THE CONTEXTUAL AGE
consumer trends

2015 2016 2017 2018

CHRISTINE BOLAND
Sorry!
The lifestyle you ordered is currently out of stock.
WHAT IS HAPPENING IN THE WORLD?

CENTRAL
VERTICAL
LINEAR
EFFICIENCY
EGO
STATUS = MATERIAL
POSSESSION
PREY

DECENTRAL
HORIZONTAL
CIRCULAR
SIGNIFICANCE
ECO
STATUS = SKILLS & SOCIAL CAPITAL
ACCESS
PARTNER

transition
HOW IS THIS REFLECTED IN CONSUMER NEEDS?

1. calibrate
2. coexist
3. EDIT
4. TRANSCEND
POSITION
PACE
PERSPECTIVE
SILENCE PLEASE QUIETUDE
HIDING, COVERING ANONYMITY
SIMPLIFY
ORDER & OVERVIEW
FILTER & FOCUS
INSPIRING ICONS
CONTEXTUALIZE
SURPRISE
NARRATIVE CONCEPTS & ID
REMIX & RE-USE
DREAMAGINATION
[HI]STORY
ART EVERYWHERE
ADDING DIMENSIONS

INVENT & SURPASS

TRANSDISCIPLINARY DESIGN

IMMERSIVE EXPERIENCES

BIO-HACKING

NEXT LEVEL SOLUTIONS

UNPRECENDENTED

HOLISTIC
THE CONTEXTUAL AGE

THANK YOU

&

Be inspired

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