online in a a real hotel setting, helping them interact with styles beyond the screen.

: What's next Companies will develop interior consultation services based on algorithmic data, allowing consumers to imagine their homes in accordance with the most nascent trends

Future View:

Narchie's social media homeware

Narchie is a social marketplace for homeware sourcing and selling, echoing how **Instagram** and **Depop** function by allowing people to share images of items for sale, like, comment and buy. '[Homeware] is such a big category. People are at home more than ever, and the figures on how much people are spending on homeware are huge,' explains Harriet Wetton, co-founder of Narchie

Razer
Gaming Battle Stations

Adapting to the demands of contemporary gamers, consumer electronics company **Razer** has designed a modular gaming 'battle station' that raises the bar for at-home play experiences.

Known as Project Sophia, the advanced screen and desk set-up provides gamers with a high level of flexibility and haptic feedback. Alongside a 65- or 75-inch OLED display equipped with Razer's RGB Chroma lighting, the company plans to release the Enki Pro HyperSense gaming chair, which provides more than 65,000 haptic variations to bring game play to life.

As gaming systems become more sophisticated, equipment and stations must keep pace with the level of innovation and immersion that gamers expect, while also fitting into their interior aesthetic.

: What's next Gaming companies will collaborate with interior and furniture companies to create more immersive – yet aesthetically pleasing – gaming furniture and accessories



Project Sophia by Razer, US

Emotive Employers

Traditional wellness benefits such as flexible hours, mental health app subscriptions and remote working are no longer sufficient to retain talent. In response to the pandemic-induced labour shortage, companies are evolving into Emotive Employers, providing a range of progressive amenities that empower employees to bring their whole selves to work

Lab Insight:

Adam Steel, strategic foresight editor

'The pandemic has caused people to revisit the very notion of work. To stave off the Great Resignation, businesses should place employee wellbeing front and centre of their operations, providing next-generation emotional support so people can flourish and achieve fulfilment across all areas of their lives.'

Random Studio's office design by **X+L** reflects the company's ethos of using technology to enhance the natural world, The Netherlands

Salesforce
Workplace Well-frastructure

In response to the rise in flexible working, software company **Salesforce** has opened an employee wellbeing retreat that doubles as a space for company get-togethers.

Re-imagining the role of the physical office, the Trailblazer Ranch in Santa Cruz, California, allows employees to enjoy remote working in a setting that vastly contrasts with home workspaces. The site will host employee engagement programmes, onboarding and skills coaching, while employees can also forge connections through nature walks, yoga, meditation, art, journalling and cookery classes.

The Trailblazer Ranch retreat allows Salesforce to reap the benefits of flexible working while maintaining a strong internal culture and sense of employee wellbeing.

: What's next Companies will swap offices with wellness retreats to foster flexibility while bolstering internal culture and relationships





Above and right: The Trailblazer Ranch by Salesforce, US

Dr Bronner's
Professional Psychedelics

Soap company **Dr Bronner's** is one of the first companies in the US to offer psychedelic-assisted treatment (PAT) as a health benefit to its employees.

In January 2022, the company began offering ketamine-assisted therapy (KAT) as part of its health support for workers. The programme is in collaboration with **Enthea**, a non-profit start-up that is striving to introduce PAT to several more companies by the end of the year, with the goal of making this therapy widespread by 2025.

The decision by Dr Bronner's to make ketamine-assisted therapy available to staff coincides with a surge in studies on the mental health advantages of psychedelics in general.

: What's next As the stigma about drugs administered in clinical settings fades, in the coming years psychedelic therapies will enter everyday settings such as the workplace



Above and right: Sanand factory by **Studio Saar**. Photography by **Ankit Jain**, India

Almost half of young people globally would take unemployment over staying in a job they didn't like

Source: Randstad

Secure Meters
Human-centric Factories

The new factory of multinational electronics company **Secure Meters** brings elements of humanity and empathy to industrial architecture.

The production facility, designed by **Studio Saar** and located in the Gujarat region of India, is situated in a densely planted green plot, with four buildings joined by open air pathways that are shaded underneath white geometric canopy structures. In addition to the main industrial facility, reception building and utilities bay, there is a recreation centre where employees can unwind.

The industrial facility illustrates how businesses can incorporate nature into their factories as well as offices to improve welfare for all employees.

: What's next Amid growing demand for healthier workspaces, companies will strengthen ties with both employees and customers by incorporating wildlife into office and retail spaces

Global Focus: Belgium
Belgian Government

Civil servants in Belgium have gained a new legal protection: the right not to reply to work calls, emails or messages outside of normal working hours. The 'right to disconnect,' as established by the Belgian government, will affect 65,000 workers in Belgium, and is intended to stave off excessive strain and burnout in the traditionally overworked public sector





Marcus Engman and Camilla Henriksson of Atelier100 by H&M and Ingka Group (Ikea), UK

Atelier100
Assembling Innovators

Swedish homeware retailer **Ikea** and fashion brand **H&M** have partnered to open a meeting and workplace for designers and makers in London.

The two companies are positioning the space, **Atelier100**, as an 'ideas factory' that unites, mentors and promotes emerging creatives. Bolstering local economies, all the items constructed at the atelier will be made with locally sourced materials based within 100km of Trafalgar Square – the centre of London. Successful applicants to the programme will also receive funding and guidance to scale up their ideas.

By empowering next-gen thinkers, Atelier100 wants to nurture the next generation of talent through resources and education.

: What's next High street brands will continue to establish incubators – centring them in our cities – as they move beyond strategies solely focused on sales transactions

Tyson
Education Empowerment

Going above and beyond normal workplace wellness programmes, meat company **Tyson** has announced it will pay for its employees to go to university.

The multinational company is investing £48m ($60m, €57m) to provide free education to its 120,000 employees, including funding for undergraduate, master's and associate degree courses at 35 colleges across the US, starting in summer 2022.

'Providing education benefits will continue to lay a foundation for personal and career growth for our team members,' explains John R Tyson, the company's executive vice-president and chief sustainability officer.

: What's next In future, companies will take an active role in the personal development of their employees, sponsoring education for people at all stages of their careers



Distance Iten by Distance, Kenya

Future View:
Distance's locally uplifting store

Parisian sports company **Distance** is paying homage to East Africa's rich running heritage with its latest retail location in Iten, Kenya. The goal of the project is not to generate profit, but to create more jobs in the region and equip members of the village with quality running gear at reasonable prices. 'Distance Iten opens its doors with the idea of equipping the local running community with recent, quality and accessible products,' explains the brand

Tech-powerment

As the radical ideas proposed by the Web3 community reach the mainstream, consumers are demanding reform from the corporate giants that govern their data and dictate their online experiences. Although such public sentiment has been simmering for a while, technology companies are finally recognising the need to acknowledge their customers' changing values and expectations through new services, hardware and safer online spaces

Lab Insight:

Emily Rhodes, creative foresight analyst

'Choosing to explore the decentralised web has become a heated debate for many brands over the past six months. As early adopters delved into Web3, there were increasing calls for tech giants to ensure greater user safety. Brands approaching this new territory must consider the balance between a new kind of citizen-first internet and protecting vulnerable users.'



Patented Futures by **Andreas Bjørn Ibsen** and **Modem.works** envisages technology such as gloves that will allow users to control applications in augmented or visual reality, Denmark

TikTok
Creator Compensation

TikTok's new music creation and marketing platform **SoundOn** will pay musicians 100% of the royalties generated by their songs.

Taking aim at the stark disparities that have developed on other streaming platforms, SoundOn will allow creators to be paid monthly while retaining complete ownership of their music. The platform will also provide data analytics tools, marketing assistance and promotional help.

As TikTok strives to cement its status as one of the world's most popular music discovery tools, its experimental compensation programme will appeal to creators demanding greater control and ownership of their music.

: What's next Technology companies will have to reconsider how to reward their content-creators, be it through fiat money, tokens or NFTs



TikTok For You House at Westfield London, UK



Meta, US

Meta
Digital Safe Spaces

Striving to eliminate the problem of virtual groping, **Meta** has introduced a feature that will protect avatars' personal space in the metaverse.

The policy will include a four-feet virtual boundary that prevents avatars from entering each other's personal space. Avatars will be given a personal two-feet radius in the form of an invisible cylinder, preventing others from touching or harassing them.

As the boundary between our online and offline selves becomes more porous, and haptic wearables that facilitate the sensation of touch in the digital world become more sophisticated, policies and functions that ensure digital safety are needed.

: What's next Beyond platform moderators, tech companies will continue to implement tools and build spaces that protect netizens' digital and physical safety in the metaverse

Google
Unobtrusive Notifications

Technology monolith **Google** is reconsidering the role of notifications as sources of calm, not distraction.

With its **Little Signals** project, in collaboration with **Map Project Office**, the tech company is exploring the potential of haptic design to help its users achieve balance and tranquillity while spending time online. The project consists of six conceptual items that use movement, shadows or sound to gently alert netizens when something requires their attention, instead of the usual beeps or banner notifications. The Air item, for example, emits soft vibrations that can shake the leaves of a nearby plant to inform you of a message.

As technology companies compete for consumers' attention, this collaboration signifies a shift from the digital distractions that tyrannise our time online.

: What's next Instead of contributing more noise to our lives, future technology companies will strive to foster serenity by opting for more thoughtful modes of communication

Little Signals by Google and **Map Project Office**, UK

53% of people say they are willing to pay more for a brand that takes a stand

Source: Havas' Meaningful Brands Report

Global Focus: US
Federal Communications Commission

Taking inspiration from the food industry, the **Federal Communications Commission (FCC)** will now require internet service providers in America to share the details of their plans in clear, easy-to-understand labels. Passed unanimously by all members of the FCC, the mandate seeks to protect consumers from the unexpected fees and opaque pricing common in the internet industry



Framework, US

Verizon
Uplifting Live-streamers

Network provider **Verizon** is empowering creators with the launch of its event production platform **BlueJeans Studio**.

While virtual events boomed during the pandemic, not all creators have had the tools, funds or experience to produce high-quality live-streams. BlueJeans Studio is democratising this space, allowing people to host, manage and personalise their digital events without technical support. Through the platform, individuals and enterprises can access easy-to-use video feed mixing, custom branding and endless streaming capabilities.

As the creator economy grows, such open-source and cost-effective services can help to level the playing field and further validate influencers and small businesses.

: What's next With virtual events set to outlast the pandemic boom, social media brands will create accessible products and services that help creators to professionalise their content

Amazon
Amateur Entertainment

With its **Amp** app, **Amazon** is democratising access to live programming technology. The app allows amateur DJs to apply their skills to live radio shows, which can be broadcast directly from their phones.

Enabling greater access to programming tools, the free app lets creators plan and schedule radio shows, chat to live guests while on air and even connect with listeners on an ongoing basis. It is designed to mix industry veterans with amateurs and hobbyists.

After lockdown gave rise to a new wave of amateur entertainment, Amazon is creating a platform for hobbyists and professionals alike.

: What's next Brands in the media industry will create platforms that empower everyday creators to compete with professionals



Amp by Amazon, US

Future View:
Framework's DIY laptop

Joining the Right to Repair movement, consumer electronics company **Framework** has released a modular laptop that grants owners full access to its hardware system. Permitting consumers to fix and upgrade their computers as desired, the company hopes to reduce e-waste and maximise the longevity of its products. 'We've gone from 44.4m tonnes of e-waste per year in 2014 to 53.6m tonnes in 2019. As an industry, we can't keep moving in this direction,' explains Nirav Patel, CEO of Framework

Index

Benefit Brands



sohohouse.com
Soho House has harnessed its members' expertise to develop a proprietary skincare line, Soho Skin, guided by the advice and needs of its community.

thehouseofkoko.com
London concert venue Koko has re-opened as a music-centric members' club, giving music fans exclusive access to its cultural programming.

forthem.com
Queer wellness brand For Them is using its Discord channel to co-create products with its community members, as well as brainstorm ideas and collect feedback.

citizenm.com
Hospitality group CitizenM is building a digital hotel to reward consumers for their loyalty and involve clients in the company's plans.

disney.co.uk
The global entertainment company is building residences that allow Disney fans to live in the magical world of their favourite characters every day.

Neo-opulence



soeder.ch
Soap company Soeder has equipped the suites of the French hospitality chain Hotel Amour with soap souvenirs imbued with old-world glamour.

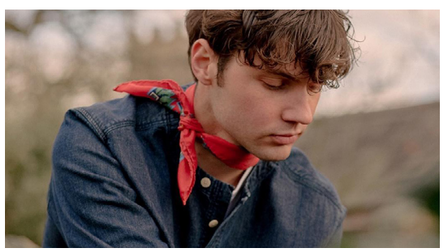
seetheunseen.co.uk
Beauty disruptor The Unseen is exploring temporary, luminescent hair make-up after launching its reflective cosmetics line, Spectra.

mercerandprince.com
Mercer + Prince is a new whisky brand by artist and musician A$AP Rocky that's bringing a more convivial energy to the spirits industry.

bulgari.com
Bulgari's thinnest watch yet, the Octo Finissimo Ultra, has become a status symbol for the crypto community with a QR code that unlocks brand content.

manordao.com
For its Manor DAO project, internet radio station Poolsuite is raising money through the sale of NFTs to create a token-gated physical guesthouse.

Recreation Operations



f51.co.uk
Described as a full-tilt 'adrenaline building', F51 is the world's first multi-storey skate park that has skate parks, a boxing gym, a climbing wall and a café.

oliverspencer.co.uk
With interest growing in gardening, menswear brand Oliver Spencer has released a utility-driven clothing designed for gardeners and allotment users.

gucci.com
Luxury fashion brand Gucci is tuning into niche hobbies with the appointment of trainspotting TikTok star Francis Bourgeois to promote its collections.

flippers.world
Flipper's Roller Boogie Palace is a roller-skating rink in the heart of New York that is capitalising on the pandemic boom for retro pastimes.

pc.gc.ca
Thanks to a partnership between Parks Canada and Park Prescriptions, doctors in Canada can now prescribe access to nature to improve patient wellbeing.

Sensorial Strategies



emerge.io
Emerge Home is a set of devices that allow users to feel virtual or gaming interactions without the use of gloves, controllers or other wearables.

kulturhusetbergen.no
The branding at Kulturhuset, a music and culture centre in Bergen, uses kinetic typography to reflect its eclectic musical programming.

puig.com
The Puig perfume house has worked with Spanish museum El Prado to recreate the fragrances of 10 items that appear in a Jan Brueghel painting.

bompasandparr.com
Gastronomy duo Bompas & Parr recently brought multi-sensory dining to Saudi Arabia with a dining experience cooking food across a stream of molten lava.

coachella.com
Offering refuge and respite from sensory overstimulation, music festival Coachella this year housed an art installation where festival-goers could take time out.

Climate-combative Beauty



prose.com
Prose is collecting data on micro-local pollution levels to personalise haircare based on the local environment and its impact on a person's hair and scalp.

tinyassociatesskincare.com
With its 'post-natural' skincare, Tiny Associates is challenging the beauty industry's reliance on natural or clean products.

allie-global.net
Japanese skincare brand Allie has released a new range of sunscreen products aimed at reducing water pollution while protecting the oceans.

climaplex.com
Climaplex is an affordable haircare line taking aim at environmental stressors such as air pollution, heat, UV rays and air conditioning.

acsir.res.in
A research team led by India's Academy of Scientific and Innovative Research has created a liquid solution that protects skin cells from frostbite.

Index

Digital Dining



crosbystudios.com
The Meta Café is a furniture gallery and dining spot from creative practice Crosby Studios where items for sale are inspired by retro gaming aesthetics.

justboredandhungry.com
Bored & Hungry is a new restaurant that has been opened using the intellectual property rights that come with Bored Ape Yacht Club NFT ownership.

coca-cola.co.uk
Multinational beverage company Coca-Cola's latest drink, the Coca-Cola Zero Sugar Byte, aims to evoke 'the flavour of the internet'.

drinkperfy.com
Functional beverage company Perfy is collaborating with members of the Doodles NFT community to create limited-edition, collectible canned drinks.

playstation.com
PlayStation is working with Australian restaurants and delivery platform Deliveroo to recreate in-game foods as edible menu items.

Sidewalk Science



centralparknyc.org
New York's Central Park will become home to a climate lab that will research, study and implement strategies to protect public green spaces.

vumc.org
To meet the needs of the post-pandemic health landscape, the Hickory Hollow Mall in Tennessee is being transformed into a sizeable medical centre.

swiftmedical.com
Swift Medical has announced the world's first pocket-sized hyper-spectral imaging device, allowing people to monitor skin and wounds at home.

presidiotunneltops.gov
The Presidio Tunnel Tops is concealing the highway at San Francisco's Doyle Drive with plants and flowers, creating safe spaces for people and animals.

greenandblue.co.uk
The city of Brighton and Hove in the UK has introduced a planning law that requires new buildings over five metres high to include bee nesting bricks.

Avant Abodes



argos.co.uk
UK retailer Argos has created The Mood Hotel, a temporary hotel designed in accordance with the interior trends that emerged in Pinterest's annual report.

kaercher.com
German company Kärcher is poking fun at itself with its Bring Back the Wow campaign, subverting the often-staid realm of domestic cleaning products.

playhouse.so
To make the process of discovering a home more entertaining, real estate discovery app Playhouse uses engaging, short-form video content.

airsign.co
With a tagline of Tools for Modern Living, vacuum company Airsign is bringing Millennial aesthetics to the home appliance sector.

razer.com
Consumer electronics company Razer has designed a modular gaming 'battle station' that raises the bar for at-home play experiences.

Emotive Employers



drbronner.co.uk
Soap company Dr Bronner's is one of the first companies in the US to offer psychedelic-assisted treatment as a health benefit to its employees.

salesforce.com
Software company Salesforce has opened an employee wellbeing retreat that is a space for company togetherness as well as flexible working.

tysonfoods.com
Meat company Tyson has announced it will pay for its employees to go to university, including undergraduate, master's and associate degree courses.

securemeters.com
The new factory of multinational electronics company Secure Meters brings elements of humanity and empathy to industrial architecture.

atelier100.com
Swedish homeware retailer Ikea and fashion brand H&M have partnered to open a meeting and workplace for designers and makers in London.

Tech-powerment



amazon.co.uk
Amazon's new music app Amp allows amateur DJs to apply their skills to live radio shows, which can be broadcast directly from their phones.

facebook.com
Striving to eliminate the problem of virtual harassment, Meta has introduced a feature that will protect avatars' personal space in the metaverse.

tiktok.com
TikTok's new music creation and marketing platform SoundOn will pay musicians 100% of the royalties generated by their songs.

google.com
Technology monolith Google is reconsidering the role of notifications as sources of calm, not distraction with its Little Signals project.

verizon.com
Network provider Verizon is empowering creators with the launch of BlueJeans Studio, which helps creators produce high-quality live-streams.

Make a better future happen

This report is based on macrotrend research from The Future Laboratory's trends intelligence platform, **LS:N Global**.

Did you know that members get free access to all of our trend reports?

We can also deliver our research to your business in a number of ways, from **virtual presentations** to **strategic workshops** and **bespoke reports**.

If you want to find out more, say **hello@thefuturelaboratory.com**

Photography by Victoria Ling for The Future Laboratory

Co-founder : Chris Sanderson
Co-founder : Martin Raymond
CEO : Cliff Bunting
Director of strategy and planning : Rachele Simms
Director of marketing : Rodrigo Tobal

Foresight editor : Kathryn Bishop
Deputy foresight editor : Holly Friend
Foresight analyst : Abi Buller
Foresight analyst : Lavinia Fasano
Senior creative foresight analyst : Olivia Houghton
Creative foresight analyst : Savannah Scott
Creative foresight analyst : Emily Rhodes

Strategic foresight editor : Adam Steel
Senior strategic foresight writer : Darian Nugent
Presentations Editor : Rhiannon Hudson

Strategy director : Louise French
Senior strategist : Joe Portman
Senior strategic futures analyst : Rachael Stott
Strategic futures analyst : Tilly Thorns
Strategic Futures Analyst : Nina Marston
The Future Laboratory intern 21/22 : Isabelle Jones

Designer : Samuel Davies
Creative artworker : Amber Richards
Senior sub-editor : Ian Gill
Senior production planner : Madeleine Watts

Senior brand and content marketing manager : Louise Lee
Junior marketing manager : Emily Kelly

The Future Laboratory
6 Orsman Road, London N1 5RA, UK
Phone: +44 20 7791 2020
Email: office@thefuturelaboratory.com

The Future Laboratory is one of the world's foremost strategic foresight consultancies. Members of our trends intelligence service LS:N Global get exclusive access to the mindsets defining tomorrow and the early adopters driving global change across eight industry sectors.

Find out more:

LS:N GLOBAL THE : FUTURE : LABORATORY

Contact: For further information on all our services please contact hello@lsnglobal.com or call +44 20 7791 2020