

MIX

JUVENIOIA



“Every generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

- George Orwell, an English writer and journalist...





Juvenioia (juvenile + paranoia) – an exaggerated fear of what influences “kids these days”. But we would argue that there is an equal negative outlook towards all generations.



One of the reasons for this phenomenon is that our brains may not accurately reminisce the past or apply memories rationally or fairly. We tend to over-exaggerate certain events. Therefore, when comparing the Old and New our discussions become irrational and cause more damage than improvement.

Our environment and society always changes, though elders commenting derogatorily towards the youth is nothing new... It's our life experiences, opinions and maturity levels are the ones' that differ, not the way a young or old mind brain operates.





Cons

It creates preconception
It evokes division between generations;
It influences narrow-mindedness
because of fear of The New;
It does not help to see the positive in the
new, therefore limiting problem solving
abilities;

Pros

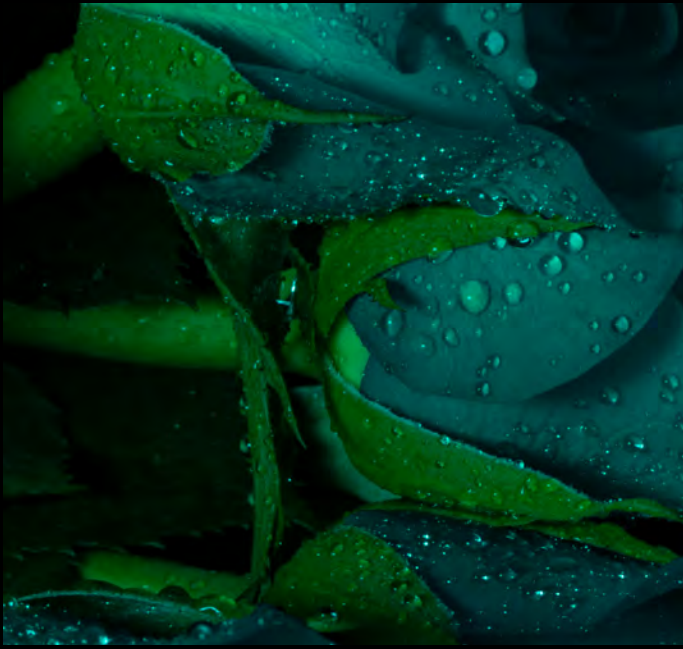
It makes us be skeptical and critical of the
New;
It helps to draw attention to certain problems;

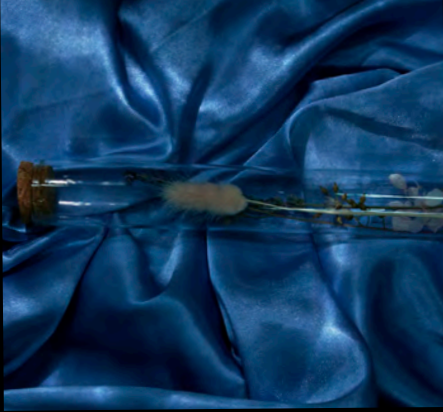
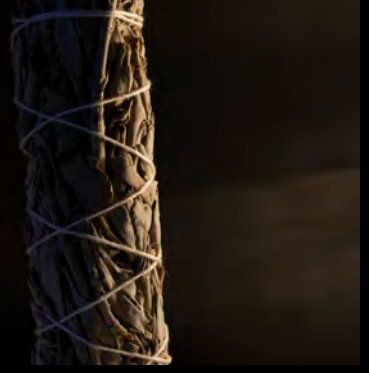


LISTEN!



Being more open minded could allow us to see the big picture straight away and result in only taking the beneficial aspects of the New & Old, creating a more collected and forward thinking society.







Rejuvenate



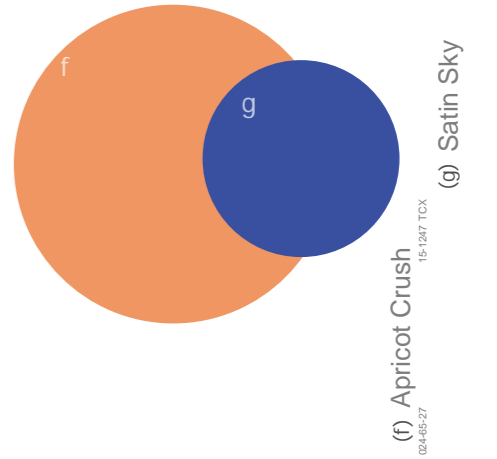
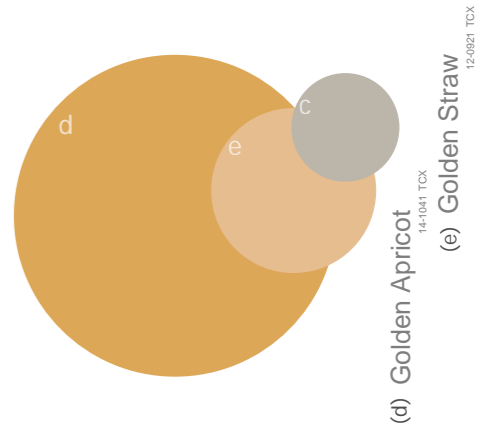
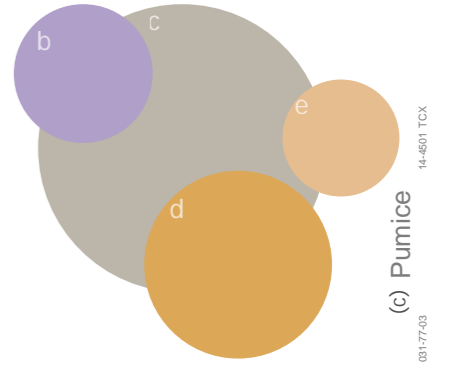
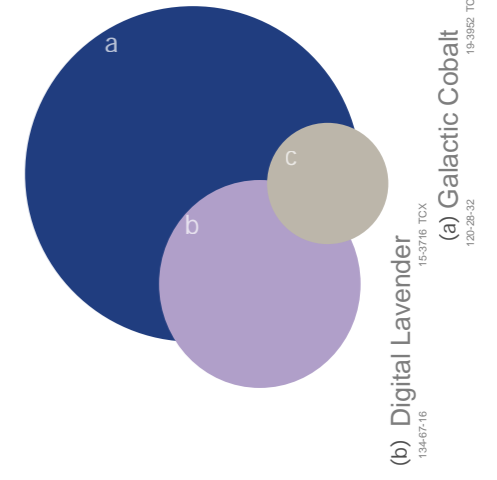
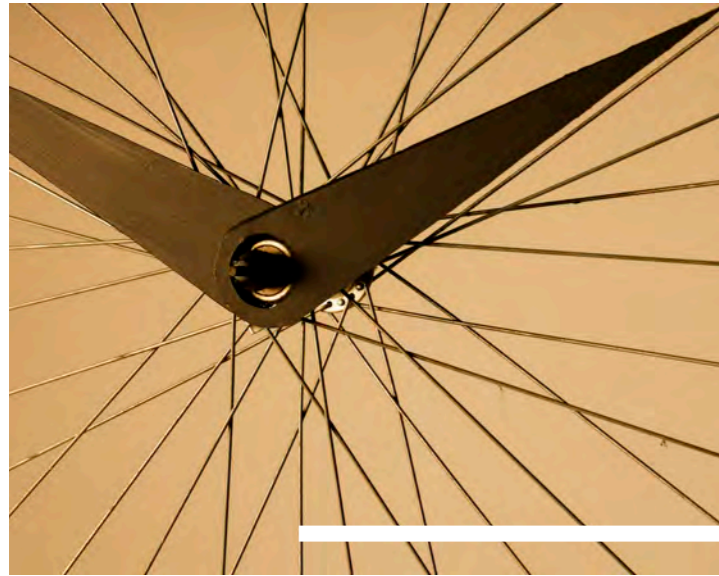
Verb; restore youthful vigour.

Verb; to undergo rejuvenation; revive



*preloved objects
innovated for
modern day uses.*

Combining the energy of an unknown future with the comforts of generations passed. A colour palette that reflects the severity of the current societal climate is lightened through calming tones. Highlighting the beauty of reusing preloved objects/ materials, a luxury is introduced through precious golden hues. Despite fear and uncertainty of what lies ahead, the buzz of excitement to move forward and people's vitality is portrayed through fresh apricots – also leaning to that 'rose tinted' vision of nostalgia.



(b) Digital Lavender
134.6716
153.716 TCX

(c) Pumice
081177.03
14.861 TCX

(d) Golden Apricot
14.1041 TCX
(e) Golden Straw
12.0821 TCX

(f) Apricot Crush
15.1247 TCX
04.65.27
(g) Satin Sky



In times of climate crisis, younger generations are fearful and worried for the future. Retreating to comforts of generations passed to provide reassurance, combined with a determination to find new solutions for a sustainable way forward, Rejuvenation offers a potential course. Design industries need to react to the returning trends of the 90s and 00s but revamping them in a way that is suitable for the current climate.