

In a world where every necessity is at our fingertips, we can discard our societal ways and live in our own secure haven away from the rest of society. We who once craved for bigger, better and bolder will now search for new ways to achieve this without being forced to pop the bubble.

Virtual Bubble

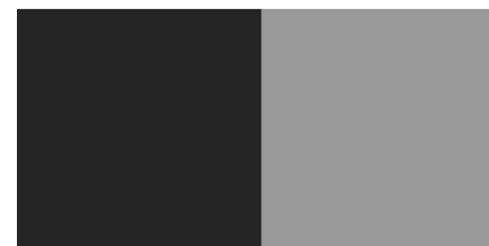


In this new world of digital technology and artificial intelligence, the world as we know it is evolving at a rapid rate. With just a tap of a button or a quick press on the screen we are open to the vast space of the digital world and its limitless power. From what was less than 4 decades ago when the first credit card was invented, we can now order food, clothes and more from the luxury of our own bed. What was once a necessary part of our routines has now been made redundant with easier and more convenient methods all being offered at our fingertips.



Altered Reality

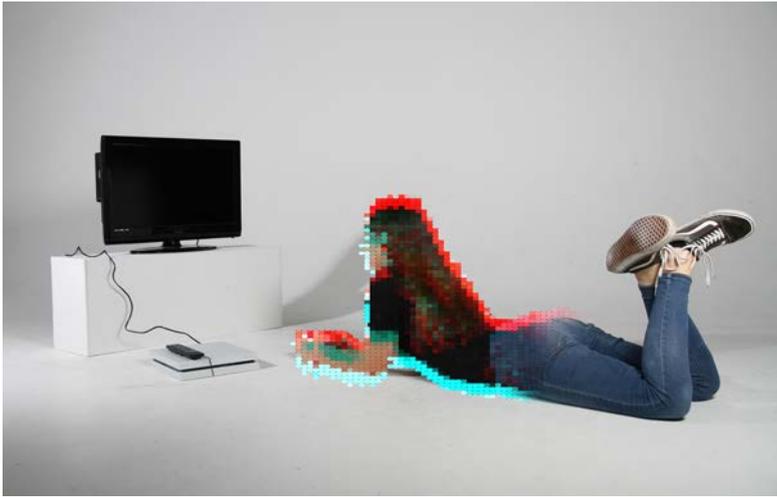
Even in our industry we can already see the effects with how many major firms offering virtual reality to clients. Adobe has already established programs like Dimension and Aero to bring our designs into life for more realistic and better presentations of products. Modern design will be inspired by modern technology as it is a window to the future. Bold sleek and symplistic style will continue to be seen as monochromatic black and white.



Glitch

01 COLOURDIRECTIONS/GLITCH AW2021/22





As a response to the chaos of Covid-19, we've already seen a substantial shift of how we go about our daily routines. Mundane activities such as going shopping became the highlight of our week, providing us with new perspectives; forcing us to re-evaluate on what we consider important. The ongoing pandemic presented many corruptions within society, therefore, throughout our imagery, we have represented such corruptions through the use of glitches. Much like Covid-19 being a short-term problem, glitches are also a sudden unexpected, yet temporary malfunction.

Digital-

One of the factors affected was working from home, as a result of Covid-19, people were forced to stay home although this wasn't a

completely abnormal thing. Before Covid-19 we'd already seen shifts towards working from home, with 80% of employees wanting to work from home for part of their week and then 1/3 of those also saying they would take a pay cut in trade for the ability to work from home, some of the time. With Covid-19 pushing the hand of any hesitant management or executives that questioned productivity of working from home, 2020 was seen to prove them wrong. With the abilities of creating personal workspaces, there would be an increase of domestic office spaces within interior design. Digital connectivity may continue to impact how we conduct our lives and with Covid-19 as the catalyst, this glitch in our lives may be always subconsciously carried with us. We may now have this ever-present digital glitch within everything we do.

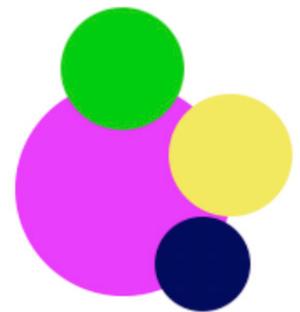
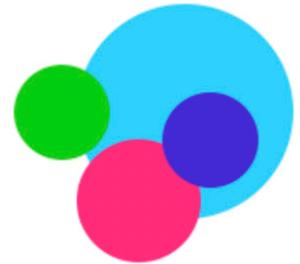
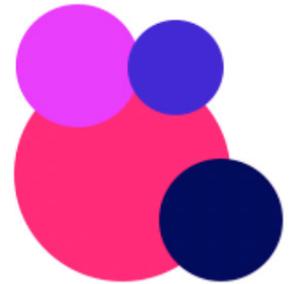
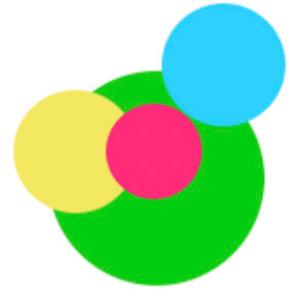


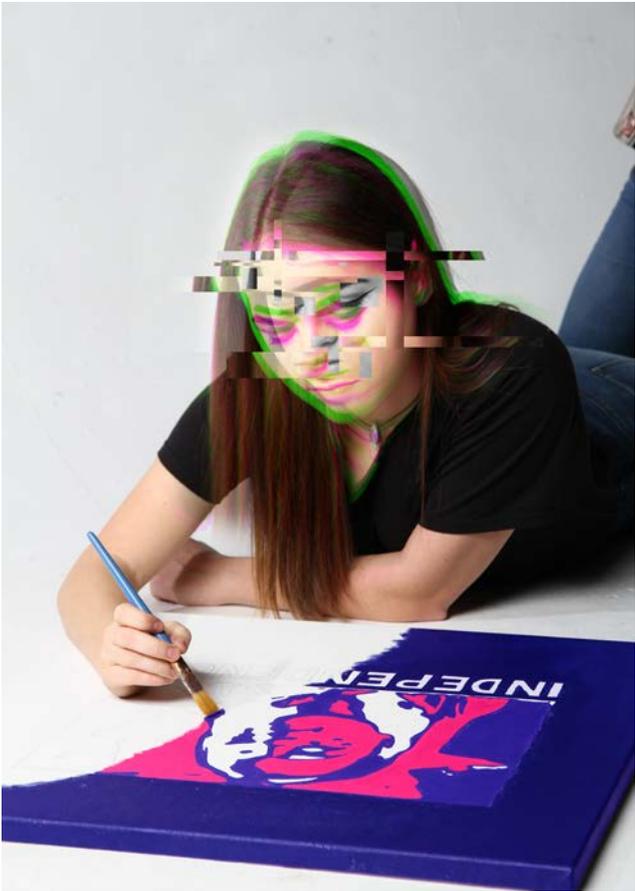
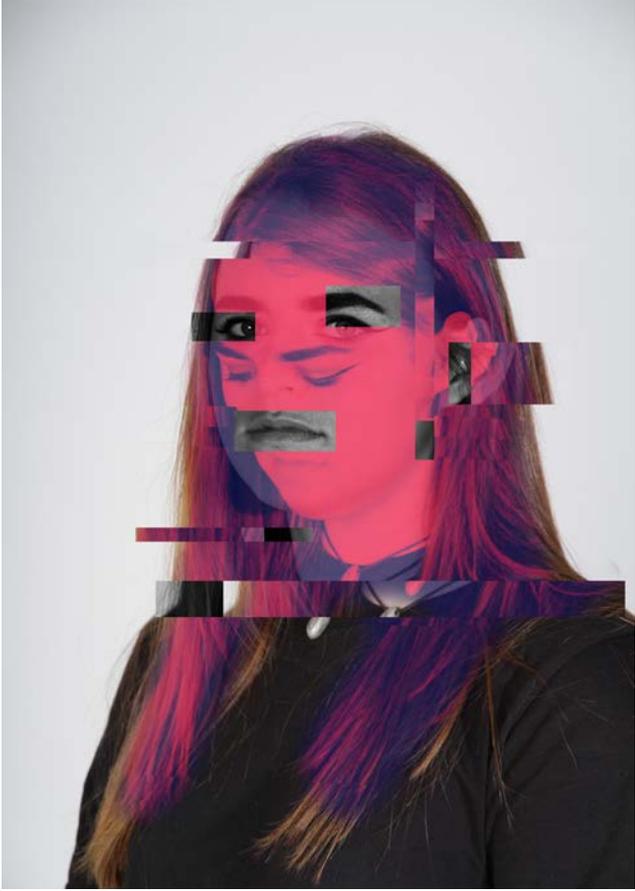
Physical-

On the physical side of connectivity, months of working from home could lead some individuals longing to getting back in the office to interact face to face with fellow employees, rather than through a screen. The sudden spike in the movement of technology could provoke people to desire the simpler times aside from that. As positive as it's been, digital interaction is no substitute for the real thing. Will the things seen as insignificant that we lost overtime be the things we most appreciate in the future? Such as taking for granted the freedom to do as we please, at any given time. Using the positive effects and colours of the glitch to

an advantage, it can promote a more uplifting mood, encouraging the rekindling of relationships.

So, what side will we turn to? Will we continue on this path of digital life? Or will we crave too deeply for physical connections that have been missed. Both digital and physical interactions have factors that are vital in the rejuvenation of society. Therefore, that's why we believe that influences drawn from the glitch will prompt people to branch out into bolder colours, correlating with the monochromatic tones of technology; the colours being representative of the transitions between what was and what may be.









SUFFOCATION



We need packaging to protect the product being transported from getting damaged. Packaging must keep the product safe, for time it takes to travel between the manufacturing facility and the retailer. However, over packaging is becoming a big problem to the environment as it is unsustainable.

Plastic packaging is extremely wasteful and affects the earth's ecosystems which we rely on. Some plastics are now recyclable, 14% of the plastic packaging used globally goes to recycling plants. However, only 9% gets recycled. For those plastics that cannot be recycled, they remain in our weakened ecosystems. Only 40% are taken to landfills and are left to disintegrate that takes at least 500 years, which unfortunately means we have years of pollution leaking into our soil, water as well as damage our wildlife on the land and in the sea.

In the early 1990s, researchers noticed the amount of plastic washing up on beaches and in harbours was dramatically increasing and they found that 60-80% of the waste in the ocean was non-biodegradable plastic. In the past, people used paper bags instead of plastic bags, thus, plastic bags became more common due to their long durability and low price for producing and transporting. Moreover, they were lighter than the average paper bag which also means paper bags had a higher carbon footprint. In recent years people have started to find alternatives instead of using plastic as it is fatal to the environment. People have started using craft paper as packaging. Thereby, it is not as durable as plastic, thus, they have slowly started cutting down plastic but still use it alongside craft paper. However, this is not fixing the problem of plastic, so we need to come up with a better alternative.

Besides the materials we could use to replace plastic when packaging, there is another problem need to be solved, which is the presentation of the product. We all know that first impressions count, however, nobody really thinks about the impact that packaging has on the environment just for it to look "pretty", "luxurious" or "unique".

Plastic packaging could be replaced with Corrugated Bubble Wrap, Air Pillows Made of Recycled Materials, Cornstarch Packaging, Mushroom Packaging, Seaweed Packaging, Recycled Cardboard and Paper, Eco-friendly Plastic and Recycled Plastics, Organic Fabrics.

Although these alternatives have their advantages, they have a disadvantage which can deny all the advantages - high price. The inconvenience of collection of waste materials, the complex of manufacture and the limitation of technology cause the raising of price. Nevertheless, there is another solution for the reduction of over packaging.

The situation of over packaging is getting worse as online shopping become more convenient. To ensure the product has been protected, the merchants will use excessive bubble wraps, wrapping papers or cartons. When buyers purchase something they do not particularly need, then they will return the products. This action will cause more packaging as buyers try to return the product without defect so that they can have full refund. Hence, we should deliberate what we really need, know how to control our desire and do not over indulge it.

This solution is relatively easier and quicker to achieve reduction of over packaging.



Bubble Wrap



Morbid Red



Carton



Dead Yellow



Toxic Green



Lifeless Orange





Apnoea





Paper



Burial



Cling Film



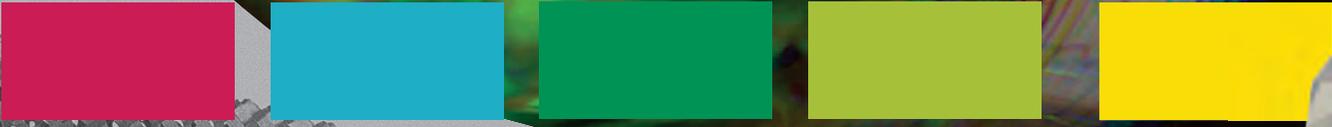
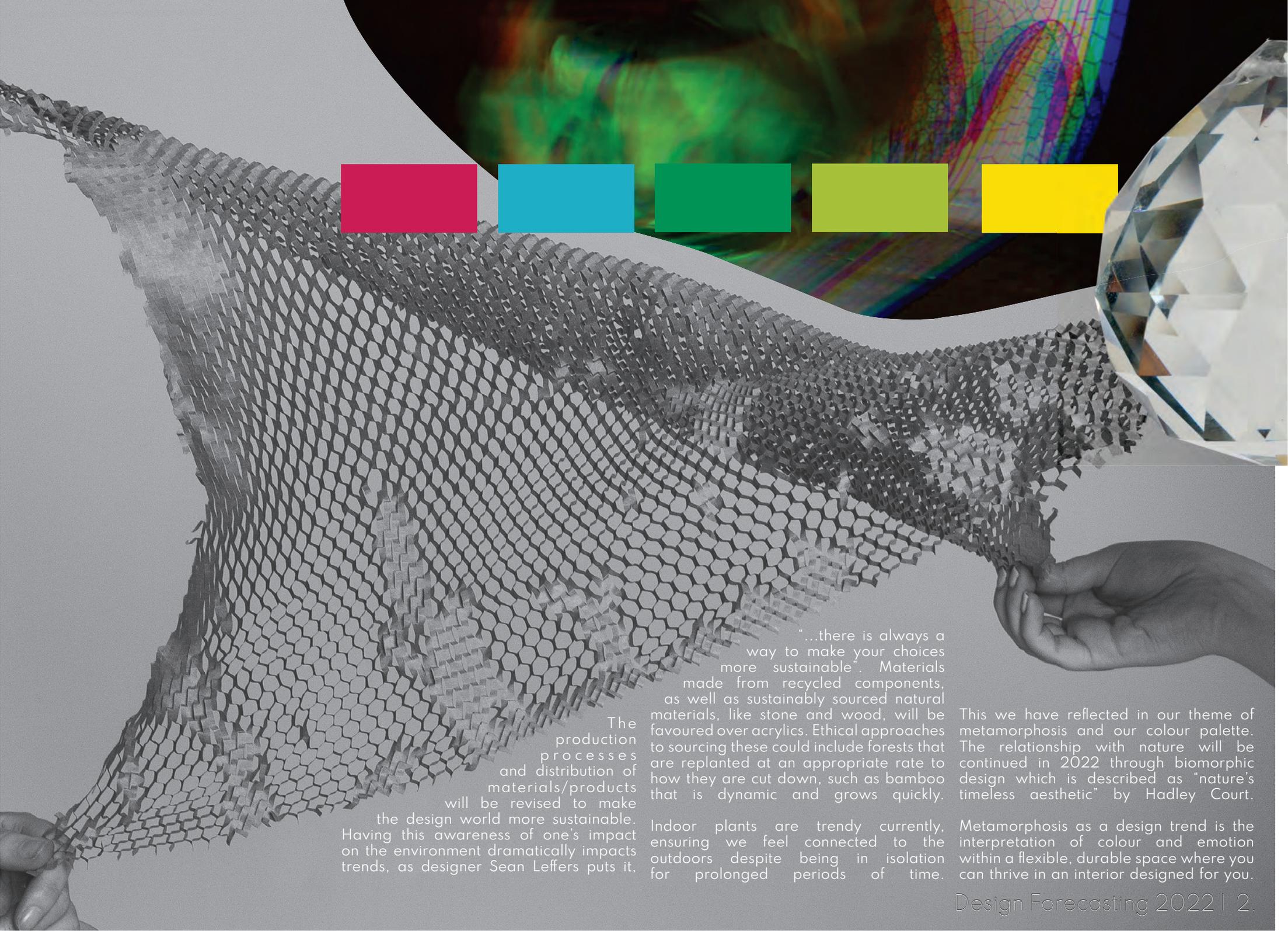
Metamorphosis

Caterpillar. Cocoon. Butterfly. this is us and the world around us. We are caterpillars, encased in cocoons and ultimately transformed into butterflies. We are currently in cocoon form, our former selves the caterpillar. Now is a period of waiting, stuck inside. We must trust the process, for we know a more beautiful version of our past lies ahead. What this looks like, we are unsure of yet. What will we see when we emerge from this cocoon? What butterfly awaits?

After being stuck inside, feeling restricted and alone, 2022 is sure to bring lots of social activities and events which will be reflected in all areas of interior design; retail, hospitality and residential alike. The atmosphere of an interior space will be at the forefront of consideration in the design process as the modern lifestyle begins to allocate more time spent working from home. Previously this large portion of our daily lives would be spent in the workplace, but it has been revealed that fewer than 4 in 10 workers wish to return to the workspace and would instead prefer to continue working from their home. This will require a flexible, multipurpose space that can be transformed to function as both work and play will be high priority. Achievable on all scales, from multifunctional furniture to adaptable lighting changing colours of a space.

In 2022 neutral tones balance out the busy world around us and pops of colour that reflect our emotions, allowing users to personally connect with a space. Based on our research in colour theory, "the study of hues as a determinant of human behaviour", it has been highlighted that there are strong correlations between emotion and colour. Balanced out with grey tones which will become a popular colour choice which is a strong theme in the imagery.

Maria Fernanda Espinosa, the former president of the UN general assembly, has highlighted the importance of considering the climate by saying that "[it] should be at the heart of the global Covid recovery". This applies to all industries, especially design, as considering sustainable alternatives is more crucial than ever.



The production processes and distribution of materials/products will be revised to make the design world more sustainable. Having this awareness of one's impact on the environment dramatically impacts trends, as designer Sean Leffers puts it,

"...there is always a way to make your choices more sustainable". Materials made from recycled components, as well as sustainably sourced natural materials, like stone and wood, will be favoured over acrylics. Ethical approaches to sourcing these could include forests that are replanted at an appropriate rate to how they are cut down, such as bamboo that is dynamic and grows quickly.

Indoor plants are trendy currently, ensuring we feel connected to the outdoors despite being in isolation for prolonged periods of time.

This we have reflected in our theme of metamorphosis and our colour palette. The relationship with nature will be continued in 2022 through biomorphic design which is described as "nature's timeless aesthetic" by Hadley Court.

Metamorphosis as a design trend is the interpretation of colour and emotion within a flexible, durable space where you can thrive in an interior designed for you.

1 GROUP 5: SWANSONG / THE REMAINS OF IMMUNITY



Swansong

The Remains Of
Immunity

EDITOR Ashley Powell

WORDS Paige Sargent

PHOTOGRAPHY Edward Brown & Hannah Willing

WITH THANKS TO Mila Valova, Annie Jenkins, Charley Soulsby and Marie Vanwelden

Overview



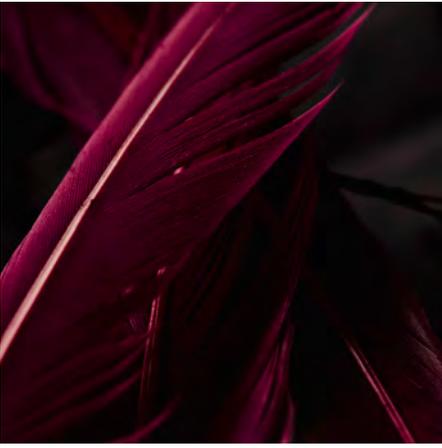
2 GROUP 5: SWANSONG / THE REMAINS OF IMMUNITY

The current attention in increasing uncertainty through society and the fragility of democracy generates decadent fatalism which leads to a vulnerable and manipulated generation. The unsettling power of society infects countless minds that are easily influenced, leaving very few innocent and undamaged that flourish in the belief of hope and freedom in controlling their own lives that they can predict their own fate. Through the theme 'Swansong', "exploring decadent fatalism through nostalgic references of past times on the brink of

disaster". (MIX MAGAZINE 2020) This will be expressed through telling a story of one of the most well-known ballet performances – Swan Lake. The powerful story communicates and visualises the dark more mournful side of Swan Song. The idea to use this performance not only is deeply rooted in nostalgic past times of performance but can also be translated into modern times which mirrors societies instabilities with the pressures to follow social and political platform 'norms' thus on the brink of disaster.

“An end of days, decadent fatalism is explored through nostalgic references to past times on the brink of disaster. From Berlin and Shanghai in the '30's to the last days of disco, this is a brave and brittle honouring of liberalism and creativity, tinged with sadness and foreboding.”

MIX Magazine, AW 2021/22



The battle of the Monochromes

The Black Swan is a visual embodiment of society and its negative attributes such as oppression, propaganda, pressure and manipulation heightened through the likes of social media. Through its detrimental characteristics, it is also a visual reminder that unforeseen events occur that society are unprepared for, resulting to ravages across the nation. The looming fate which the black Swan carries predetermined by a force that cannot be controlled. In present times, the visual reminders of the Black Swans fate has urged devastation and fear in society from the outbreak of Covid-19 and the Global emergency we are experiencing. The White Swan however reflects the vulnerability and fragility of people who are controlled through the infectious power of the Black Swan, constrained to live and act under the commands of the Black Swan, the White Swans begin to act in unison with one another. Some White Swans however work in contrast, elements of hope and freewill mirror one another so they can control their own lives which creates a powering shift that enables others to see a glimpse of happiness, but fate is always looming close-by.



MIX58.02.04 Fever Pink



MIX58.02.03 Black Cherry



MIX Pink Opal Inverted



MIX58.02.06 Pink Opal



MIX58.02.01 Harvest Gold



MIX58.02.05 Royal Blue



MIX58.02.08 Cassis

Colour Analysis

Incorporating luxurious colour and textures through the use of props and accessories enables to capture the symbolic meanings that are associated with the concept of fate and hope. The colour pallet and texture entwine with one another creating a complementary form. By incorporating the original Swan Songs Colour variation with an inverted modification, the rich pallet offers a new unexpected element of melancholy and optimism which is shown in a contrasting tone. Through doing so it enables to suggest

new distinctive meanings behind colours.

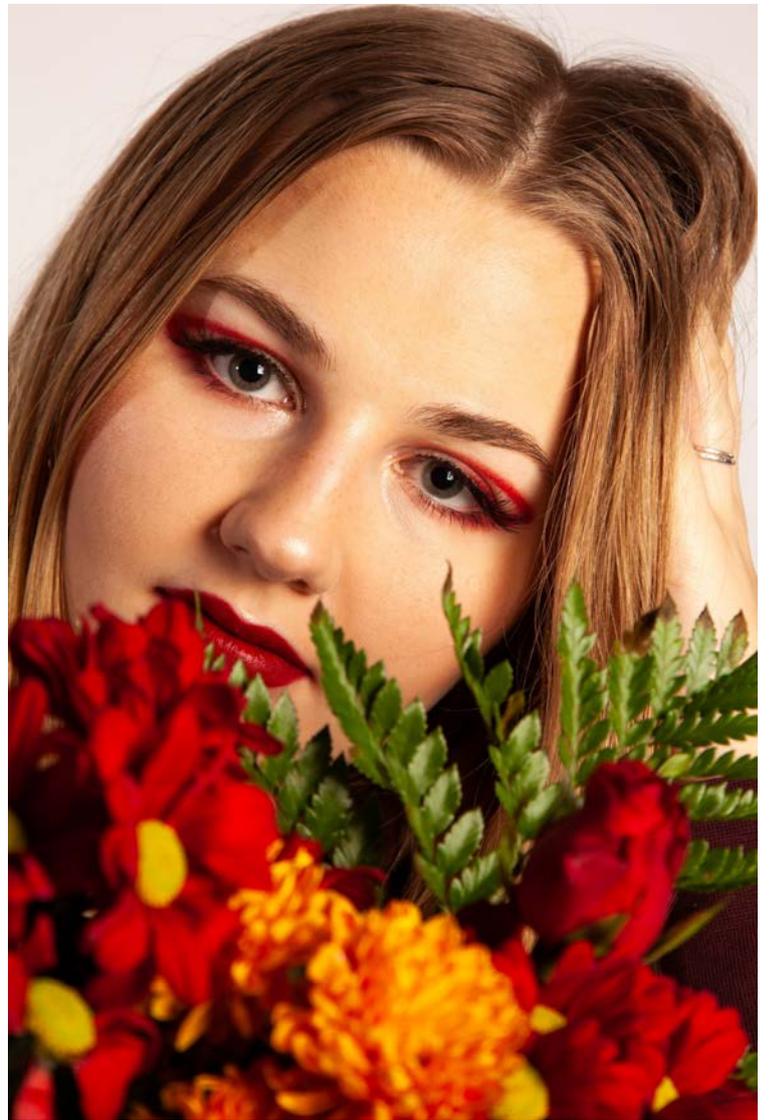
Capturing the story behind the famous Ballet performance in a new modern twist requires different levels of action shots and still images to embody the raw emotions and ambivalence of the White and Black Swan and how their relationship is perceived in art form. The images are left to viewers own interpretation through their own beliefs in today's society, allowing the Swans to relate to the viewer on a personal level.





Swansong

'a metaphorical phase for a finale gesture, effort, or performance given just before death'



Rose pink



Seaweed green



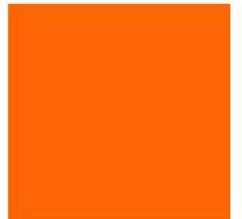
Olive green



Cranberry red



Tangerine yellow



Tiger orange



What is the most valuable thing in the world? Some would say diamonds, others would say gold, but the truth is something with a much lower price tag than you might think. Everyday we take for granted the nature all around us: the trees we see on the way to work, the butterflies that land on our vibrant garden flowers, but we never begin to imagine life without them. 2020 was the warmest year ever recorded since records began in the 17th century. The climate crisis is getting worse and if we don't change the way we act, the nature that we depend on so much will slowly diminish before our eyes.

Technology has distanced us from nature. When was the last time you went on a walk in a forest or upon a mountain? We have been so blinded and distracted by the rise of digital technologies, that we forget about these natural paradises that enrich our planet and do not require a

password or ticket to view. The greenery and oceans cut our CO2 emissions in half, yet we still decide to deforest 28 million hectares of land every year - that's equivalent to an entire football pitch every second.

When we think about Swansong, we think about appreciating the little things in life as its definition is that last burst of life before an inevitable death. However, the things we should be appreciating are not the luxury items that give us materialistic status, but the natural world around us. It is like a paradox of value; although luxury items are literally pricier, nature has a higher 'price' when we look at the bigger picture and the future of our planet.

We have shown this view by using jewels and gold to cover and decorate plants and flowers, which makes them look more 'expensive'. By enhancing the value of the plants visually, we are representing their true value due to their purpose in the world.



We also have images of models wearing flowers as accessories showing that plants should be the new 'designer' as they hold just as much value as the expensive items that we cherish and protect. The design industry is a huge contributor to global warming - from the devastating effects of fast fashion to the 40% of all greenhouse gases that are caused by the built environment. We need to be more sustainable with our design choices if we have a chance at turning around the damage that has already been done to the planet. We can choose to buy materials from sustainable suppliers or use reclaimed materials and furniture. The rise of platforms such as Depop, Ebay and Facebook Market Place makes thrifting and re using pre owned furniture so much easier. We are at a point where making small choices such as buying from sustainable sellers or small businesses (bonus points for both!) are becoming trendier as it supports the planet and the people in it. Handmade crafts and vintage furniture are really taking over the design world as they have a smaller carbon footprint.

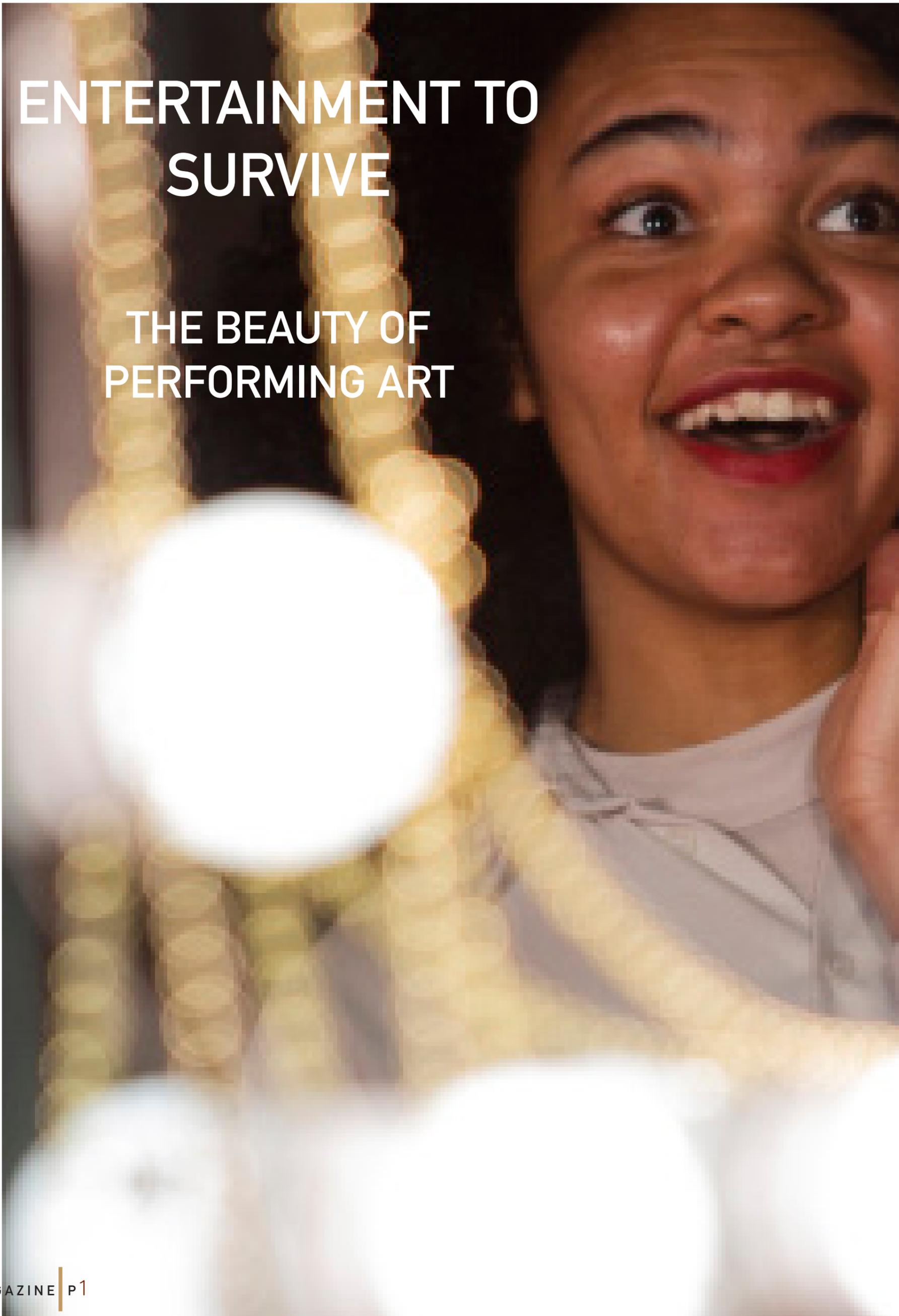
We should really think to change our current outlooks on the world and make small changes where possible to benefit the planet where we can. If we all work together, the future will see a much more enriched and greener planet.



SWANSONG

ENTERTAINMENT TO
SURVIVE

THE BEAUTY OF
PERFORMING ART







SOFT YELLOW



UNIVERSAL KHAKI



RICH RED



NAVAJO WHITE



WINE RED



AIR - FORCE BLUE

WHAT WOULD ENTERTAINMENT BE WITHOUT THE RIGHT COLOR, MATERIALS AND TEXTURES ?

“THE OBJECT OF ART IS TO GIVE LIFE SHAPE”

WILLIAM SHAKESPEARE

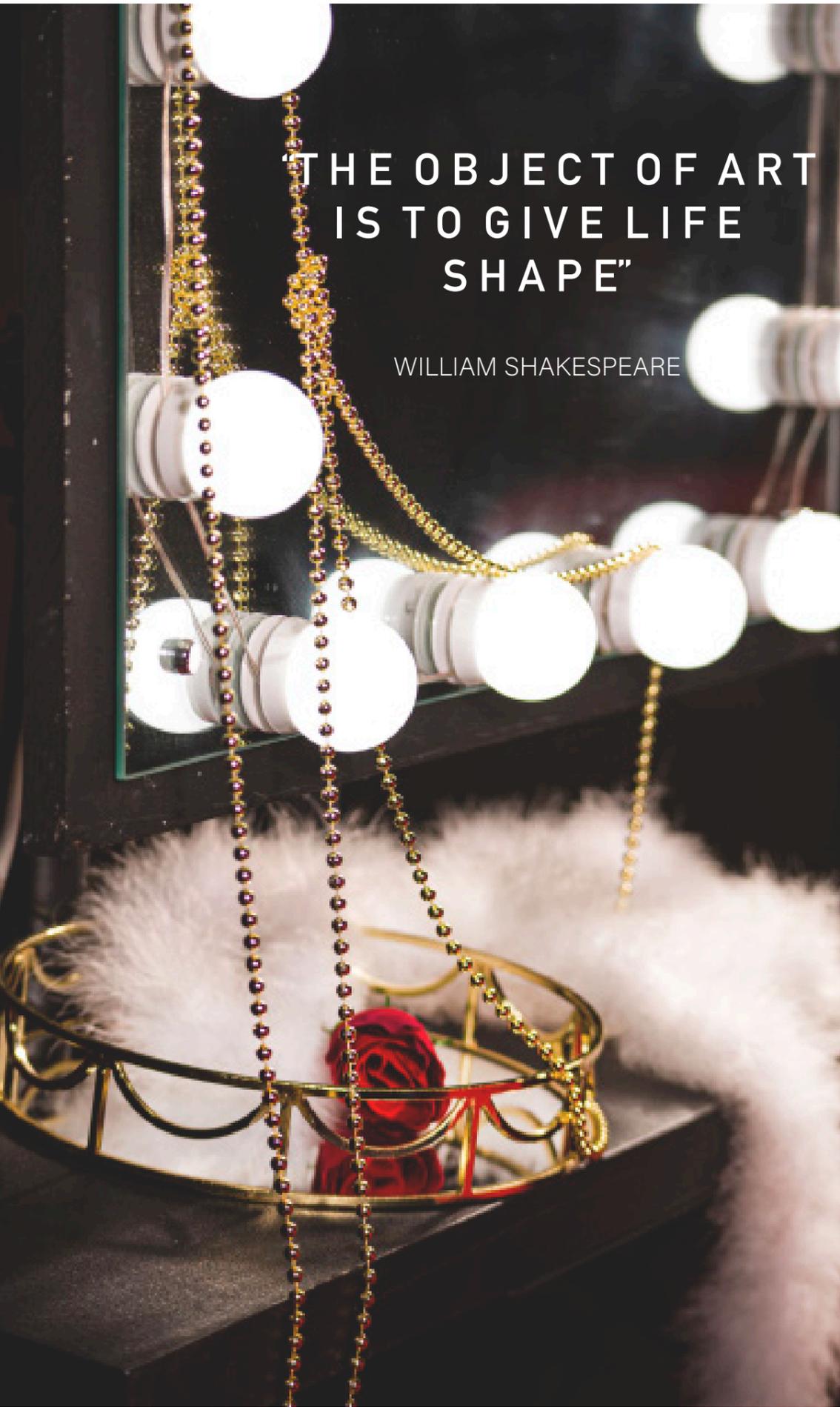
After a year of trepidation, with many ups and downs, what more do people crave than that enchanting thrill of the human stage? The stage is where interaction has no boundaries and entertainment flows beyond imagination. A swansong – The end to these darker days and in hope of something better.

Our mental health has been tried and tested this past year. Covid-19 has kept us inside for 9 months. 69% of adults have reported feeling somewhat or very worried about the effect covid-19 is having on their life. Therefore, the forecast's focus leans towards mental sustainability and wellbeing. Without a healthy mind and soul how can we expect to continue to grow? To improve their mental stability, people have been exercising, finding new hobbies, and learning new skills. However, research supports the overwhelming positive effect which the arts has on human wellbeing. The arts provoke creativity and provides a place of escapism from daily stress. Better mental health makes us push our limits on this earth and create a place that future generations can thrive. Overall, our forecast combines this harmoniously with the needs of society for another performance.

The colour palette incorporates rich dark hues that remind us of royalty and the luxury we once had in theatres. Monarchs such as queen victoria, henry VIII and william I have historically worn colours like blues, reds, yellows, and gold to signify their royalty. Colours portray emotions, they are used in theatres to create the appropriate mood for each story. For example, the colour red is used to emote rage, power, or passion. Blue symbolizes integrity, knowledge, or loyalty. However, the palette is also made up of soft skin tones, connoting the desire to touch again. Embracing these scenes together makes us nostalgic of the past, whilst also being hopeful for the future: An end to one era, a transition to the next.

The forecast explored how theatre and entertainment has always had its place in time, from educational and religious purposes, to enjoyment and reality escapism duties. That delight of pampering up and getting all glam to makes us feel good is shown through the dazzling jewels and lights of the stage and dressing room. The tension as we sit waiting for the show to begin is echoed through mysterious dark hues of cherry and royal blue as shadows cast an illusionary trick to the mind. Conversely, referencing back to covid-19, the human connection that we feel can also link us like the threads of a marionette, playing on our heart's strings and puppeteering our wellbeing.

On the bright side, with a new and more relaxed time ahead, we delve into the graceful tones of human skin. Delicate and engaging to our senses, we bring together people in a simple act of holding arms or a loving embrace, for that is what we have long forgotten.



TOUCH FEEL DO



ART CONNECTS PEOPLE

When we experience art in its different forms, We also experience life. This is when we reflect, listen, and take action. It makes us feel something and it connects us all no matter skin-color, age, gender or religion. It creates a passion for life and a passion for each other. We as humans need connection and we need to be together. Covid-19 has for sure taught us about the quality of a simple touch.

DISCONNECTION





“a luxury that
only the rich
can afford?”



In the next decade, we believe that because of the rise of complex connectivity, COVID-19 and global climate awareness, people will begin to turn back to their roots. Humanity will see the benefits of a more minimal life, turn against overindulgence and will begin to recognise that a more minimalist aesthetic and lifestyle can have a direct effect on their overall well-being. But concerningly, this will come with a disparity between those who can afford this lifestyle and those who cannot.

Considering the rise of connectivity specifically, Beattie, Alex & Cassidy, Elija said “we [have come to] live in a time of unprecedented connectivity making it increasingly difficult to disconnect.” This has come from a rise in technological capabilities and social media use. Which in turn has led to a change in how human beings live their everyday lives, with many becoming addicted to social media. Then, in 2020, COVID-19 meant all were forced stay at home for months on end, magnifying how we live our lives through Instagram and Twitter feeds; almost to the point where these feeds took control of us. But at the same time people have begun to question if this is time well spent and perhaps looking for a more “minimalist” approach to digital use.

Minimalism desires can also be found in the physical world. With many well-being retreats and hotels for instance now offering more paired back aesthetics. Jumping onto the minimalist lifestyle trend.

Establishments such as Fabriken Furrilen in Sweden are paving the way for the luxury of seclusion by creating lavishly peaceful cabins

in remote areas. But also design brands such as ‘Menu’ and ‘Nendo’ have been pioneering the minimalist décor market, creating pieces to fill hotels across the globe.

But they have also focused on affluent customers who are prepared to spend much more than most could afford - with a candle holder alone costing upwards of seventy euros.

Brand Claudio Silvestrin is another example commissioned to create an atrium area for celebrity Kanye West. This used, “a natural flow of sunlight that penetrates and suffuses [an] atrium terrace... [creating a] serene silence and generous space [bringing] about a calm state of mind’ which is what, “minimalism is [all] about [.] Space and light. But in our current climate only the likes of the Wests’ are able to afford it.

Our view is that this minimalist style of life must begin to become more attainable for all people across all socio-economic groups as this will then affect the overall standard of living in a positive way. We hope to see some “drop-down” from the top as a way of improving this. In fact, Steve Jobs, Apple’s former CEO and founder, manifested that a clear and minimal workspace would result in success. Now, Apple products can be found throughout the world in the homes of many reinstating our belief that as Arco Editorial S.A Barcelona said, “minimalism should be seen as a timeless and disciplinary category, characterised by a desire for functional and conceptual simplicity.” As it is only when all people are given an equal opportunity at success that all can prosper.

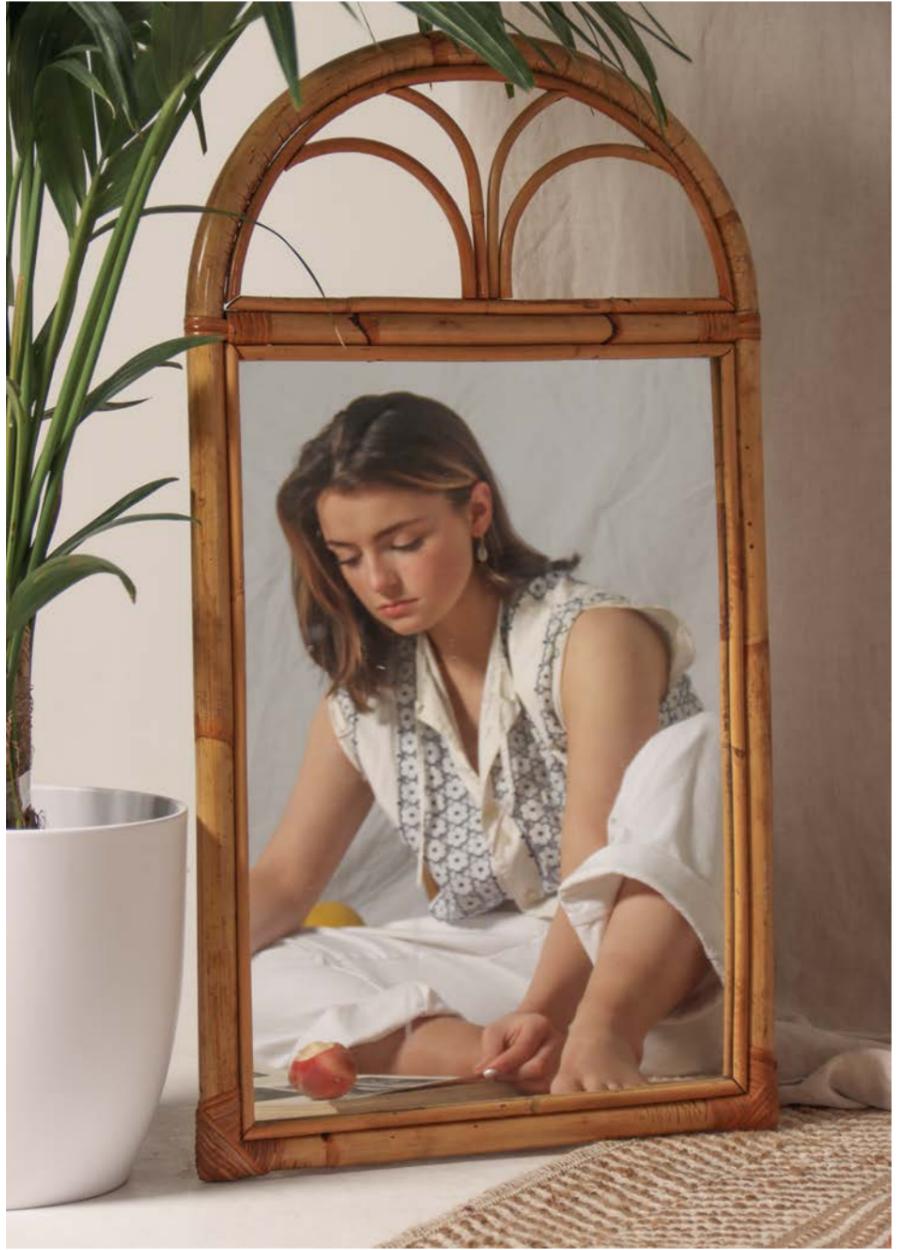


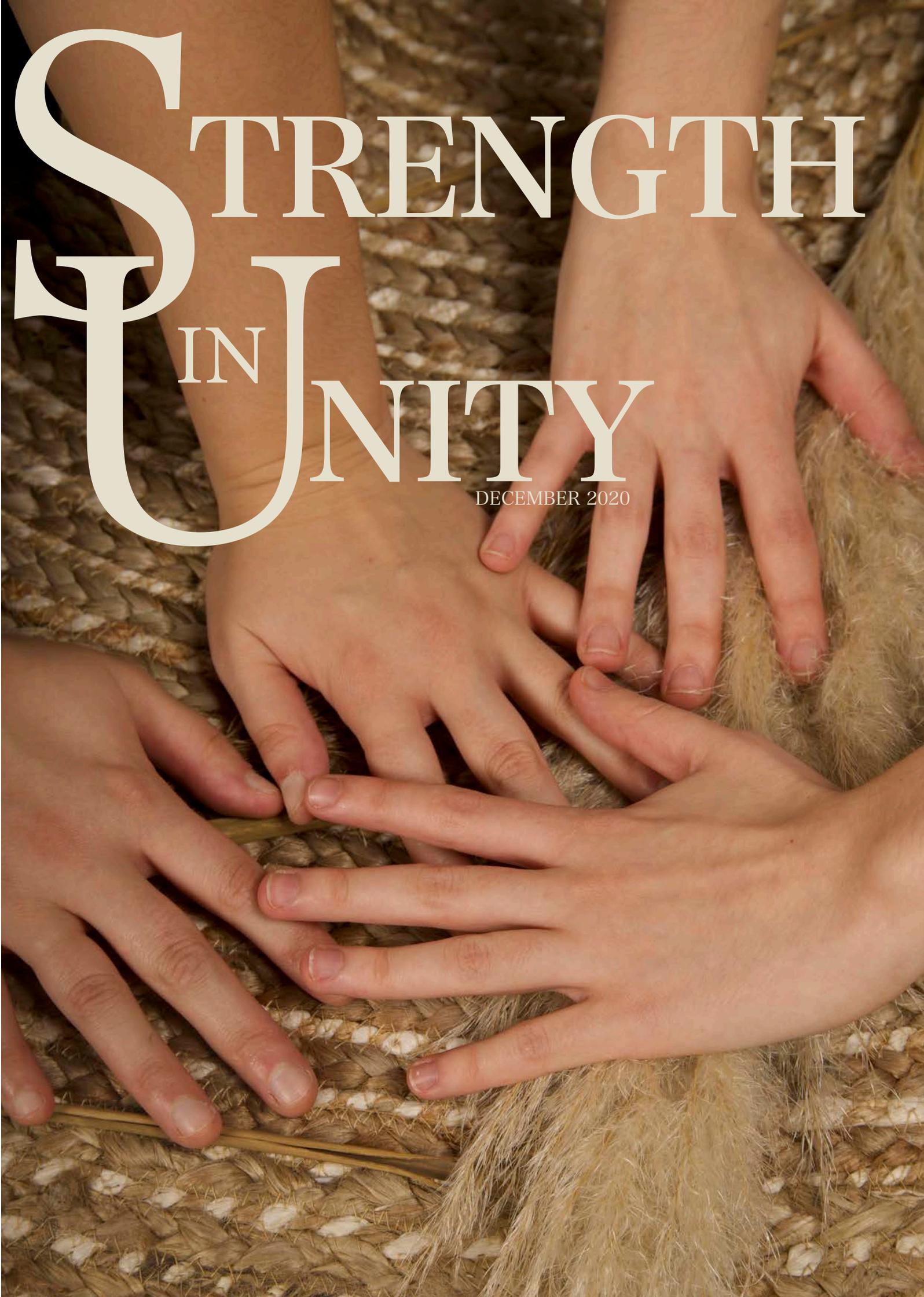


“we have an
incredible
opportunity
to
return to
wholeness”

- Wim Hoff







STRENGTH IN UNITY

DECEMBER 2020

BRINGS US TOGETHER



We believe that Strength in Unity is the solution to becoming more individually sustainable in our everyday lives. The Arts and Crafts Movement was the ultimate way to embrace the simple things. The impact of covid-19 has allowed people to slow down and think about what is important to them. With this in mind we are slowly seeing people embracing the simple things once again. Younger generations have strong convictions that personal behaviours can make a difference in addressing environmental action. Our future is what decisions we are making today. We have grown up in a world of ever evolving technology with the internet at our fingertips as well as smartphones, virtual reality and 3D printing. Although some may be sceptical, we continue to embrace it, the original Arts and Crafts movement failed to adapt modernism into their processes which ultimately lead to it being replaced by modernism.

As a result of this generation having sustainability and the environment at the core of their values, many are preferring handmade products over mass-produced ones. Twenty five percent of 25-34 year olds have claimed that they have been more sustainable since the crisis started.

William Morris dedicated his work to recapturing the spirit and quality of medieval craftsmanship. Morris and his associates produced handcrafted metalwork, jewellery, wallpaper, textiles, furniture and books. The firm was run as an artist's collaborative, with the partners providing the designs, for skilled craftsmen to produce. Reflecting on times during the National lockdown the similarities are clear, people have collaborated where it wouldn't normally be necessary. Scientists all over the world have come together to share their research on their journey to find a vaccine. Work colleagues have introduced their family and beloved pets on video chats, random acts of kindness and heart warming moments have been shared globally as people have become closer than ever before. We are embracing technology to connect with unique crafters worldwide. This is creating a worldwide knowledge base, enabling people to learn new skills, new crafts and share ideas in a way which wasn't socially accepted not so long ago.

LESS IS MORE



Craftsmanship is a healing process because it brings people closer to the product and each other during the production process. It reflects the social trend of the original Arts and Crafts Movement in the 19th century, when the socialists tried to convince people that design should be created “for the people and by the people, and as a source of pleasure to the manufacturer and the user.” In the end, you produce something full of uniqueness, passion, and love, and at the same time form lifelong bonds between yourself and the people surrounding you.

It’s not only climate change that has been drawn to our attention this year, mental health and personal wellbeing has also been a rising concern for many in this time of uncertainty. Strength in Unity is a movement with sustainability and personal wellbeing at its core, creating moments of comfort from others in a time of uncertainty. Many have turned to knitting and crochet during this time because its repetitive notion has been proven to calm people. The activities become a type of meditation and safe haven. Although it seems hard to envisage in such an unclear blur at the moment, we believe that people won’t take human interaction for granted again. People will want to come together and make objects with meaning, that stir memories of people, places and events that hold significance to them.

We will see a rise in items around the home that have a deep connection with their owner. Framed photographs will start to reappear around the home. There is something that I’ve learnt throughout the lockdown, which is the importance of community and a genuine connection with the people you surround yourself with.

Strength in unity is a community of people with a powerful connection built as a result of the Covid-19 pandemic. These people will naturally bring back function, simplicity and deeper meaning into our future interiors by adapting the arts and crafts movement to resolve many of the issues we are facing today, that will impact us in the future. Natural materials such as fungi, seaweed and wood will make up a majority of our furniture, whilst wool and cotton will be used in traditional methods to create unique furnishings. Less will become more, our interiors will be minimal with peaceful muted tones and berry bursts of colour from biological dyes. With the help of handicraft technologies, such as the dyeing process, using natural materials and common interests, we can restore the tactile connection, because without them anxiety and mental health issues will increase. Craft is a way we can unite different nations without understanding the language, forever bringing people together. Homes will become a cocoon of Nostalgia that will comfort us in the uncertain times ahead.

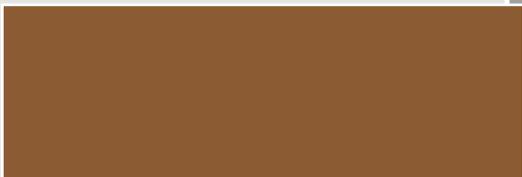
NATURAL DYES



PROCESS

Bastille

Pantone P101-16 C



Black Olive

Pantone P177-16



Del Rio

Pantone 4116 C



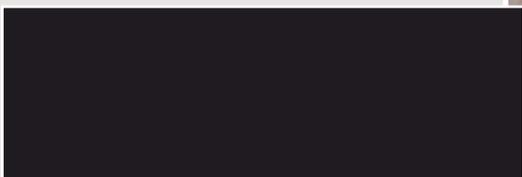
Scorpion

Pantone P87-13



Bison Hide

Pantone P 23-2 C



Leather

Pantone P23-12 C



BurntUmber

Pantone P43-13 C



Potters Clay

Pantone P29-14 C



kintsugi

“Our wounds are often the openings into the best and most beautiful part of us.”

David Riche

The origin

Ashikaga Yoshimasa, the eighth shogun of the Ashikaga shogunate, once broke his favourite teapot. As most history-altering events, it did not announce itself with pompous trumpets but came like any other day in 15th century Japan.

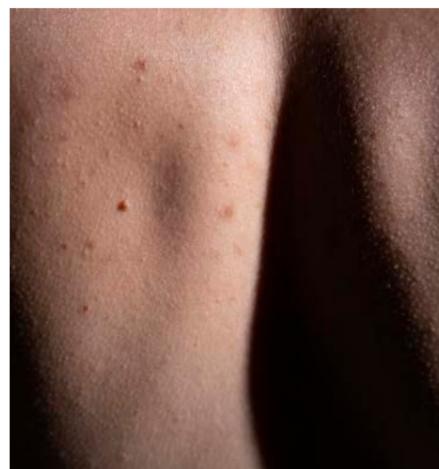
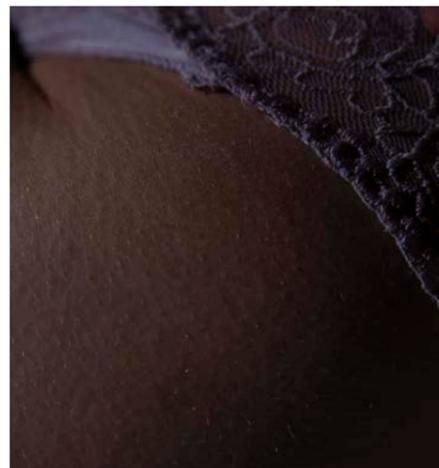
The teapot in question was sent to China to be repaired. After it had come back, Yoshimasa was far from satisfied with the way his favourite piece was stitched back together with metal. Left with an effect not fulfilling his aesthetic taste, he was determined enough to then call in favour with Japanese craftsmen, whose name was lost to history. He was surprised at the shogun's steadfastness, so he decided to transform the cup into a jewel by filling its cracks with lacquered resin and powdered gold. This is how the art and, subsequently, the philosophy of Kintsugi were born.

Beauty ≠ perfection

As a philosophy, Kintsugi preaches embracing of the flawed or imperfect as being with additional value. Heavily influenced by Japanese Zen Buddhist beliefs, it teaches us that the lines made by time and rough use should not be a source of shame. Kintsugi is a powerful metaphor for our human experiences. To make a mistake is to be human, the same is to damage yourself in the process. Wearing our scars in the open means celebrating the person we have become throughout a journey. The care and love expended on the shattered pots should lend us the confidence to respect what is damaged and scarred, vulnerable and imperfect – starting with ourselves and those around us.



the art of scars



Kintsugi in the future

This is a philosophy which more than well matches the trends the raise of which we are currently witnessing. We are a hedonistic generation, tired of being forced to hide pieces of ourselves to match the frames of social norms. It is so much easier to just admit we don't fit and start being proud of it, right?

This approach gives rise to body-positive movements, which in turn leaks its influence into other parts of our lives - the way we work, create and consume. Decades of fast fashion and intensive consumerism wore down not only our planet but also us as the ones on the receiving end of this assembly line. As we become more aware of the impact our actions have on our surroundings, the act of buying will lose its prestige becoming more and more uncomfortable as our conscience will leave us feeling guilty.

This will potentially lead to a growing interest in reusing, repurposing and recycling of objects already in our possession. We may end up breaking up with efforts to restore them to their former glory and come to terms with what it means for those items to look battered and imperfect - that it indicates they were being used and served their purpose well, and those added years of memories increase their value.



H Y P E R L O O P

MIX Magazine
Submission

Creators - Hollie Milne
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H Y P E R L O O P

"Mars is there, waiting to be reached."
- Buzz Aldrin

Photography © Julia Wrzesinska
Lizzy Tollemache

O V E R V I E W

"You want to wake up in the morning and think the future is going to be great. It's about believing in the future and thinking that the future will be better than the past"

-Elon Musk

The Hyperloop is one of many innovative travel design technologies advancing at an astronomical pace. Predictions are that it will be operational by 2029, using vacuum sealed tubes to transport passengers and freight in capsules. The Hyperloop is propelled by magnets at supersonic speeds of 706 miles an hour.

With short haul flights being one of the most damaging ways to travel in terms of environmental impact (251 grams per mile per passenger of CO2) we predict that there will be a huge shift of travellers switching from air to rail travel in the next 10 years. The Hyperloop is 10x more efficient than an airplane and with the ability to use its own energy to recharge the batteries of its motor, the Hyperloop could become the greenest way to travel.

Like the atomic and space age trend of the past which emerged after times of global struggle post war, we will soon be emerging from a post pandemic world, a world where we have seen what the reset button did for our environment.

At this crucial moment of either saving or destroying our current planet, we predict we will once again look to new technologies like the Hyperloop for the answer and it wont stop there.

Our obsession with extra-terrestrial possibilities like Elon Musk's bid to colonise Mars will grip us just as powerfully as the moon landing in the 60's. We predict that not only will Mars be colonised by cutting-edge technology, but new boundaries of discovery in science will allow us to explore previously uninhabitable and hostile places like the Death Valley desert providing for the continually evolving population and the needs we demand. The beauty and awe of these new environments will hugely inspire colour palette trends over the coming years.



E X P L O R A T I O N

With David Attenborough's devastating predictions for the future of our blue planet, Mars will become a symbol of hope. Pioneering technology will allow us to create biodiversity not only on our planet, but also among the stars. Associations of colour and pattern made through these environments will influence future trends. The palette observes both the rusted orange of desert terrain right through to shades of vermilion red that Mars and desert environments often inspire in the human imagination. The possibilities are endless.

Furniture is minimalistic and organic feeling, it has the ability to be adaptive and is much inspired by the Earth stations devised by Amdl Circle. The future trend for merging abstract materials with the unusual natural forms of their environment will use flexible structures and fluid coverings in light materials and in colours such as ethereal white.

Materials are selected to represent technological, futuristic and dystopian properties. Lead is used for hard finishes and magnetic fillings are manipulated within a magnetic field much like the Hyperloop to create pattern and texture. Sleek black vinyl and PVC serve to evoke the fluidity and parasitic quality of what we might find in these unexplored territories.

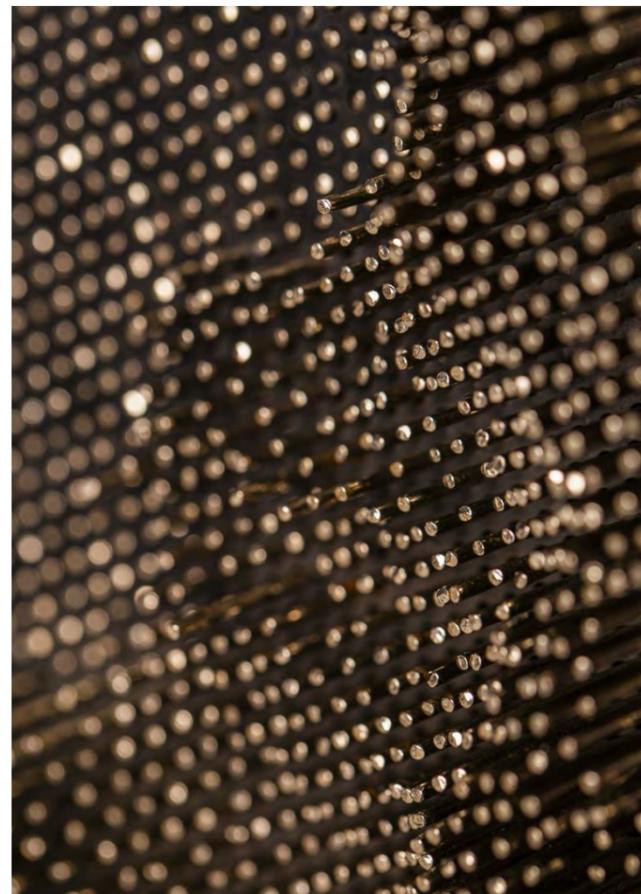
The colour palette is arranged around the awe of these new habitats and how we might get there. It includes the rich burnt orange of hot arid climates, and the muted chrome of the sleek passenger vessels that transport us.



01. Vermillion Red



02. Cardinal Red



03. Muted Chrome



04. Graphite Grey