

NOT!
TREND BRIEFING

STAY!

GLA!

Wednesday 14 March 2012

Not / Stal- gia.....

A happy
smiley trip down
ecstasy lane – or is it?

Stagflation. Arab spring. Euro
autumn. Nu-austerity winter.

And, predictably for 2012,
more of the same.

Well, not quite.

We have dubbed it **Not/Stalgia**.
A cultural, social and consumer
rebooting of all things 90s
(it had to happen), analogue and
spaced out – but with a Turbulent
Teens twist.

Trends, in other words, designed to
re-assure, re-assess and remind us of
things that settle the senses, lull the
emotions and refresh the spirits. Think
digital detoxing, wifi cold spots, DINCS
(double incomes, no cars), 8-bit music and
analogue marketing, and you will begin to get
a sense of where these shifts are taking us.

As our **spring/summer 2012 LS:N
Global Trend Briefing** suggests,
while all things retro,
Revivalist and recessionary
are still in the air, we
are looking at nostalgia
of a different sort.

MAKING THINGS EASIER

To make it
easier for overseas
members we are running two
sessions of the same Trend Briefing
on **14 March**, one in the morning
from **9.00am–1.00pm**, and one in
the afternoon from **2.00pm–6.00pm**.

- : **NET / stalgia**
- : **The New Sublimity**
- : **THE Future FAMILY**

The LS:N Global

TREND BRIEFING SESSIONS

: 9.00AM-9.30AM / 2.00PM-2.30PM

Registration – Tea, coffee, cake and a catch-up with The Future Laboratory team, including editors from LS:N Global and Future Poll.

: 9.30AM-9.45AM / 2.30PM-2.45PM

Not/stalgia – consumers, comfort and the language of lost roots – The Future Laboratory's Martin Raymond, Chris Sanderson, Tom Savigar and James Wallman reveal the key themes of the day.

: 9.45AM-10.20AM / 2.45PM-3.20PM

Consumer Attitudes Audit – our biannual look at what is new and next and driving consumer thinking from the Future Poll team.

: 10.20AM-11.00AM / 3.20PM-4.00PM

Net/stalgia – a trend, theme and mood that builds on Revivalism, FIY (Finish It Yourself) and a generational hankering for ideas, images, graphics and digital moments that remind us of the early days of the internet. From gif art and bitmap colours, to analogue advertising, 8-bit music and 'game boy' graphics, we examine a new generation of brands, marketing and online selling sites that are embracing a 2D, 'look-mum, no-frills' aesthetic. So, if you want to look a gif horse in the mouth, or are keen to find out more about the brands, retailers, designers or agencies already profiting from this trend this is the section to pay attention to.

: 11:00AM-11:30AM / 4.00PM-4.30PM

More tea, more coffee, more chat and a chance to assess the themes so far with the analysts who worked on them.

: 11.30AM-12.10PM / 4.30PM-5.10PM

The New Sublimity – as our Generation Jonesers blur the line between business and leisure, those in their teens and early 20s are keen once more to separate the two. Hence, the rise of hoboism, GoTo GuRus, digital switch-off and secular spiritualism as consumers take to the land, sea, beaches and mountains in search of meaning, mindfulness, inattentive learning and an emotional reboot.

: 12.10PM-12.50PM / 5.10PM-5.50PM

The Future Family – as the impact of our Just Nots gathers momentum, we look at how EU and UK homes are changing in the wake of a housing, income, environmental and generational time bomb that is reconfiguring everything from the shape of our homes to the make-up of our families. We profile the habitats and home tribes driving tomorrow's brand, culture and commercial needs. From multiGen housing and LOLs (lone-occupant living) to the rise of neighbourhood networks, worksteads rather than homesteads, multifunctional homes and multigenerational households – or should that be hometels? This is where we unveil the blueprint of tomorrow's target homes.

: 12:50PM-1:00PM / 5.50PM-6.00PM

Brand toolkits – a short, sharp summary of how the trends and themes covered are set to affect consumer thinking, and their brand, retail and service needs for 2013.

LS:N Global Trend Briefing

WEDNESDAY
14 MARCH
2012

- : Morning Session: 9:00am–1:00pm
- : Afternoon Session: 2:00pm–6:00pm
- : Tickets £500 excluding vat
- : Book before 14 Feb for a 10% discount - enter EARLYBIRD into discount code online

To book a place, or find out more about the event go to

<http://trendbriefing-ss12.event-brite.co.uk>

or contact Alena on 0207 870 1971
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Venue: The Hospital Club
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