



UNEASY STREET

TECH ADDICT, CONTROL THYSELF

THE GOLDEN AGE OF B.S.

# 11 TRENDS

## FOR 2016

THE APP

GETTING SMART

THE ROAR OF THE CLOUD

LIVIN' LARGE NO MORE?

EXPERIENCE IS THE NEW CLASSROOM

COOKING, R.I.P.

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# IT'S A MAD, MAD, MAD, MAD WORLD





## The Economist

Tracking trends is a year-round activity, but in the long nights of the approaching end of the year, trendspotters, like everyone else, look back over what has been and ahead to what the future might bring. Unlike most other people, however, trendspotters go public with what they foresee. Right or wrong, for better or for worse, our thoughts are there for everyone to see. And we certainly revisit ours to see how they've panned out.

Looking back this year, we were struck by one of our predictions from 2011: "Mad as Hell—and Only Getting Madder" and particularly the line "Americans are mad, seething, outraged, furious." The lingering financial struggles of the frightened and frustrated middle class and the relentless rise of the hyperwealthy, fears about terrorism and immigration, partisan political warfare and inflammatory media have all contributed to an even more tangible sense of anger. If there is such a thing as a mad-o-meter gauging the national

“ There have always been plenty of reasons for people to be angry; what's different now is that the echo chambers of 24/7 news and the always-on blogosphere pick up the hottest angry news and amplify it, giving anger more fuel. The angriest people stand out most and encourage others to get angry. So many Americans are so angry that voters are rejecting ordinary politicians in favor of grassroots newcomers who share their anger and express it. As Seth Godin noted, right now, angry people grab attention because they're interesting, and grabbing attention means being able to drive agendas and get elected.

Anger is the color of the zeitgeist, and anyone who isn't tapping it risks appearing out of touch. Barack Obama's cool, calming rhetoric hit the spot for many Americans in panic-stricken 2008. In retrospect, his no-drama style appealed just long enough to get him voted in amid the turmoil of the financial meltdown and two wars, but now it's way out of style.”

—Marian Salzman in *The Economist*, December 2010

mood (someone will create one if it hasn't already been done), then it has been rising steadily toward the red zone.

The trend has now been fully realized, and it is manifest in Donald Trump. With his unique combination of marketing savvy<sup>1</sup> and entertainment experience, he has tapped into the mad mood to make an end run around the normal processes of politics. As little as a year ago, nobody, probably not even the Donald himself, would have expected him to be the leading contender for the Republican 2016 presidential nomination, leaving a whole field of established political names in the dust.

In this time of madness, even no-drama President Obama has lost a little of his cool, judging by his post-shooting addresses to the nation, which have gone from grieving to angry.<sup>2</sup>

As for the GOP's eventual candidate, let alone the winner of the 2016 election, the only smart bets are no bets. The result will be known by this time next year, but in the meantime that mad-o-meter will be firmly stuck in the red zone.

Anger has been one response to the nation's tribulations. Another that we highlighted, in 2014, was Tinkering and Experimentation, also known as trying out new stuff. This übertrend is showing up in several distinct ways in our selection for 2016 also, in trends we call What's Renewable Will Be New Again, Mind the App, Getting Smart, and Experience Is the New Classroom.

We leave it to you to decide which one of those—and the others we highlight here—will drive the trends and news cycles.

Here's to a year of not-so-mad nexts,

*Marian*

## AMERICAN WAY

“ One of my things I've been saying since maybe '97 is that Americans are like golden retrievers in a world of rottweilers. ... We really are not prepared for the world in which we're forced to live. We have all the right verbiage, all the right glibness, but we don't necessarily know what we're living with, dealing with, coping with.”

—Marian Salzman in *American Way*, May 2009





# OUR TRENDS

*in the News*

*Campaign Brief*

**Havas Unveils 10 Trends for 2015 Including Bugs, Food Regulation, Portability, Self-Everything + More**

December 11, 2014



**2013 Will Be Brutal for CEOs: Salzman**

February 14, 2013

THE HUFFINGTON POST

**The Five Biggest Trends For Post 50s In 2012**

December 31, 2011

*Alaska Beyond*

**EYES ON THE FUTURE**

NOVEMBER 2015

**CNN**

**11 Trends for 2011**

December 26, 2010

THE  **TIMES**  
OF LONDON

**Hand-Me-Downs for the Royal Baby? Going Native? A Guru's Guide to 2013**

December 29, 2012

**Marketing**

**What Will 2012 Bring for Marketers?**

November 14, 2011

**npr**

**HERE COME THE FOOD TREND LISTS**

DECEMBER 7, 2011

philly.com

**Superword '06**

January 03, 2007

The New York Times  
**SundayStyles**

**Metrosexuals Come Out**

June 22, 2003

**AP**

**DOES 2013'S STYLE TREND SPELL END OF TRENDY?**

DECEMBER 28, 2012

**DAILY NEWS**

**That New Age Religion**

July 15, 2004

The Economist

**REAL MEN GET WAXED**

JULY 5, 2003

Arizona Daily Star

**What's Trending in Arizona for 2015**

January 12, 2015

**nj.com**

**What 2013 Will Bring: Green, Yellow, Fear and Control**

January 1, 2013

**NRF** NATIONAL RETAIL FEDERATION

**Trendspotter Shares What to Watch in Retail in 2012**

January 06, 2012

stamford advocate

**What to Expect in Connecticut in 2015**

December 31, 2014

**Daily Mail**

**Getting Madder, Emotional Worth and Toughening Up at Bootcamp: The Top Ten Trends We'll Be Talking (and Tweeting) About in 2011**

December 31, 2010

**PR WEEK**

**TOP COMMS TRENDS PREDICTED FOR 2010**

DECEMBER 7, 2009



1.

# THE ÜBERTREND FOR 2016: *Uneasy Street*

**B**lame it on 9/11, the financial crisis, the media, the frantic pace of life or declining morals, or maybe blame it on the blame culture that's always looking for faults, culprits and scapegoats. Combinations of these and more all contribute to the übertrend of this year: a sense of unease that pervades much (most?) of life, an abiding feeling that things aren't as they should be, that looming threats are out there, and that people need to make important decisions and do something. We're engaged in a constant struggle between staying in or bailing out. Emotional alarm bells are endlessly ringing and we are responding in a variety of ways to quiet the din.

For anyone with children, or responsibility for children, keeping them out of harm's way seems to have become a full-time occupation. To add to the worries, it looks as if going the extra mile to look after them makes them more vulnerable. Are they—and we, too—spending too much time with technology, and what effect is it all having on our brains and bodies? Maybe we won't know for sure for another few years, and by then it might be too late. And even if it turns out that technology is bad for us, it's likely to prove a very difficult habit to kick. Are

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[vooomcarpool.com](http://vooomcarpool.com)

An app that searches your social network for a safe carpool for your kids

we addicted to it and does it matter? Likewise, the prepared and processed foods that we eat in increasing proportions.

Then there's climate change. Many are worried about it, or at least seriously uneasy, while quite a lot of others have decided there's nothing to worry about. But either way, global citizens are having to deal with weather that's weirder than normal and with fear-inducing droughts, like the one in California that's drying out whole swathes of the state and its water sources. Fear drives us, yet we want to be hopeful, and that's the result of a trend we spotted for 2013 in which people will increasingly pressure big business to do good.

Yet other worries: Whom and what can we believe on these and many other important topics? Whose opinion

can be trusted on issues that people spend a lifetime studying? Does cutting taxes really make for a better economy or does it just make rich people richer? Does wearing protective headgear reduce the risk of brain damage or does it make people softer or more careless? (We spotted the trend of increasing angst over all things brain-related for 2010, and today discussing brain health is mainstream.)

Here's the constant question raised by this anxiety übertrend: How can I make my present and my future more secure?

Or rather, bearing in mind that this is 2015: What's the easiest and/or most enjoyable way to make my present and my future more secure?

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[nimasensor.com](http://nimasensor.com)

A portable device that senses gluten in liquid or solid foods in about two minutes







# TECH ADDICT

## *Control Thysel's*

The Amish of Pennsylvania long ago spotted an effect of technology<sup>3</sup> that the rest of us have only recently begun to suspect: Although it might well bring people together virtually, it can also draw them apart physically.

Turning the clock back to the 1950s, people could get a regular supply of moving pictures without leaving the comfort of their lounge, on their TV. They no longer had to go to a movie theater or sports stadium and sit with a crowd of strangers. They could virtually join an audience of millions while physically sitting with just a few others or totally alone. Now with thousands of channels delivered through everything from smartphones to massive high-

definition TVs, people in the same home are often watching different things on different devices in different rooms. They're in roughly the same place physically but in very different spaces psychologically. Even if they are there in the same room watching the same screen, they may well be chatting on social media or checking online sources at the same time.

For 2012, we spotted a trend about wider acceptance of unconventional relationships. "As the modern romantic relationship morphs," we said, "so does the definition of what a 'traditional' family looks like and how it behaves." Welcome to our new normal relationship: connected but disconnected. (Which links to our



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liveathos.com

Smart fitnesswear that measures muscle activity and heart rate as you exercise

trend six years ago that said, “Online tools that can help people become more connected and more effective in communities will take the honors in 2010 and beyond.”)

Even sharing a bed with a loved one is no guarantee of physical togetherness. For a few years now, the media have reflected people’s worries about the effects that smartphones have had on their sex lives. An ad from Durex<sup>4</sup> played into these worries, announcing that research had found a free smartphone app to boost people’s sex lives: the off button. As *The Washington Post* put it recently: “Your phone, your laptop, your television ... they’re all begging for your attention. They’re designed to isolate you from your surroundings and from your partner.”<sup>5</sup>

The jury of informed opinion is out<sup>6</sup> on whether technology is harming our ability to be together and pay attention

to one another. Whatever the experts say won’t stop people from worrying as must-have, must-touch, must-use devices increasingly penetrate every corner of life.

Expect to see programs of cyber self-control becoming as common as diets and exercise programs. And expect them to have about as much—or as little—effect on the problem. Like the foods that are engineered to be irresistible,<sup>7</sup> each new cycle of technology evolves to be more addictive<sup>8</sup> than the one before, delivering faster stimulation 24/7, with higher-definition visuals and even more must-have features.



# 3.

## THE GOLDEN AGE *of B.S.*

**T**he Internet and its offspring social media are democratizing free speech. Anyone with a connection can share his or her opinion on anything, which in theory is a great development—the First Amendment writ large, bypassing the traditional gatekeepers of mainstream media. In theory, people can now put their ideas out there, debate them with others, examine the evidence readily available online and come to well-informed conclusions. In theory, it's quick and easy to research claims flying around the Internet by consulting websites such as Snopes,<sup>9</sup> Hoax Busters,<sup>10</sup> Hoax-Slayer<sup>11</sup> and PolitiFact.<sup>12</sup>

In practice, we're finding that things don't work that way. In practice, people

hang out and interact online with others who think like they do, creating echo chambers of similar opinions. In practice, when people with different opinions meet and argue, they shout rather than listen and become more entrenched<sup>13</sup> rather than considering and weighing different points of view. In practice, people don't skeptically check up on claims, provided the claims confirm their own opinions. And when they do check up, it's easy enough to find evidence online

to support pretty much any opinion. In fact, rather than trying to track down the truth, it turns out that most

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[upcyclethat.com](http://upcyclethat.com)

Inspiration for reusing everyday items in innovative ways instead of sending them to the trash

people are satisfied with some form of truthiness, defined by Stephen Colbert as “what you want the facts to be, as opposed to what the facts are. What feels like the right answer, as opposed to what reality will support.”<sup>14</sup>

In the overall media ecosystem of ideas and information, the Internet is driving a trend that strongly favors emotion-stirring, eye-catching claims backed up with a quote or an image. These are proving to be the best adapted to survive and reproduce. It’s a fertile environment for the spread of conspiracy theories<sup>15</sup> and public panics such as fears about the MMR vaccine.<sup>16</sup> The more the Internet serves up unimaginable things—a bird snowboarding on a roof,<sup>17</sup> a man flying at high speed in a wingsuit,<sup>18</sup> acrobatic stunts atop skyscrapers<sup>19</sup>—the more anything seems possible and the harder it becomes to judge what’s true and what’s faked. As we said back in 2006: “Lying in all its forms—from little white ones to grand-scale deception—has become part of our cultural mainstream. It’s a time of quasi-truth that makes

discerning real from fake or true from false an almost impossible task.”<sup>20</sup>

Updating this to the sort of terms being used in the presidential primaries<sup>21</sup> now, b.s. is looming even larger in our cultural mainstream, as evidenced by a recent academic paper titled “On the Reception and Detection of Pseudo-Profound Bullshit.”<sup>22</sup> Its conclusion: “Bullshit is a

consequential aspect of the human condition. Indeed, with the rise of communication technology, people are likely encountering more bullshit in their everyday lives than ever before.”

Facts and truth will matter increasingly less in the constant struggle for media attention. Provided they don’t break the law, brands and especially individuals in the public eye will find more mileage in making big, bold claims than in sticking scrupulously to the facts and hedging everything in careful language.

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[murafloor.com](http://murafloor.com)

Custom-printed vinyl flooring that turns floors into works of art







4.

# WHAT'S RENEWABLE

## *Will Be New Again*

**F**or a while, it looked as if environmental awareness was winning out. In the tight times after the 2007-08 financial crisis, previously soaring sales of gas-guzzling vehicles faltered and dipped. Celebrities started touting their green creds by driving fuel-efficient hybrid cars, and General Motors Co. pulled the plug on its massive Hummer SUV.<sup>23</sup> But that apparent shift in conscience coincided with high oil prices and distressed household budgets. Now that oil prices have fallen off a cliff, gasoline is more affordable and sales of SUVs are climbing, accounting for 36 percent of U.S. auto industry volume in mid-2015.<sup>24</sup> Sales of secondhand Hummers are at an 11-year high.<sup>25</sup> So much for consumers' environmental concern.

Encouraged by the evidence of wild and weird weather, the majority of Americans have come around to thinking that climate change is happening.<sup>26</sup> But they're much less clear about how worried they should be and how much human activity is a factor, if at all.<sup>27</sup> And with no shortage of prominent politicians keen to describe climate change concern as a hoax or even a conspiracy, why should ordinary people go the hard route of cutting back, giving things up and trying to make a difference with the three R's: reduce, reuse and recycle?

*Watch* **THIS SPACE**

[earin.com](http://earin.com)

Wireless earbuds that look cool and sound even better





Whatever the outcome of the big COP21 climate change summit in Paris,<sup>28</sup> the deciding factor for ordinary people won't be the conscientious policies and commitments of leaders; it will be cool products they can

### *Watch* THIS SPACE

[beevt.com](http://beevt.com)

BVT = Bee Vectoring Technology, which fertilizes crops naturally

buy. The stage has been set by consumer technology in familiar areas such as computing and communications.

We've become used to the media getting fired up by the sort of presentations that Apple has perfected.<sup>29</sup> Tech visionary Elon Musk

set the scene for renewables chic with his brilliantly choreographed presentation<sup>30</sup> showing how cool design, smart big-picture thinking and astute branding can transform mundane domestic electrical storage into the high-concept Tesla Powerwall home battery.<sup>31</sup>

New areas of tech lust will open up for consumer-oriented renewable technologies that inspire must-have responses. The sort of geeks who now tote fitness wearables and compare step totals will be trying out personal power-generation technologies and vying to top the PGWPD (personally generated watts per day) tables.



# OUT: *Overprotective Parenting*

It's no wonder why parents have gotten so protective. The world is a lot more dangerous than pre-9/11. Every news cycle brings more stories of deranged gunmen, unexpected health risks from food and play, the prospect of psychological trauma from bullying online or off, and the specter of a ruinous lawsuit lurking behind every newly identified risk. To name only a few dangers.

Add to that the feeling from today's moms and dads—who are having smaller families and are older first-time parents—that they have a lot riding on their kids. Each child represents a big investment not only of love but also of time and money. Education lasts longer than it used to and costs a lot

more, with uncertain work prospects in a highly competitive job market waiting at the end. Protective parents (many say overprotective or helicopter parents, which is certainly an American phenomenon but by no means confined to the United States) are doing their utmost to keep their kids safe the world over.

Questioning overprotection is set to grow. There's already increasing concern that kids who are brought up shielded from all risks are less tough and more vulnerable when they eventually make it into adulthood. The kids themselves might not worry, but many adults are getting nostalgic for their (maybe imagined) childhood of climbing trees, getting skinned knees

and enjoying carefree rough-and-tumble play.

Watch out for social media shares of kids who shrug off fears and laugh off demons.

People don't want either this thing or that thing, they want *both* this thing *and* that thing: small *and* powerful, good-quality *and* affordable, light *and* strong, exciting *and* low-risk. They don't like having to make uncomfortable tradeoffs, especially when it comes to their offspring. They want their children to grow up resilient and able to handle what life

throws at them, *and* they also want their children to be safe. Expect lots of angst as parents try to reconcile the circle of safety with the square of real-life challenges, seeking activities that are designed to toughen up kids but within a reassuring margin of safety. And expect lots of organizations to devise ways to help parents toughen up their kids safely, backed by scientific studies to reassure everybody.

*Watch* THIS SPACE

[resapphealth.com.au](http://resapphealth.com.au)

An app that diagnoses and manages respiratory disease





6.



# MIND the App

Less than a decade ago, nobody had heard of apps, let alone owned or used one. That changed with the debut of the App Store in July 2008.<sup>32</sup> Now users of Apple mobile

## Watch THIS SPACE

[sageglass.com](http://sageglass.com)

Electronically tintable glass for windows, skylights and curtain walls

platforms have made more than 100 billion app downloads<sup>33</sup> of the million-plus apps to choose from.<sup>34</sup> Google's

Play Store has a comparable number of apps available and even more downloads, although it generates lower revenues.<sup>35</sup>

Apps have gone from nowhere to everywhere thanks to the rapid spread

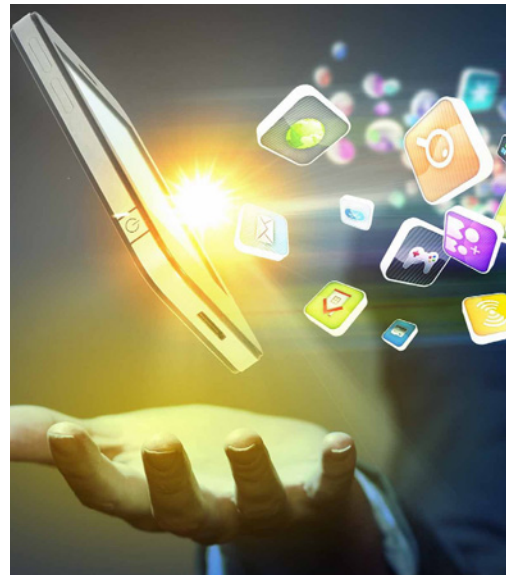


of mobile devices, fierce market competition and the fact that they are right there all the time, anytime. In just a few intense years, apps have become the go-to solution for a whole lot of problems large and small. In fact, right now plenty of people are facing an issue, thinking "There must

be an app for that” and looking for one. Plenty of apps already exist for obvious problems: “What’s that tune?” (Shazam), “I need a taxi” (Uber, Hailo), “How far have I run?” (Runkeeper, MapMyRun), “How many calories are in this?” (MyFitnessPal), “I need a date” (Tinder) and “What do these symptoms mean?” (WebMD).

The millions of apps already created are just the beginning of a self-reinforcing loop of appification. As more people use familiar apps and discover new ones, more smart people and smart investors are stepping up to provide new ones, some of them fired up with how-tos from resources such as George Berkowski’s book *How to Build a Billion Dollar App*.<sup>36</sup> As increasing amounts of consumer attention are focused on mobile devices rather than on PCs, apps will do all the heavy lifting of online interactions.

Building websites used to be the preserve of specialists, but now anybody can do it with consumer-oriented technologies such as WordPress<sup>37</sup> and Squarespace,<sup>38</sup> which are part of a whole new DIY website economy. Expect something similar with a DIY apps economy. Developers are already using existing technologies such as Appery,<sup>39</sup> TheAppBuilder<sup>40</sup> and AppMachine<sup>41</sup> for their clients. Next up: a whole lot of inventive but non-techie DIYers to invent apps in a massive wave of crowdsourced problem solving.



Watch THIS SPACE

[yukbgone.com](http://yukbgone.com)

An all-natural spray that sanitizes toilet seats for travelers



7.

# GETTING *Smart*

**W**hen future historians look back to see what people aspired to in our era, they're going to be struck by how much we love smart. Smart people command a premium at work, of course, which is why so many worldwide are spending more time and money on education. But the world is going crazy not just for smart people but also for smart everything. To find out what smart has come to mean, look no further than the smartphones that have pretty much taken over the phone industry with their big lists of capabilities in small packages.

Hot on the heels of smartphones, we now have smart watches<sup>42</sup> that control music, count steps, show social media updates, take pictures and more;

smart fabrics<sup>43</sup> that can change color, generate electricity<sup>44</sup> and monitor vital signs; smart shoes<sup>45</sup> that guide the wearer to a destination with haptic (touch) cues; and smart drugs<sup>46</sup> that boost the natural cognitive functioning of the brain to enhance memory, learning and reasoning. In the works: smart fridges<sup>47</sup> that monitor food stocks and freshness, and smart power grids<sup>48</sup> that allow two-way flow of electricity and information.

Historically, many things have been motorized (transportation, garment-making) and more recently digitized

*Watch* THIS SPACE

[connectsense.com](http://connectsense.com)

A smart outlet to control and manage power usage in homes

## Watch THIS SPACE

[vrtify.com](http://vrtify.com)

A virtual reality experience to hear music and concerts in a new dimension

the application of creative thinking and embedded sensors, processors and wireless communication. There might possibly be one or two big innovations that radically change everything, but there will definitely be

(sound and image recording). The next wave is all about smartification. Anything has the potential to be smartified with

many small innovations that make all of life that bit smarter.

“Smart” as a product descriptor is too desirable to be used sparingly, so it will become as overused, devalued and meaningless as “luxury,” “premium” and “advanced.” Expect any item with a chip built into it to get described as smart. And because tech can be built into pretty much anything at increasingly low cost, expect smart everything, from diapers<sup>49</sup> to socks<sup>50</sup> to cups.<sup>51</sup>



# THE ROAR of the Cloud

In the early days of full-strength connectivity—big-pipes broadband and mobile wireless—it seemed as if the Internet would make time and place irrelevant. Reality has evolved into not only something like what people imagined, but also something more complex and multilayered. Who knows the location of the servers where millions of us meet up at any time with people far and near on social media? No matter—we are always physically with our screens, and those feel like the locations where we are meeting. The same applies to companies (including Havas) that are coordinating inputs from teams of people working either down the corridor, in their home kitchen, in a café, on public transportation or just about anywhere else.

Who needs to schlep through commuting hell, let alone endure the tedium of long-distance travel, when we can collaborate through the cloud? We can raise funds for cool new ideas or great causes, we can share ideas to make our new products smarter and slicker. We can sing in a virtual choir<sup>52</sup> or play in a virtual orchestra<sup>53</sup> that exist only in the cloud. We can band together to create a crowd in the cloud to tackle problems. We can study together with thousands of others in the virtual classrooms of MOOCs. And for nittier-grittier needs, there are any

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[nucurrent.com](http://nucurrent.com)

According to the company: “the world’s most efficient antennas for wireless power transfer”





*Watch* THIS SPACE

[roomiapp.com](http://roomiapp.com)

A roommate-matching app that searches shared values, interests and lifestyles

number of offerings out there. So far, so virtual.

For 2013, we spotted the “Less Is More” trend that said, in part, “[L]ots of modern architects and developers are harking back to a minimalist philosophy—erecting tiny spaces to suit all sorts of purposes. And housing shortages in big cities worldwide are feeding the trend for micro spaces.” That trend of everything becoming miniaturized has not only thrived but also become prestigious. And it’s part of life in the cloud, which allows people to physically carry and store less.

And yet ... not everything is cloudable. Observing how people are using the infinite flexibility of the cloud and mobile technology for different purposes will also help us to better

understand which activities absolutely need a physical presence. Millions can tune in to live broadcasts of concerts and sports events, or catch up with them in the cloud, for instance, but thousands will continue paying serious money to be part of the event in person. Virtual audiences are great for the bottom line, but it takes live audiences to make an event.

As more activities move into the cloud and more needs can be served from the cloud, individuals, communities and organizations will face the same question time and again: What value is there in people being in the same physical space for this activity, whatever it might be? Increasingly, people will find no functional, operational value for many activities, so they won’t bother.

9.

# LIVIN' LARGE *No More?*

**W**hat stops a great world city from being the place to be? Some people might think it's terrorist attacks such as 9/11/2001<sup>54</sup> in New York, London on 7/7/2005,<sup>55</sup> and Paris on 1/7/2015<sup>56</sup> and 11/13/2015.<sup>57</sup> There's no argument that all were horrible. It's too early to say for Paris, but it looks now as if the New York and London terrorism acts barely touched the appeal of those big cities.



The population of New York City has grown to its highest ever.<sup>58</sup> Admittedly, a lot of the growth has been in Brooklyn rather than Manhattan, but that has far more to do with affordability than security. And the population of greater London has grown by 12 percent<sup>59</sup> since 2001, with 100,000 a year growth since 2008.

For the most magnetic big cities, the largest risks are not terrorism but affordability and livability. They're crowded, clogged and expensive. Big new real estate developments are designed for global super-

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[cocktailcaviar.com](http://cocktailcaviar.com)

Edible pearls that burst to offer naturally flavored spirits



wealthy investors who tend to pass through rather than live in the city. A penthouse in the Mayfair district of central London recently sold for £26 million,<sup>60</sup> while real estate in New York is scaling ever higher heights.<sup>61</sup> It's not just at the elite end of the market that prices are soaring, though. Faced with expensive housing, essential workers such as cleaners, restaurant staff and construction workers have to live a long way out. Even people in higher-paying jobs can hit a quality-of-life crunch, especially if they have a family. They find that too much of their salary is swallowed by basic living expenses. They realize that too much of their time is spent working, or getting around, to really enjoy what the big city has to offer.

The cost and space pressures in the world's great cities are creating incentives for the smartest people living in them to cash in and move on, or for others to bypass them altogether. Employers and the talented workers they need are increasingly looking to second-tier and even third-tier regional cities to become new magnets—often drawn by the intellectual pull of regional universities.

Just as cities in the past gained critical mass and a name for their local expertise (medieval Florence, Italy, for banking; 19th-century Bradford, England, for cloth; 20th-century Detroit for automotive, for instance), expect regional centers to become attractive alternatives to overcrowded and overpriced world cities.



# 10.



## EXPERIENCE IS THE *New Classroom*

**A**fter decades of increasing emphasis on theoretical knowledge, the tide is turning. Now book learning is nothing special. Anyone can get access to information in books and lectures on virtually anything. In fact, the world's most prestigious universities are offering the fruits of their knowledge free to the whole world in MOOCs. Now it's practical hands-on skills that are becoming less common and more valued. Hence the growing need for practical, experiential learning that turns the what of content into the how of application. Some might see echoes of old-style apprenticeship systems in that, and they have a point, but there are important differences. Apprentices of old learned from

experience, on the job, but they learned from only one master. The emphasis was on obedience and copying to acquire the sort of tacit knowledge that can't be learned as theory. Today's experiential learners benefit from self-feeding cycles of theory and practice, with access to a great range of masters and applications. They have a growing selection of organizations aiming to provide rich mixes of learning. And they are free to innovate.

Experience Institute (Ei)<sup>62</sup> focuses on people interested in design, business development, technology and social

*Watch* **THIS SPACE**

[ventureheat.com](http://ventureheat.com)

USB- and battery-heated jackets, gloves, therapy apparel and more



innovation who want to take a year off from their career or college education. Ei helps individuals identify their learning objectives and, through its connections with companies and organizations, find the experiences that will lead to achieving them. The experiential theme is also strong in Venture for America,<sup>63</sup> which takes recent graduates, trains them for five weeks, embeds them in a startup for two years to build up real-life entrepreneurial experience, then helps them launch their own business. Sage Corps<sup>64</sup> applies this idea internationally, matching American students and young professionals with tech startups around the world so that they can gain on-the-ground hands-on experience. Universities are finding that offering serious experiential programs is a great way to attract motivated students and to enhance their standing. Northeastern University<sup>65</sup> prides itself on having been ahead of the experiential education curve with its long-standing co-op education modules that put undergraduates into organizations around the world as part of their degree.

The fast-growing demand for experiential learning throws a new light on the whole phenomenon of

internships, known among millennials now as “the new first jobs.” There has rightly been a lot of controversy about companies exploiting interns as unpaid labor. From another perspective, a good internship run ethically is tantamount to free experiential education.

A trend we spotted for 2010 explains why experience is the new best way for education. Called “Hands-on Aspirations for Insourcing,” our trend said, in part, this: “Now that anybody can access theoretical knowledge online, and so much employment has shifted to the service sector and so much activity involves intangibles, there will be increased interest in mastering practical skills that were previously outsourced: growing things, making things, modifying things and mending things. This goes from the breakthrough high end of genetic engineering and surgery right through to the basics of fixing the plumbing, putting up shelves and growing vegetables. In anxious times, the watchword for peace of mind is: Every day, make something or mend something.”

In the future, organizations will understand that robust experiential education has to be not just a nice-to-have, but rather a core part of their business model, giving them the benefit of fresh minds, creating a pipeline of valuable talent, cutting down on recruitment costs and garnering CSR kudos. Internships and experiential education will increasingly become an option for older workers looking to retool for the changing workplace.



11.

# COOKING, R.I.P.

**A**nybody interested in cooking now has a lifetime's worth of great ideas and inspiring examples to choose from—"America's Test Kitchen,"<sup>66</sup> "The Chew,"<sup>67</sup> and dedicated TV channels such as Food Network<sup>68</sup> and Cooking Channel<sup>69</sup> are just a few examples. The nation's appetite for cooking is also richly catered to by thousands of websites and blogs providing tips for even the most offbeat tastes (recipes for squirrel<sup>70</sup> or armadillo,<sup>71</sup> anyone?). And for old-school types who like their recipes printed on paper, the selection of cookbooks has grown by almost 9,000<sup>72</sup> in the past three months alone. It would be tempting to conclude that home cooking in the United States is going from strength to strength. It's

certainly true that Americans are eating at home more and eating out less.<sup>73</sup> Whether that means more cooking, however, depends on how you define *cooking*.

Most of the cooking in the media involves preparing food from fruit, vegetables and other raw ingredients that have been sold in farmers markets since forever. But a growing proportion of the activity in American kitchens involves warming up ready-to-eat meals and precooked ingredients. Cooking 21st-century-style is increasingly about selecting and

*Watch* THIS SPACE

[pawslikeme.com](http://pawslikeme.com)

An adoption-matching site for pets whose owners can no longer care for them



assembling ingredients into meals, rather than preparing everything from scratch. Assembling is the choice for people who want to feel involved in preparing the food but are happy to pay a company to do a lot of the work.

Related is the trend we spotted for 2012 that said this: “The healthy snack category will be healthy not only in its offerings but also in sales. By 2015, packaged snack sales are slated to approach \$77 billion. Look for packaged baby carrots, and low-fat chips and salsa or hummus, to be huge for those looking to slim down.” Nielsen reported \$124 billion in North American snack food sales in late 2014 and substantial numbers of respondents who care about snacks with all-natural ingredients and those sourced sustainably and locally.<sup>74</sup> The constant stream of new healthy snacking products and the mainstreaming of gluten-free eating today are among the proof points that “I am what I eat”—whether that food is made from scratch or not—is entirely relevant.

Traditionalists are alarmed at the prospect of ever fewer Americans taking the time, or practicing the skills, to put a meal together properly. Nutritionists



reckon that more home cooking is the route to better health and less obesity because people who often “cook meals at home eat healthier and consume fewer calories than those who cook less,” according to a Johns Hopkins study.<sup>75</sup> But whatever “cook more” arguments are mustered, the reasons driving the “cook less” trend are irresistible: time pressure, tiredness, decline in cooking skills and the easy availability of alternatives. As *Time* editor Bill Saporito put it, “The reason my wife and I don’t cook our food is the same reason that we don’t hunt our food. These skills are no longer required to sidestep starvation.”<sup>76</sup> And let’s face it, watching people cook on TV or on YouTube is entertainment, whereas cooking a meal and cleaning up afterward feel like work.

Within a generation or less, for many consumers, preparing meals from fresh raw ingredients will seem as old-fashioned and unnecessary as killing and plucking a chicken for dinner seems today. At every level, from mass-produced and machine-harvested to farm-fresh and handpicked, the market for easy-cook and no-cook ingredients will keep rising.





# THE REARVIEW MIRROR

Sometimes a trendspotter needs to look backwards to the observations shared then in order to be halfway good at predicting what's next. Plus, keeping score is the way for alpha personalities, and most trendspotters are type AAA. The first three trends below, from *Advertising Age* in November 1999, are just a smattering of what I had spotted then, and now they seem ever so obvious. Sixteen years later, God is into everything, label reading is the new normal and local is definitely the new global.



## DIVINE ENDORSEMENT

**1999**

God will get more involved in everything from branding to schools to sports. In the coming year, marketers will heed our advice to “tune their radar to religion,” and religious overlays on positioning will turn the Supreme Being into the top endorser.

**TODAY**

Did you know that Chick-fil-A, eHarmony, Forever 21, Hobby Lobby, In-N-Out Burger, Little Debbie, Marriott and Tyson are all companies with a Christian orientation?

## LET'S GET SMALL AND REAL

**1999**

Localism will offset globalism, and tangibility will counterbalance virtuality. The Renaissance was driven by such small, unified city-states as Venice and Florence. Soon, being near like-minded people and appropriate resources will again become a source of synergy, as exemplified by Silicon Valley, Silicon Alley and the U.K.'s Silicon Fen.



**TODAY**

The tiny house movement. Need we say more?

## SHOW ME THE MAYO

1999

“Know everything about everything” will become the consumer mantra, fueled by the boomers’ ongoing battle against mortality and a rising tide of techno-fear. Before digging into a container of cole slaw, for example, consumers will demand to know where the cabbage was grown, how the soil was fertilized, how the mayonnaise was manufactured and even where the eggs that went into it were hatched.



TODAY

There is no such thing as too much info on any label; that’s the yin. The yang? Products with far fewer ingredients (read: clean).

And here are two sightings for 1995, excerpted from my predictions for *Fame+Flame*, my Chiat\Day trendletter, that seem so darn obvious now also. Back then, things were less obvious (Apple was tanking and SFNet was the newsmaker). As for reality TV, Kim K. was only 14 and her dad was helping to lead OJ’s defense team. Doesn’t that just say it all?



## CALIFORNIA, HERE WE COME

1995

When it comes to emerging technologies—the field of choice for today’s visionaries—San Francisco currently is *the* place to be. The Bay Area represents a fusion of intelligentsia, food, fashion, the arts, tech, interactive entertainment and much more.

TODAY

Silicon is the moniker of this era as a way to borrow some smart equity: Alley, Desert, Fen, Gulch—you name it and we’ll Silicon it.



## BAD NEWS

1995

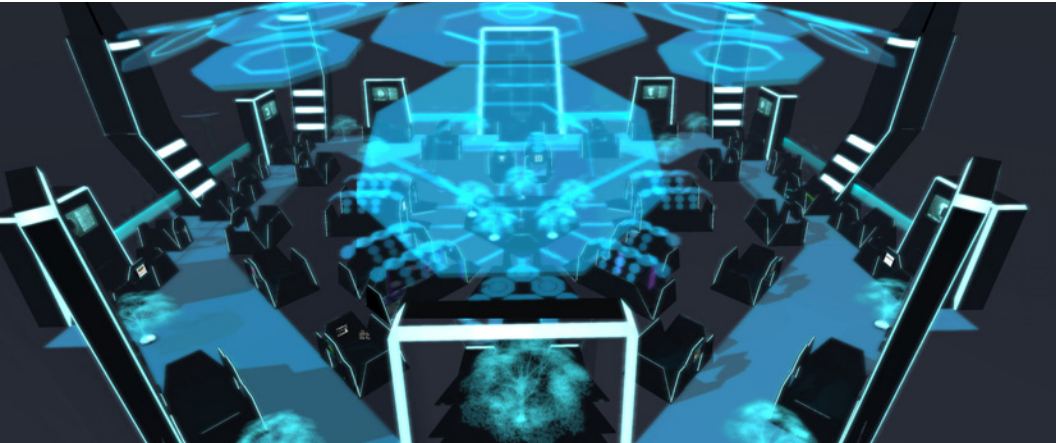
Tabloid news reigns; many Americans cite “quasi-magazine” shows as their source of news. We might be seeing a kinder, gentler Oprah, but Ricki and Maury and Sally and Montel are more than eager to snatch up the reins of infotrash.

TODAY

TMZ, Gawker and too many more to count are now credible news.

# TYING IT ALL TOGETHER

Often at this point in our annual trends review, it feels as if we've been obsessed with technology, and that gets alarm bells ringing. Technology is far from the only thing happening in the world. But then we remind ourselves that tech doesn't just mean the Internet and the latest digital whatever. Tech covers all the tools and techniques that people invent to solve problems and make their life better. The cloud, solar panels and mobile devices are just among the most recent technologies in a long history that includes prehistoric hand axes, sewing needles, clay pots, the printing press and skyscrapers. Each new technology ever invented has disrupted life, forced changes on people and shaped trends—some for the better, some for the worse.



It used to take years, sometimes even decades or centuries, for technologies to spread. People were mistrustful, cautious and conservative, often fearing the consequences of the new. But with each passing generation, we've become less cautious. We've adopted new technologies in a rush of enthusiasm first and wondered about the effects later. Back in the '50s and '60s, they seemed to promise a life of comfort, pleasure and plenty. Now we aren't so sure, but even so we buy, try and hope for the best.

Technology is central to the übertrend of this paper: unease, disquiet and fear. It spreads scary news and rumors far and fast, keeping people in a constant fidgety state of alert as they “check their Facebook” on the move, in the bathroom and in bed. A constant supply of anxiety-inducing snippets signal potential risks, causes for outrage, 10 top tips to improve yourself, and glimpses into lives that seem better, brighter and more fulfilled.





On some level, consciously or not, people realize that being connected all the time is stressful and blurs the boundaries of private and public—it makes them more available to friends and family, yes, but it also make them vulnerable to cybercriminals and snoopers. It makes them more connected with people and events elsewhere yet less connected with what's here and now, more alone. Unlike the tyrannized subjects in George Orwell's *1984*, we aren't forced to live with telescreens monitoring us and delivering party propaganda. We are free individuals who willingly use our PCs and mobile devices, and we can choose to do without them at any time we want. Or can we? Maybe we can, and maybe we can't, but what about kids and everyone else?

Most people have had at least passing experiences with technology-induced anxiety when the signal is down or the batteries are flat or the power goes out. Life as we now live it relies on energy for everything from basic lighting and heating to transportation and retail to healthcare and banking. And all that energy generation has worrisome implications, too: pollution, security of supply and potential climate change effects.

Back in the early days of the Industrial Revolution, new technologies threatened old crafts such as weaving, prompting alarmed Luddites to smash up the new equipment.<sup>77</sup> More recently, automation has replaced millions of factory workers with robots, and now people in the know are forecasting smart machines taking over upscale knowledge work in professions such as banking, accounting and medicine.<sup>78</sup> Whether this is overhyped BS, like flying cars and jetpacks, the prospect is enough to get people worried. Can our flexibility to create new experiences, and learn from experience, provide any guarantee of future employment? Will smart individuals invent technologies to fix the problem of the technologies taking over people's jobs?

That is the angst in a nutshell: Can we trust technology to help fix the problems that technology has helped to create? And do we have any alternative?

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