



Kabiru, Cyrus

# TRENDBOOK 2016

*'The moment we stop collecting our vision is the moment we cease being human'*

International Lifestyle Studies  
Fontys Academy For Creative Industries



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# Hello!

We proudly present our DDW Trendteam 2016

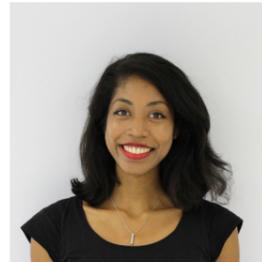
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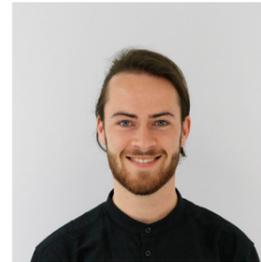
**Eva van Asselt**



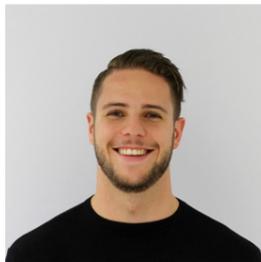
**Vera Bouwhuis**



**Dora Canwood**



**Robin Erkamp**



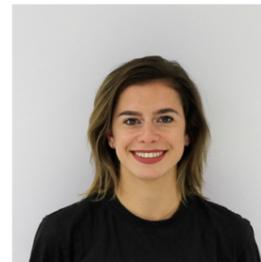
**Cas Hendriks**



**Lydia van der Made**



**Lotte van Oosterhout**



**Leonore Pelkmans**



**Anne-Claire Le Sage**



**Maartje Siemensma**



**Naomi Sinot**



**Roy Sloopjes**



**Nicole Verhoeven**



**Lenny Vogelzang**



**Wesley van Zeben**

## PREFACE

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We would like to present you the Trendbook made by the 2xcell team of 2016-2017.

The 2xcell team exists of 14 motivated International Lifestyle Studies students. Over the past few weeks we have been working hard to create this book. After gathering information, spotting the trends, discussing a lot and especially helping each other out, we are proud to share the results with you.

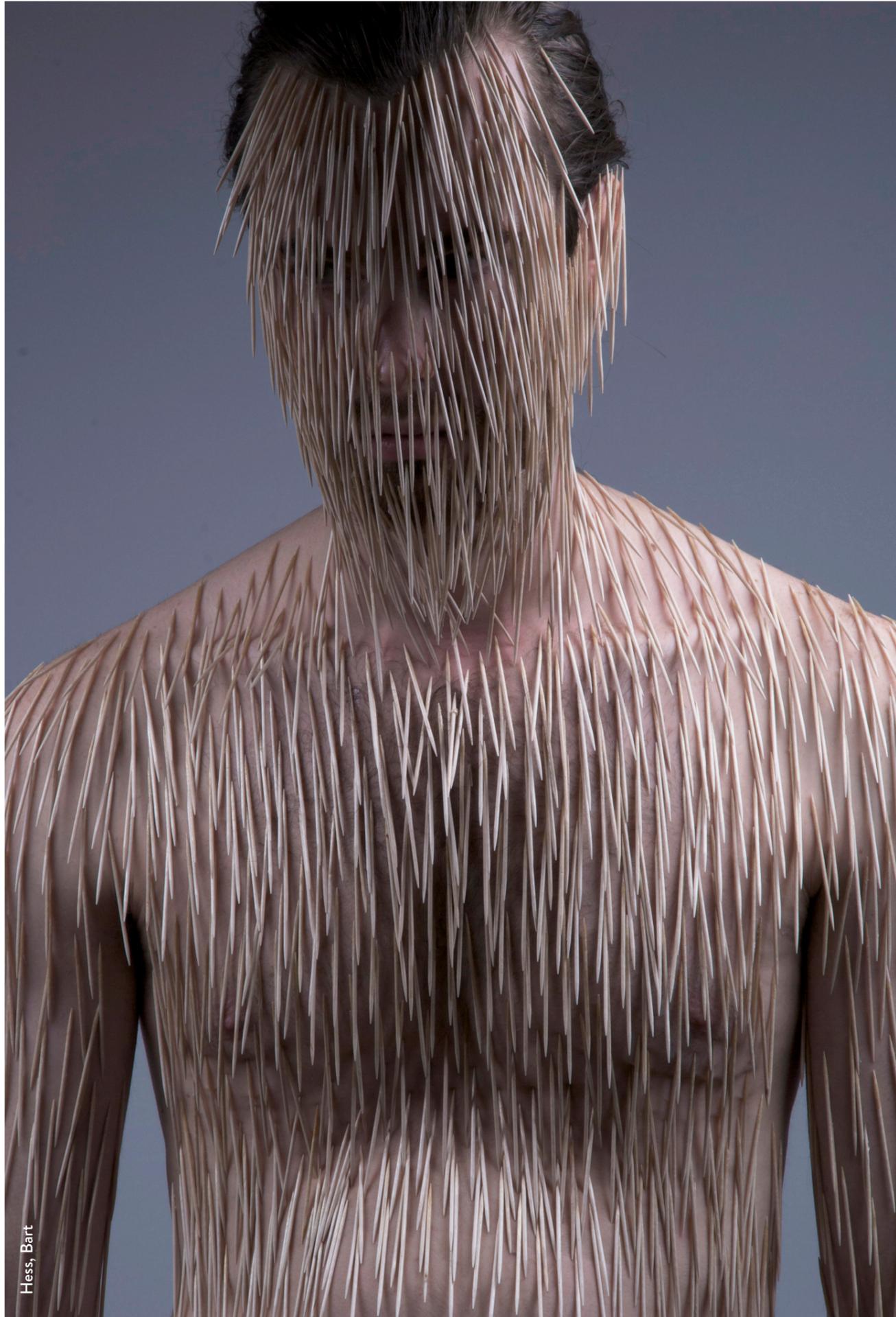
However, we were not all alone during this process. We also had great help and expertise from our teachers Bodil Jurg, Rudy van Belkom, Saar van der Spek and of course our mentor Lydia van der Made. They provided us with the right information and criticism so we could perform even better. We like to thank them for all their support.

The Dutch Design Week is the biggest design event in Northern Europe. Since a few years International Lifestyle Studies provides the 2xcell students with the opportunity to give and create trendtours. These trendtours are available for all the DDW visitors. We are looking forward to host you during a tour and make it a memorable experience!

You can find us at 'het Klokgebouw' in Eindhoven, hall 4, stand 4.39.  
The tours will be held from Sunday 23rd until Sunday 30th.

More information available at:  
<https://ddwtrendtours.wordpress.com/>  
<https://www.facebook.com/ddwtrendtours/>

**Trendteam International Lifestyle Studies 2016**



Hess, Bart

## AVERSIVE AESTHETICS

*'Using the lure of disgust to provide a platform for ethical issues'*

#ETHICS

#ATTRACTION

#AVERSION

In our digitalized world it proves difficult to grab one's attention. However, there is no shortage of ethical issues that need our attention. Using the lure of disgust to provide a platform for these problems is the focus of this trend. As much as we don't want to look at an obnoxious object, we can not help but feel its glamour and attraction. Being visually attractive and aversive at the same time is the core and therefore the trend name-giver of Aversive Aesthetics. The luxurious edge strengthens the contradiction of aversion.



## INGREDIENTS

HUMAN FAT FROM LIPOSUCTION, WATER,  
ORANGE PEEL OIL, CINNAMON AND SEA  
SLAT

## SOAP BAR

A SOFT AND REFRESHING BAR OF SOAP  
FOR ALL SKIN TYPES

THIS SOFT AN NATURAL BAR OF SOAP  
HEALS YOUR HANDS AFTER HARD WORK.  
WITH THE USE OF HUMAN FAT IT MAKES  
YOUR HANDS FEEL SOFTER EN MORE  
MOISTERIZE.

## HUMAN COSMETIS

Creator: *Tim van der Mee*

Artist Tim van der Mee created Human Cosmetics as a statement against the cosmetic industry. Many people are unaware of the animal substances in our beauty products. For his first Human Cosmetics product, Tim used human liposuction fat to make a soap bar. Human waste is disgusting, but presented as a luxurious soap bar it becomes quite appealing (Mee, 2016).



Boelhauer, Matilde

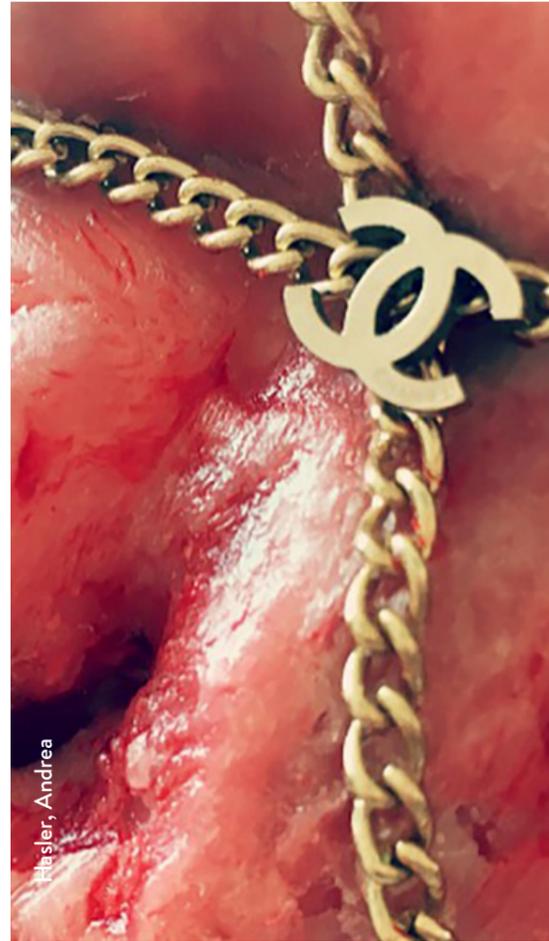
## INSECTOLOGY

*Creator: Matilde Boelhauer*

Aestheticizing insects. Matilde Boelhauer created these 'luxury' bonbons made out of grasshoppers and mealworms to change the deep western cultural aversion against eating insects. Because of the global population growth, it is important to search for alternative food sources. These Bonbons are an exotic taste sensation presented on specially plated spoons. Insectology represents a desired change in our western culinary world, by making something attractive that in its original form is disgusting (Boelhauer, 2016).



Hasler, Andrea



Hasler, Andrea

## PERISHABLE GOODS no. 5

Creator: Andrea Hasler

Swiss artist Andrea Hasler planted a flesh-like sculpture in the Sahara desert. It is a wooden pallet of compressed flesh made out of wax, held together by luxury gold chains and a Chanel logo. She uses the aversion to raw meat and the attraction to gold to address an ethical problem. Hasler wants to expose the intrusive global luxury tourism while simultaneously referencing the need for food pallets and emergency aid kits in disaster zones. She confronts viewers with their conscience and questions the global migration crisis. Hasler's work focusses on cultural constructions of power and control and aids in the search of identity and belonging (Azzarello, 2016).



Hasler, Andrea



Witteman, Merel

## MEREL WITTEMAN

*Art Director at KesselsKramer*

Design Academy Eindhoven graduate Merel Witteman is a pioneer when it comes to aversion. She has explored the possibility to use disgust as an aesthetic value, paving the way for artists and designers to use aversion as an attraction. For her 2014 graduation project she bundled all of her research in the book 'Aversive Aesthetics'. The end result of her research, six pictures which function as a small campaign promoting the potential of aversion, was the main inspiration and starting point for this trend. As a young creative, she is a fulltime art-director at KesselsKramer and one half of the creative duo Met/Zonder studio (Witteman, 2016).



Tunick, Spencer

## WECONTROL

*'Mankind wants to hold its future in its own hands'*

#INDEPENDENCE #FREEDOM #CONTROL #SELF-RELIANCE

In the past, a self-sufficient life was necessary in order to survive. Nowadays, it gets a whole new meaning as it is a motive to be less dependent on others. We realise that international cooperation is the solution to live together in peace and prosperity. However, when we become too dependent on companies providing us with primary needs like energy, health care and food, undesirable situations can occur. The credit crisis has also shown us that seemingly strong global systems are actually enormously vulnerable (Gelauff, 2009). We are losing our freedom to decide about our lives and environment which makes us want to retake control. These developments create a desire within society to become more self-reliant.



## REGEN VILLAGES

*Creator: ReGen Villages Holding B.V.*

ReGen Villages is a complete self-supporting village that reconnects humankind with its environment. The inhabitants of these new communities will produce all their own food, water and energy – a model that aims to tackle a wide spectrum of global issues. From the food and water crisis to the rise of CO2 emissions (Frearson, 2016). The construction of the first pilot started in the summer of 2016 in Almere, the Netherlands and will be completed in the fall of 2017. The mission of ReGen Villages is to make the development of off-grid facilities easier so that families all around the world can be self-sufficient (hetkanWel.nl, 2016) (ReGen Villages Holding, B.V., 2016).

Whatman 903TM LOT 7018415 W141

Name \_\_\_\_\_

Date \_\_\_\_\_



### Self-Collection Instructions

Follow these instructions completely.

#### Preparation Instructions

Rinse hands in warm water. Select fingertip, ring or middle fingertip. Puncture site should be on the right or left side. Clean with alcohol pad. Stimulate blood flow to the selected finger by letting your hand hang at your side for 15-20 seconds. Shake your hand back and forth several times.

- Identify and clean the desired puncture site using alcohol prep pad (see shaded area).
- Holding safety lancet remove plastic top and discard.
- Hold the safety lancet firmly against the puncture site. We suggest placing the finger against a firm surface.
- To activate, press very firmly against the puncture site until an audible click is heard.
- Allow blood to drip into the circles on the Protein Saver 903TM card. At least 3 circles need to be filled. **If you are having trouble with blood flow, use your free hand to wrap around the base of the finger with the puncture site and squeeze to procure more blood (forming a tourniquet).**
- Apply supplied band-aid to puncture site.
- Allow the card to completely air dry. Write your first and last name. Place it into Bio-Hazard Bag and seal.
- Discard used safety lancet carefully.
- Place Bio-Hazard Bag with card inside and pre-populated test requisition form into envelope. Seal and send.

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## EVERLYWELL

Creator: EverlyWell

The broken healthcare system and rising out-of-pocket expenses are forcing consumers to be more pro-active with their health decisions. Everlywell makes it easier for consumers to control their health. Deductibles in the U.S. have increased by 70% in just 6 years. These forces have given rise to a 250 billion dollars consumer health industry. Everything from telemedicine apps to wearable technology. However, direct consumer testing for health and wellness labs have remained virtually untouched in this revolution (Cheek, 2016). That is why CEO Julia Cheek created EverlyWell. Everlywell is a health IT startup that provides affordable, at-home health tests with results people can understand and share. They have 8 test kits available. These tests measure food sensitivity, thyroid activity, cholesterol, sleep and stress levels, the presence of heavy metals in the body and women's health and fertility (Shah, 2016).

EverlyWell

### Tests & Results

#### Cardiovascular & Cholesterol Health

Like inflammation, heart disease and diabetes are often not felt until too late, and are top causes of death and disability in both men and women. For those that care about their future longevity, and the quality of their later years, including decreasing the number of medications they have to take or sticking their finger to measure their blood sugar.

Test Performed by CoreMedica Laboratories

Save as PDF

#### Risk Scale

- Good
- Borderline
- Bad
- Previous Test

LDL: 113 mg/dL, 140 mg/dL

Vitamin D: 0.54 µg/L, 2.34 µg/L



## FOODCOOPNOORD

*Creator: Community in North Amsterdam*

FoodCoopNoord is a non-profit organisation run by volunteers in Amsterdam. Each week, members can buy fresh, organic, seasonal and local products directly from the farmer. The range of food includes organic vegetables, bread, fruits and sustainable seafood. Each member contributes to the organisation by, for example, helping with the website, preparing orders and contacting new suppliers and volunteers. The volunteers are free to decide the product prices, so that anyone can afford to buy organic food. They are able to do this because they buy their food directly from the suppliers which makes them independent of major supermarket chains (FoodCoopNoord, 2014). This freedom and independency is a perfect example of the trend Wecontrol.



Berg, Roel van den

## ROEL VAN DEN BERG

*CEO at Autarco*

Roel van den Berg, CEO of Autarco and authority of the international solar energy market advocates designing living environments in which people can be self-sufficient as long as possible. He held an inspiring TED talk: 'Self-sufficient life: a world to win' for an entrepreneurial audience in Veghel on June 10th, 2016. Van den Berg is convinced that the current generation is going to set this in motion. "We have less confidence in corporate businesses, we want to know the origin of our food and we are massively generating our own energy locally," says Van den Berg. In his opinion, a self-sufficient society is the appropriate answer (Bögels, 2016).



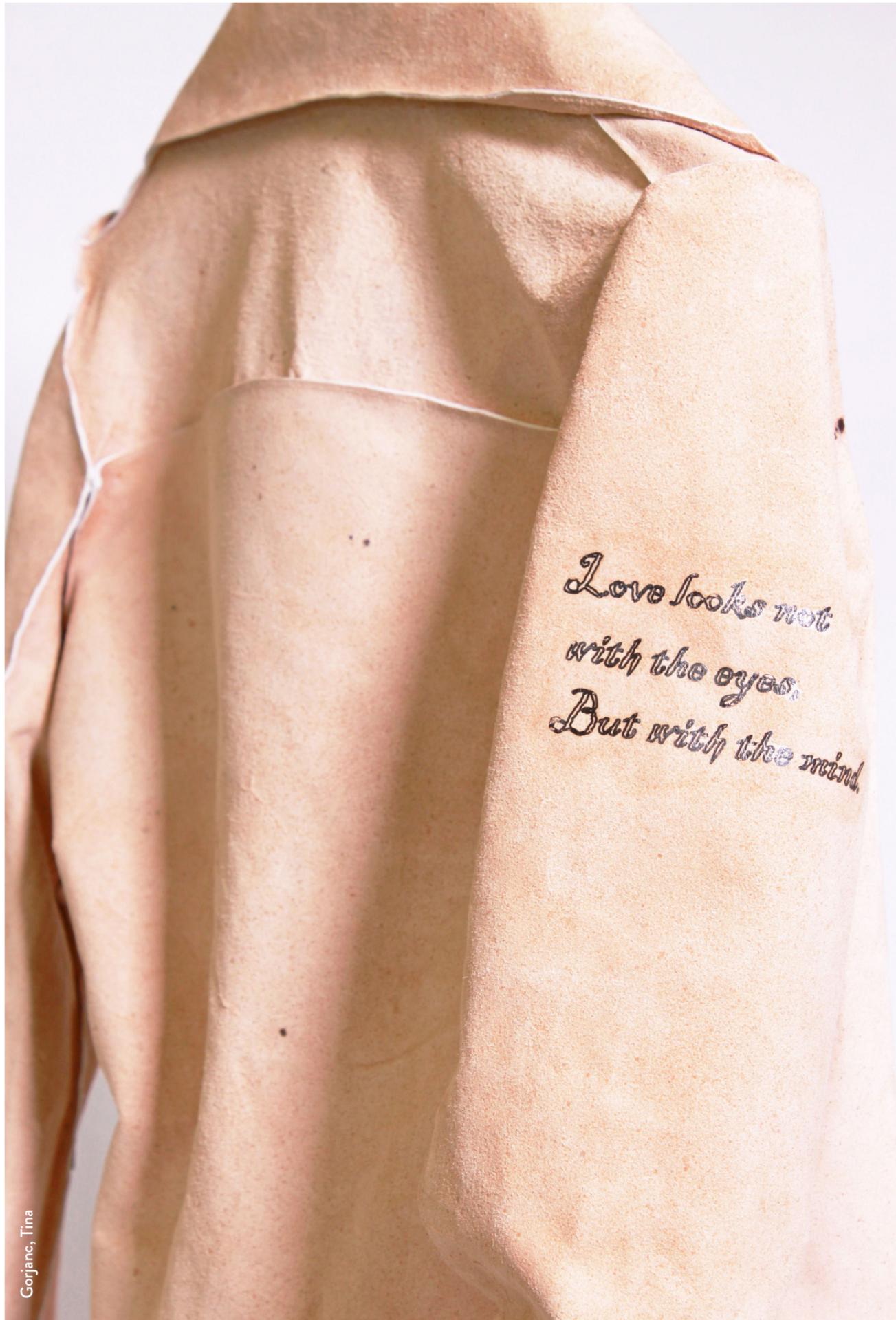
Long, H., & Stent, P

## FOREVER-LASTING

*'An unique way to re-engage humanity'*

#DISTINCTIVENESS #SUBSTANTIALITY #AFFECTION #HUMANITY

What makes someone human and unique? The distinctive human features can be used to evoke empathy and affection. To re-engage these emotions, the distinctive personal features are used in products. For example, this means using DNA and body smell to create greater affection towards your loved ones and people you want to remember, while making it last. This substantiality can be used to trigger all kinds of feelings and emotions in people, but also make the products seem human and more unique.



Gorjanc, Tina

## PURE SKIN

Creator: Tina Gorjanc

Tina Gorjanc, a student of London's fashion school Central Saint Martins, has created a technique that re-creates leather with the DNA of late fashion designer Alexander McQueen. Gorjanc says that the demand of personalized and unique products is getting greater and greater. It could change the way we deal with our obsession for celebrities. DNA leather can bring fans closer and create a deeper emotional bond, in this case with the deceased fashion designer Alexander McQueen. However, fans have to wait. At this moment it is not legal to reproduce someone's DNA for commercial use (Paton, 2016).



## OLFACTORY LINKS BY KALAIN

*Creator: Katia Aplategui, co-director at Kalain*

Are you missing your loved ones? Well here is a way to remember them. Katia Aplategui created the company Kalain which creates perfume from your deceased loved ones, or the less morbid form, the ones you can not see everyday. From a small piece of fabric, the odour is extracted and made into a perfume. When you lose someone you love you start remembering them by smelling their favourite clothes or the pillow they always slept on. By re-creating this distinctive feature, it helps you remember this strong bond for a longer period. At least, if you have \$609,- laying around (Brown, 2016).



## CAPSEL

*Creator: Meike Fleskens*

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The former student of Artemis Styling Academy Amsterdam and now member of the project 'IVY|Generation of change agents' (IVY, Unknown), Meike Fleskens has a product she is presenting at Dutch Design Week 2016 called Capsel. This project uses human hair to create hats, which adds an emotional value to the material and product. Especially when it is made from the hair of the people closest to you. Furthermore, it creates a sustainable product. It lets you improve close bonds with the people you love and makes you remember them forever (Dutch Design Week, 2016).



Tiemstra, G.

## MISHA CROES

*Developer at Sense Company Tilburg*

Scent has an important emotional meaning. Misha Croes is an innovator when it comes to making the power of scent accessible to all.

Misha Croes studied Industrial Design in Eindhoven. He is currently working as a developer at the Sense Company in Tilburg. At the start of his career he was part of the 'Mind The Step' exhibition in the Klokgebouw at the Dutch Design Week 2014 in Eindhoven (TU Delft, 2014). With his project Misha researched the aroma communication between parents and their children while in incubator.

The physical contact between incubator babies and their mother is less than the usual contact. Misha Croes developed a system that can catch the scent of the mother and spread it through the incubator. It comforts and creates a stronger bond with the baby even when the mother is not around (Bright.nl, 2014). His first design about scent was formulated in a co-written design proposal 'Neonatal Monitoring Technologies: Design for Integrated Solution' in 2012 (Croes, 2012).



## FLEXURBINITY

*'Exploring a city that moves with you'*

#FREEDOM #EFFICIENCY #NOMADISM

More and more people are living on each and every square foot in the city (Central Bureau for Statistics, 2013), because of the less space we get we have to rearrange the city. Humans are moving through cities and exploring different places and surroundings. With this occurrence products are developing along and moving with humans instead of the other way around. They take different shapes in the stages and spaces of their lives. This Flexurbinity trend creates more efficiency and freedom in human life.



Teehee

## ILLA CRIB

*Creator: Dolors Teixidor founder of Teehee*

The Illa crib is a piece of furniture that can grow and move with you. It is designed with 'longevity and creativity' in mind. The Crib is adjustable; it can be a crib but when your kids grow up you can make a bed out of it. At the other side you can create a table, desk or bench. It also has detachable pieces so you can rearrange the elements (Teehee, 2016).



Teehee



Art.China.nd

## MINI LIVING INSTALLATION

Creator: ON DESIGN

The MINI Living installation is a shared urban living concept. It is a 30-square metre apartment that forms a “micro-neighbourhood by combing living spaces and shared facilities within a larger building (Dezeen, 2016). It is designed by Japanese designers of ON DESIGN. It includes features like fold-out shelving modules that also act as walls. It is made to move with your feelings and desires. When you want to be social you can open the shelving modules and share your facilities, but when you want privacy you can close them again.



Studio BUS

## PLAYING FIELD

Creator: Studio BUS

Studio BUS has designed a transformable, mobile and multifunctional playing field in Seoul. Several sports can be played in one and the same space. The playground contains several amenities that are needed to play different sports. When the playing field is folded, a wall appears where people can play tennis. There is also space for target practice. Unfolded, there is room for playing soccer or relaxing in hammock-style hanging beds. The rules of the games that can be played are adapted to the tiny space and it is moveable around the city (Van Oosterhout, 2016).



Studio BUS

## DOLORS TEIXIDOR

*Founder and designer at Teehee*

Dolors Teixidor is the founder and designer of studio Teehee. She designed the Illa crib mentioned earlier. Dolors Teixidor said “I like to think that I design ‘little homes’ that will grow with them. It is not about colours, fancy shapes or many features. For me it’s about giving them the space to imagine, explore, play, and to be a child” (Dezeen, 2016). This is what you see in her work, the movement with the phases of the child and the room. In our trend flexurbinity this way the product moves with you and the city.

She studied design in Barcelona and she worked for several architecture and design offices as an interior and furniture designer. Her interest in discovering new ways of living, work and life experiences gave her a new perspective to start a this project: Teehee (Teehee, n.d.).



Yabuki, Makoto

## STRINGED SOCIETY

*'The everlasting battle between losing and maintaining control over our personal data'*

#CONTROL

#FRUSTRATION

#PRIVACY

#PROTEST

The ever increasing technologization has ensured that our world has become more transparent. In this transparent world, companies and organizations can hunt down all our relevant personal information. Our personal data is out in the open, we are continuously monitored and even money is earned by retrieving this data. We almost can't speak of 'privacy' anymore. To retain control, a growing need has risen for products to protect this privacy. Although, protecting it makes it almost impossible for us to continue living our online lives. We are in a battle between giving away our data and our need for privacy. It's a battle of losing or maintaining control, we are like puppets on a string.



Project KOVR

## PROJECT KOVR

Creator: KOVR

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Clothing has always been a method to protect ourselves against the possible threats of the biosphere, like the cold or snow. Project KOVR is also protecting you from the 'infosphere' (a sphere in which information and data of people is continually available for everyone). This is made possible by using metalliferous fabrics that shields the computerchips in your cards and makes your phone untraceable. It blocks every in- and outgoing signal, keeping you safe from radio waves and radiation. Project KOVR believes in being able to choose when to be traceable or not and in people regaining control over their privacy and data. So when preferred, the black pockets allow you to still be reachable with your device of choice (Project KOVR, 2016).



The ISHU

## THE ISHU

*Creator: Saif Siddiqui*

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We are in the middle of a digital age, where everyone has a social media account with their own reputation and image to protect. Where facial recognition systems appear across the world and over exposure is common. Privacy is now a luxury and being anonymous is no longer a choice, until now! Access All Brands presents the ISHU: luxury, handmade clothing, designed for you to claim your privacy back (The Ishu, 2016). ISHU created scarfs and shirts made from fabrics and with a pattern that makes you invisible when someone takes a picture of you. ISHU gives you back the choice to be unrecognizable in photos again.

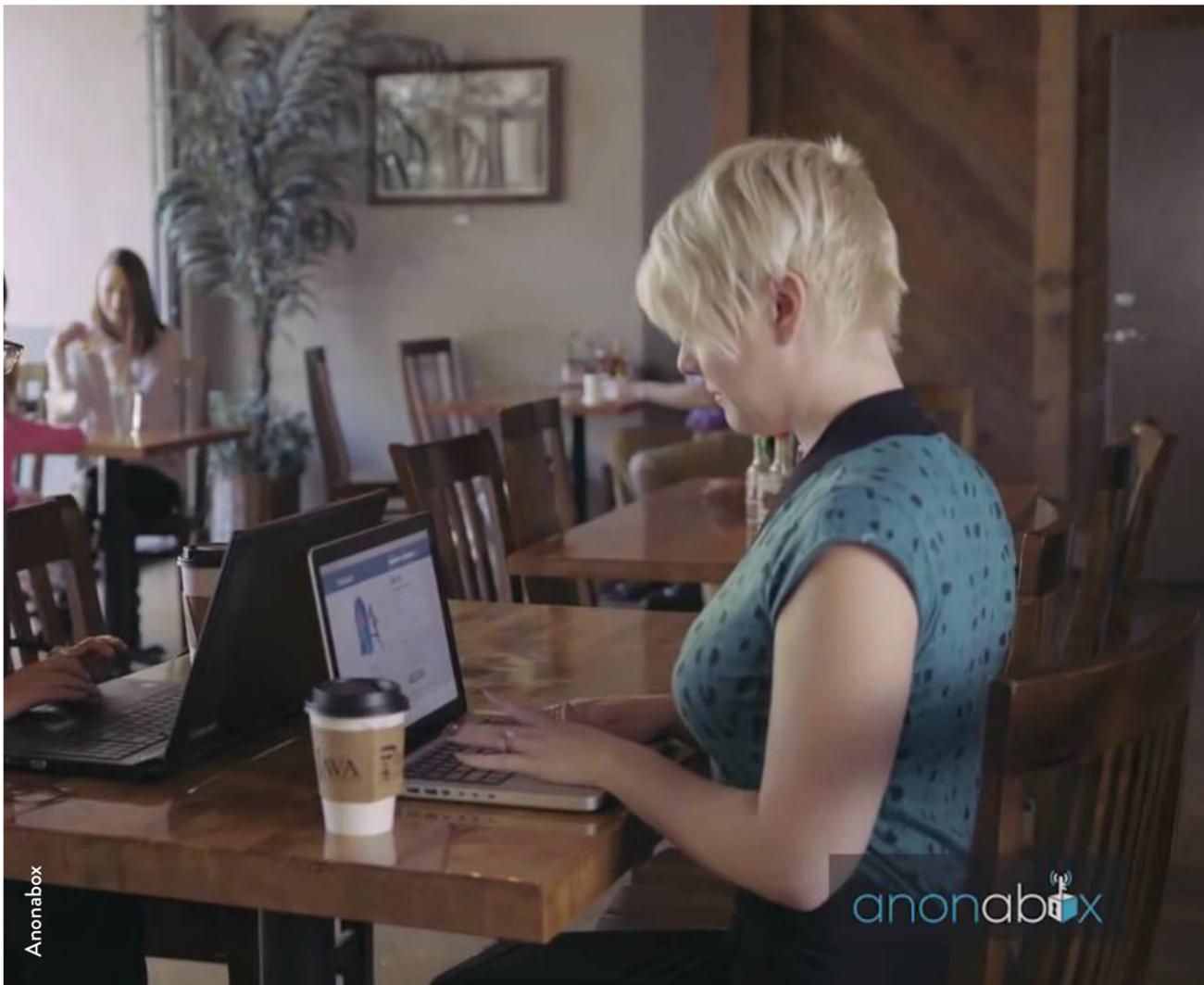


Anonabox

## ANONABOX PRO ROUTER

Creator: Anonabox

The Anonabox PRO WiFi Tor & VPN Router keeps users anonymous online. The router works by being attached physically onto a computer. It doesn't require software or complicated setup to start working. As soon as it is utilized, the device goes to work providing VPN encryption that lets users browse and download without being tracked. The Anonabox PRO WiFi Tor & VPN Router also allows users to bypass any censorship settings that might be in place and help to inhibit data collection by third-parties (Anonabox, 2016).



Anonabox



The ISHU

## SAIF SIDDIQUE

*Founder of the ISHU & Accessallbrands.com*

Saif Siddique was born and raised in Rotterdam, The Netherlands. He studied at the University of Greenwich, where he graduated in the direction of advertising, branding and marketing. Saif strongly believes that there are many issues in this world. He hopes to bridge the gaps in our everyday life with the special products and services he designs. Saif is the designer of The ISHU. The designing of this clothing line all started with a simple goal of Saif: to provide a solution to the increasing demand for an element of personal privacy without compromising luxury, style, comfort or creative expression. Saif's mission is called: 'bring back the privacy'. His clothing line, The ISHU, is one of the found solutions devised to cope with our everlasting battle between losing and maintaining control over our personal data (The Ishu, 2016).

Saif about his clothing line: 'In a world where everyone is on social media and everyone has an amazing camera on their phone, anyone can take a picture of someone and share it online. Whether you like it or not. Sometimes you might not be in the mood to be seen. Now, you don't need to worry you are in an unwanted picture on Facebook or Instagram. People tend to forget how important privacy is, I think over time, everyone will understand the importance of digital content. The ISHU is there for those that don't always wish to be seen, whether you're a celeb or not.' (Dargan, 2016).

## EPILOGUE

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We are thankful to all our readers of the DDW Trendbook 2016! We hope that we were able to inspire you and that you are now looking at the world with a broadened view.

If you would like to have more information, if you have any questions or if you would like to work with us in the future, do not hesitate to ask any of the Excell students!

Let's clarify the future together!

**Trendteam International Lifestyle Studies 2016**

# TRENDSOURCES

## COVER

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### Image

Tunick, S. (2014). *C-Stunner series*. Used on October 8, 2016, from <http://synapticstimuli.com/The-moment-we-stop-inventing-is-the-moment-we-cease-being-human>

## TREND: AVERSIVE AESTHETICS

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## TRENDBOOK 2016

*'The moment we stop collecting our vision is the moment we cease being human'*



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