THE FUTURE LABORATORY

08 : 07 : 2016

NATIONAL RETAIL FEDERATION
REVELATION BRANDS

: Trevor Hardy, CEO, The Future Laboratory

‘Not to find one’s way around a city does not mean much. But to lose one’s way in a city, as one loses one’s way in a forest, requires some schooling’

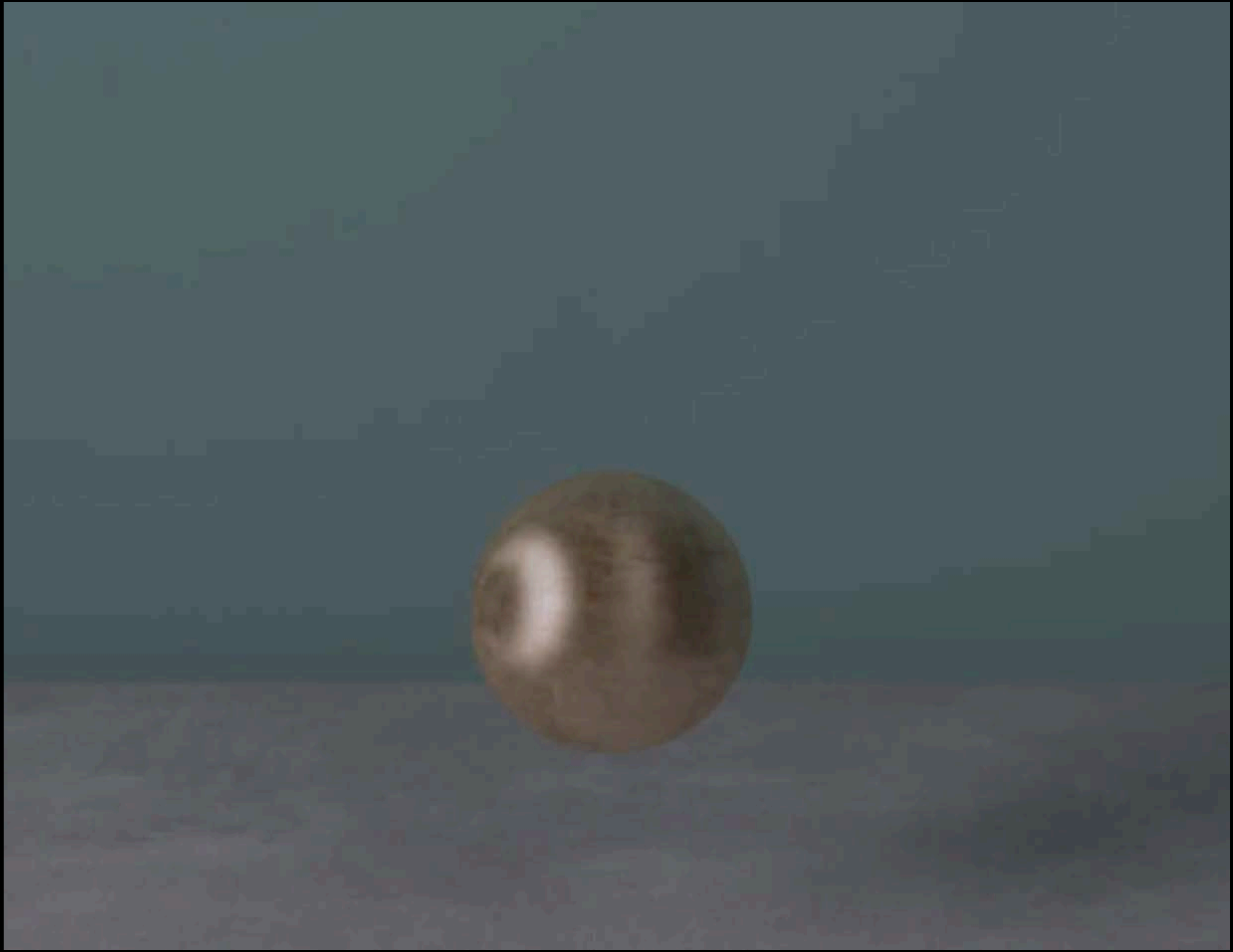
Walter Benjamin, author, Berlin Childhood Around 1900

The digital revolution and its philosophy of efficiency have created shortcuts that save time, but have also eliminated moments of discovery and revelation.

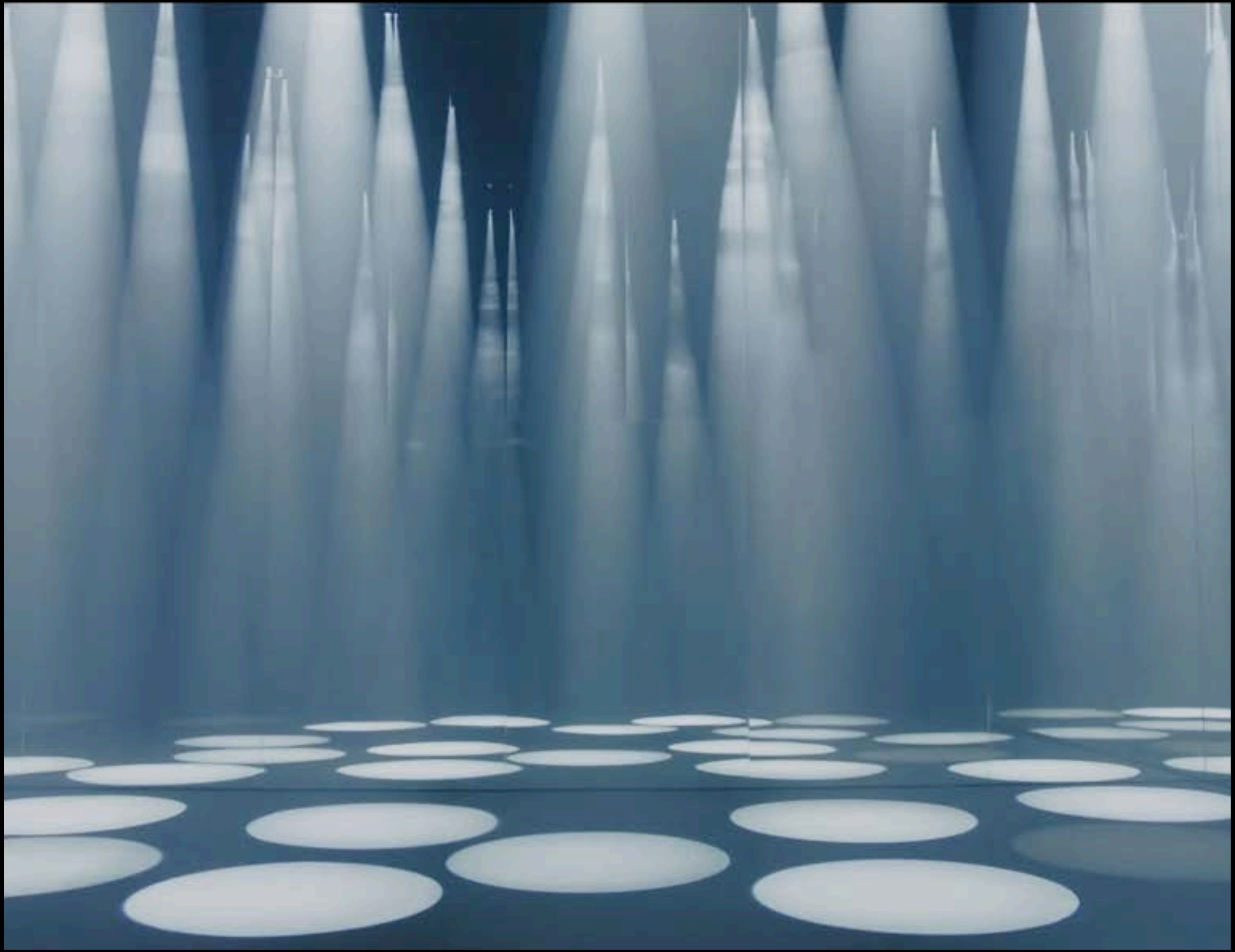
Businesses need to introduce chance encounters and serendipity to their consumer conversation.

‘Technology increasingly robs us of the mystical in our lives, but not everything needs to be fast, available and convenient. I like ideas and products that reveal themselves slowly’

Dennis Paphitis, founder, Aesop



Stampsy branding by Six&Five



Monolith Versus Maze

The digital age created an era of monolithic brands – mega-systems that leave little room for individuality.

Mazes offer a different approach, embracing the joy of wandering rather than the cult of efficiency.

These two typologies are now locked in a battle. Do you stand for:

: Algorithms or humans?

: Dictation or interaction?

: Control or creativity?

Forest of Light installation by COS and Sou Fujimoto at the Salone Internazionale del Mobile, Milan 2016

How can we wander in a world where being lost is a vanishing trait? How can we help consumers find what they didn’t know they wanted?

Businesses looking to re-inject some humanity into their offer need to ask these questions. To help achieve this, we will consider:

: Personal Appsistants

: Revelation Strategies

: Sensory Search

: Explorium Retail

: Geo Quests

New Natures campaign by Field for Diesel spring/summer 2016

Trend Drivers

The Filter Bubble

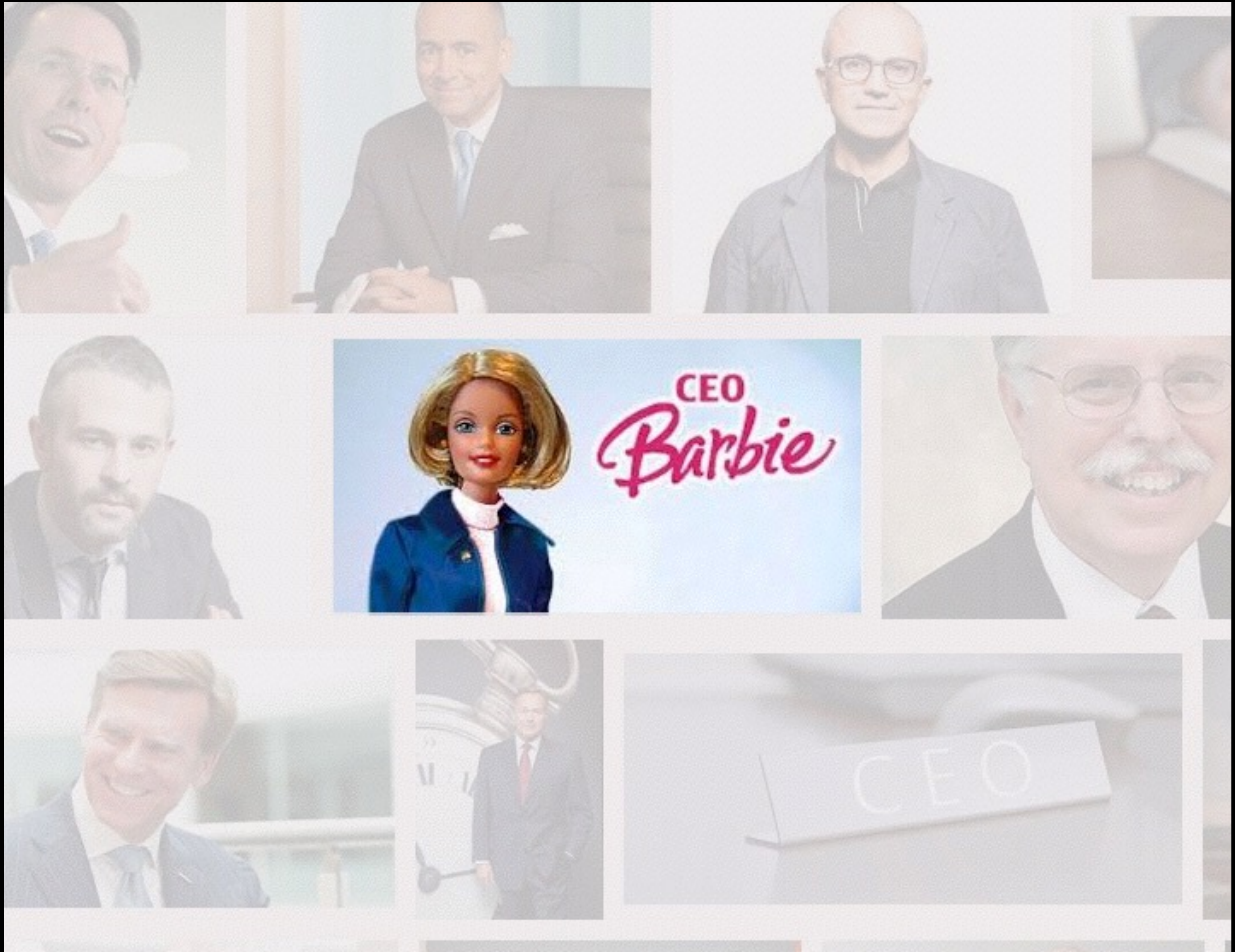
As technology has become smaller its influence has grown much larger. We now outsource much
of what it means to be human.

- Some 47% of young US smartphone owners use their device to avoid people around them
- Nine in 10 US adult smartphone owners have used their device for directions, up from 74% in 2013

Source: Pew Research Center

Mini
Local Disc
Word
File
Augmented Reality
Music
Grey Fold
Drive
Mooood
I–S
Trash
Nowness

Another Reality by Ill Studio for MINI



Online, we browse inside filter bubbles in which we only ever see views that reflect the mainstream.

: Just five apps (Facebook, YouTube, Netflix, Instagram, Snapchat) make up 61% of US mobile app traffic

: 44% of US adults access the news through Facebook

: Only 9% of people access five or more sources of news on a mobile, compared with 14% on a desktop

Sources: Ericsson, Pew Research Center, Reuters Institute

Image search for 'CEO' on Google

The Impulse Factor

When we wander into a shop, we are inspired by the art of association. The volume of digital content makes this same experience impossible online.

: One-third of online purchases are made on impulse

: 59% of bookshop purchases are impulse buys inspired by retail browsing

Sources: Nielsen, Censuswide

‘The one thing we never do online is browse. It would be impossible if we tried’

Douglas McCabe, CEO, Enders Analysis

Sonia Rykiel store designed by Julie de Libran and André Saraïva, Saint Germain, Paris

MARRIOTT MARQUIS
AMERICAN EAGLE OUTFITTERS

Distraction Rising

The digital revolution has created a tidal wave of content.

: On average, people spend more than eight hours per day consuming some sort of media

: Global average media consumption daily is set to reach 506 minutes by 2017

Sources: ZenithOptimedia

‘We have allowed our attention to be monetized. If you want yours back, you’re going to have to pay for it’

Matthew Crawford, author, The World Beyond Your Head

A Pause in the City That Never Sleeps by Sebastian Errazuriz, New York

Trend Impacts

Burst the Bubble

Filter-fighting projects help people see more than the usual suspects.

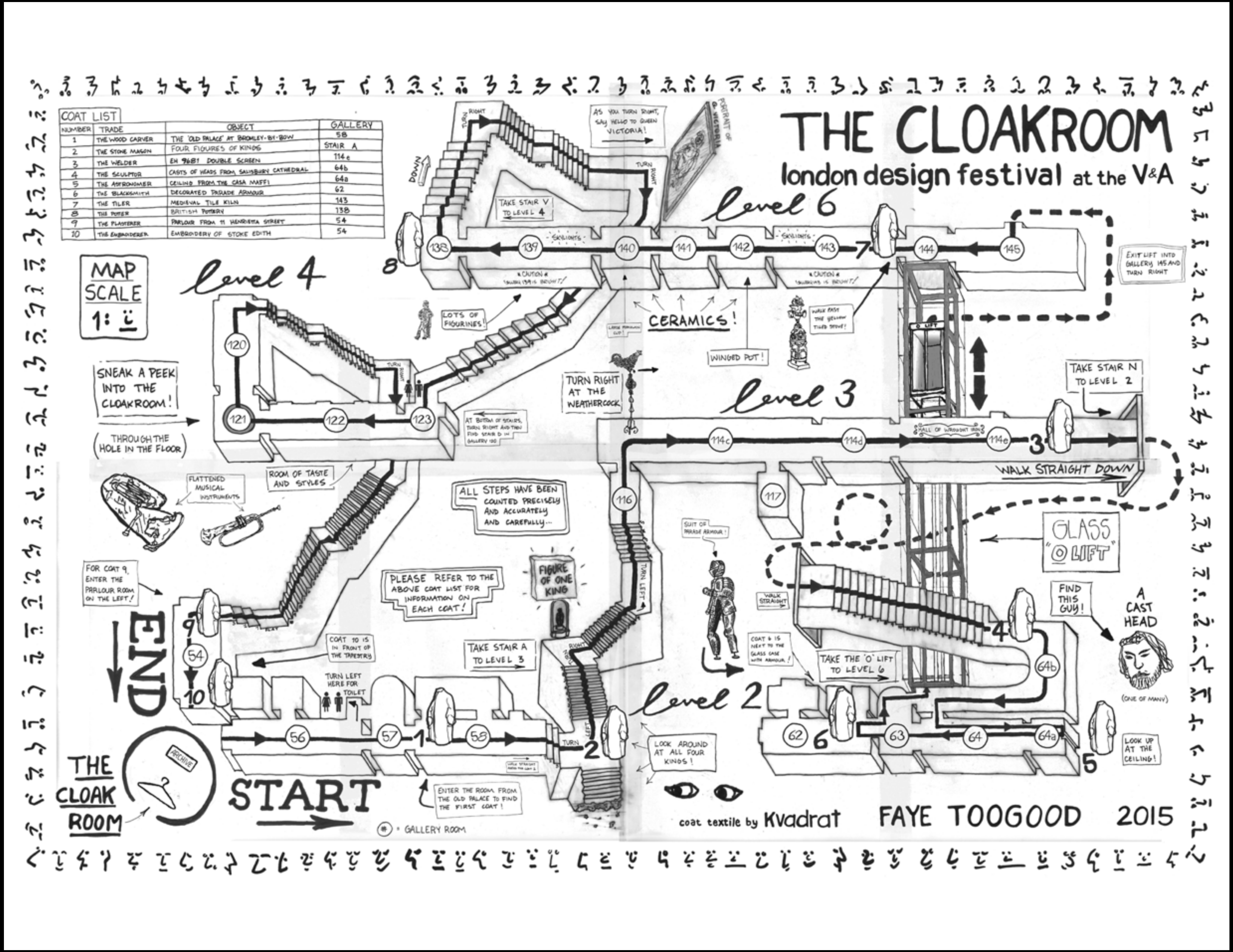
- The Socratic Search app enables Google users to question their own search queries to challenge their preconceptions
- Getty Images joined forces with Sheryl Sandberg's Lean In Foundation to make stock image collections more diverse

'You can't be who you can't see'

Guy Merrill, senior art director, Getty Images

gettyimages
Gary Burchell

Imagery from Getty's Lean In collection



COAT LIST

NUMBER	TRADE	OBJECT	GALLERY
1	THE WOOD CARVER	THE 'OLD PALACE' AT BROMLEY-BY-BOW	58
2	THE STONE MASON	FOUR FIGURES OF KINGS	STAIR A
3	THE WELDER	EH 9681 DOUBLE SCREEN	114e
4	THE SCULPTOR	CASTS OF HEADS FROM SALISBURY CATHEDRAL	64b
5	THE ASTRONOMER	CEILING FROM THE CASA MAFFI	64a
6	THE BLACKSMITH	DECORATED PARADE ARMOUR	62
7	THE TILER	MEDIEVAL TILE KILN	143
8	THE POTTER	BRITISH POTTERY	138
9	THE PLASTERER	PARLOUR FROM 11 HENRIETTA STREET	54
10	THE EMBROIDERER	EMBROIDERY OF STOKE EDITH	54

THE CLOAKROOM
london design festival at the V&A
level 6
level 4
level 3
level 2
MAP SCALE 1:
SNEAK A PEEK INTO THE CLOAKROOM!
THROUGH THE HOLE IN THE FLOOR
CERAMICS!
WINGED POT!
LOTS OF FIGURINES!
TURN RIGHT AT THE WEATHERCOCK
TAKE STAIR V TO LEVEL 4
TAKE STAIR N TO LEVEL 2
WALK STRAIGHT DOWN
GLASS "O LIFT"
FIND THIS GUY!
A CAST HEAD
ALL STEPS HAVE BEEN COUNTED PRECISELY AND ACCURATELY AND CAREFULLY...
PLEASE REFER TO THE ABOVE COAT LIST FOR INFORMATION ON EACH COAT!
FIGURE OF ONE KING
TAKE STAIR A TO LEVEL 3
TAKE THE 'O' LIFT TO LEVEL 6
LOOK AROUND AT ALL FOUR KINGS!
LOOK UP AT THE CEILING!
FLATTENED MUSICAL INSTRUMENTS
ROOM OF TASTE AND STYLES
FOR COAT 9 ENTER THE PARLOUR ROOM ON THE LEFT!
END
THE CLOAK ROOM
START
ENTER THE ROOM FROM THE OLD PALACE TO FIND THE FIRST COAT!
GALLERY ROOM
coat textile by Kvadrat
FAYE TOOGOOD 2015

Revelation Strategies

Galleries are fighting to wrestle our attention away from our phones.

- : The Cloakroom by Faye Toogood provided people with map coats to navigate the Victoria and Albert Museum
- : SFMOMA's new gallery app tracks how users are navigating the museum and alters the character of its audio tour accordingly

The Cloakroom by Faye Toogood at the Victoria and Albert Museum for London Design Festival 2015

Evelyn and Walter Haas, Jr. Atrium
BIE GONZALEZ
DESIGN EDITOR

Excerpt from the SFMOMA review by Wired

Choose Your Own Adventure

In both the arts and in advertising, consumers are being encouraged to craft bespoke narratives.

- Lost My Name uses children’s names and locations to make personalized storybooks
- Rihanna used an online detective game to reveal clues about her last album that fans had to decipher collectively

ANTIdiary by Rihanna and Samsung

Random Creativity

Serendipity is central to creativity, but it has to be worked at.

: Members of orchestra A Far Cry work without a conductor and regularly switch seats to encourage fresh thinking

: Doug Aitken’s Station to Station project creates a living exhibition that puts diverse artists into dialogue, but does not control
the outcome

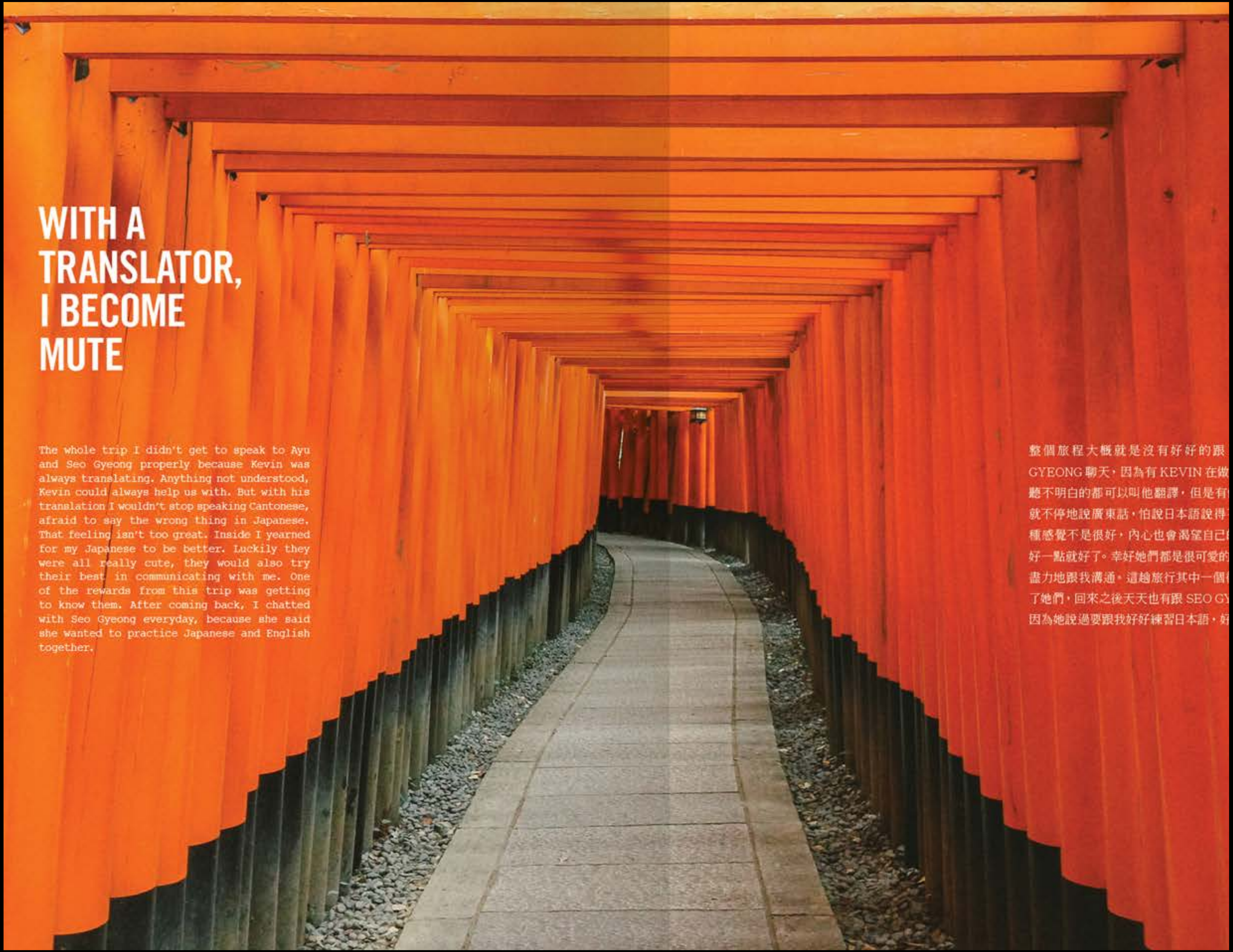
Station to Station by Doug Aitken, London 2015

Station to Station by Doug Aitken

Lost and Found

For a new wave of events and guides, getting lost is the aim.

- The Guidebook to Getting Lost by The Flaneur Society encourages readers to wander without destination
- Lost, a new magazine for Chinese luxury travelers, offers reflections rather than must-visit recommendations

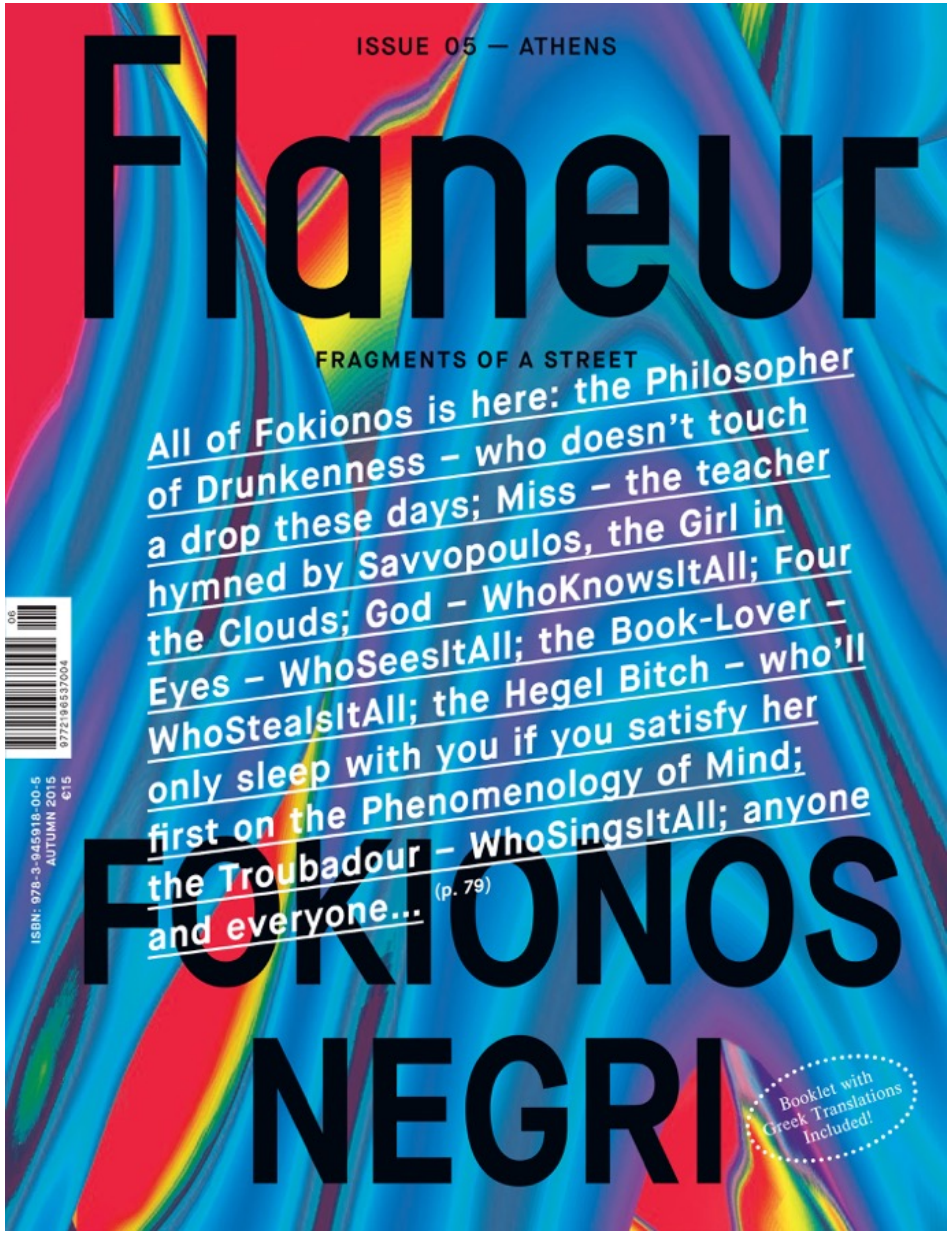


WITH A TRANSLATOR, I BECOME MUTE

The whole trip I didn't get to speak to Ayu and Seo Gyeong properly because Kevin was always translating. Anything not understood, Kevin could always help us with. But with his translation I wouldn't stop speaking Cantonese, afraid to say the wrong thing in Japanese. That feeling isn't too great. Inside I yearned for my Japanese to be better. Luckily they were all really cute, they would also try their best in communicating with me. One of the rewards from this trip was getting to know them. After coming back, I chatted with Seo Gyeong everyday, because she said she wanted to practice Japanese and English together.

整個旅程大概就是沒有好好的跟
GYEONG 聊天，因為有 KEVIN 在做
聽不明白的都可以叫他翻譯，但是有
就不停地說廣東話，怕說日本語說得
種感覺不是很好，內心也會渴望自己
好一點就好了。幸好她們都是很可愛的
盡力地跟我溝通，這趟旅行其中一個
了她們，回來之後天天也有跟 SEO GY
因為她說過要跟我好好練習日本語，好

Lost magazine


ISSUE 05 — ATHENS
Flaneur
FRAGMENTS OF A STREET
FOKIONOS NEGRI
Booklet with Greek Translations Included!
ISBN: 978-3-945918-00-5
AUTUMN 2015
€15
9772196537004

All of Fokionos is here: the Philosopher of Drunkenness – who doesn't touch a drop these days; Miss – the teacher hymned by Savvopoulos, the Girl in the Clouds; God – WhoKnowsItAll; Four Eyes – WhoSeesItAll; the Book-Lover – WhoStealsItAll; the Hegel Bitch – who'll only sleep with you if you satisfy her first on the Phenomenology of Mind; the Troubadour – WhoSingsItAll; anyone and everyone... (p. 79)

Flâneurism Rising

The revival of 19th-century flâneurism is evident in projects such as Flaneur, a magazine that focuses on a specific street in a different city in each issue.

‘Getting lost opens us up to the unknown. It’s exciting to have those chance encounters that you won’t have if you are always going from A to B.’

Ellen Keith, founder, The Flaneur Society

: Night(e)scapes, a series of experiential films and walks by Fabrica, focuses on visiting familiar environments at night

Flaneur magazine, Montreal and Athens issues

Night(e)scapes by Fabrica

Trend Consequences

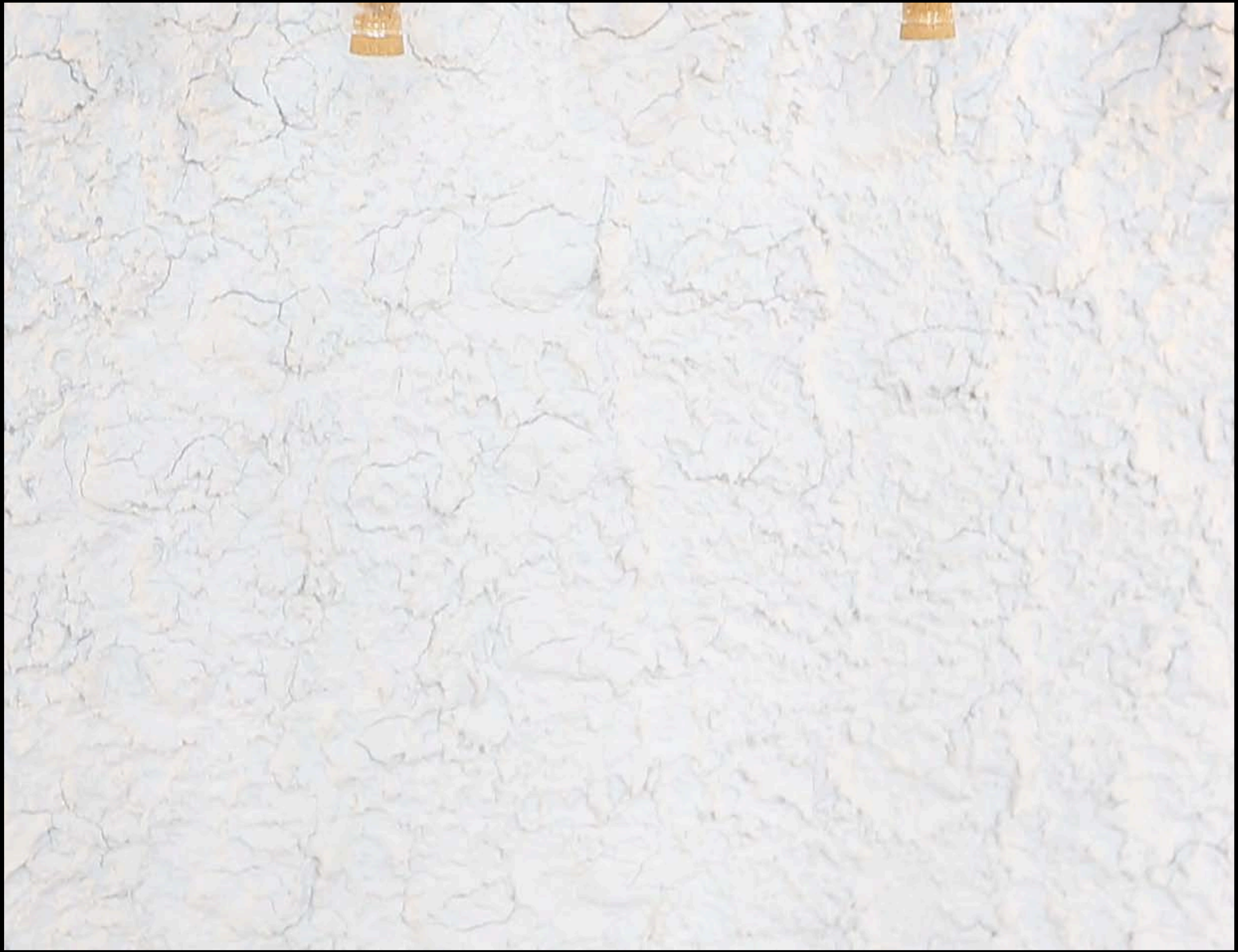
No-info Brands

Businesses are encouraging adventure by swapping lists of ingredients and materials for something more surprising.

- Fragrance company Illuminum created a minimalist space in its Dover Street store that featured 37 fragrances in unlabeled glass vials

‘You experience the scents through an intuitive sense of discovery rather than the prescriptive guidance we often experience in department stores’

Asakala Geraghty, creative director, Illuminum



Illuminum store by Antonino Cardillo, Dover Street, London

Explorium Retail

Emporium retail is experiencing a renaissance in the digital age, embracing bricks-and-mortar retail's ability to engage and surprise.

: London bookstore Libreria ignores genre-based classifications in favor of esoteric themes such as mothers, madonnas and whores to aid discovery

: Architects SelgasCano installed undulating book shelves and reflective surfaces to enhance the perception of exploratory browsing

Libreria by Second Home, London

Personal Appsistants

After years of algorithm-based innovation, businesses are returning to human-guided discovery.

- Amazon’s Style Code Live online tv show updates the shopping channel format to bring a new means of product discovery to the search-based retailer
- For autumn/winter 2015, fashion brand Marques’ Almeida simply gave out its head of communications’ email address

RITA
SOCIAL MEDIA MANAGER
+
RETAIL MANAGER
UES' ALMEIDA
T JOB
EVER!!
AND THIS
S MY
AVORI
PIE E
MARQUES ALMEIDA

Marques’ Almeida autumn/winter 2016 campaign

Ask Guðmundur, the human search engine inspired by Iceland

Sense Maps

New apps and maps break the filter bubble by providing routes based on more than efficiency.

: Smelly Maps uses social media to draw the smell map of cities including London and Barcelona

‘Efficiency can be a cult.’

Daniele Quercia, co-creator, Smelly Maps

: Detour is a responsive audio tour that responds to a user’s location

Detour audio tour

Detour app

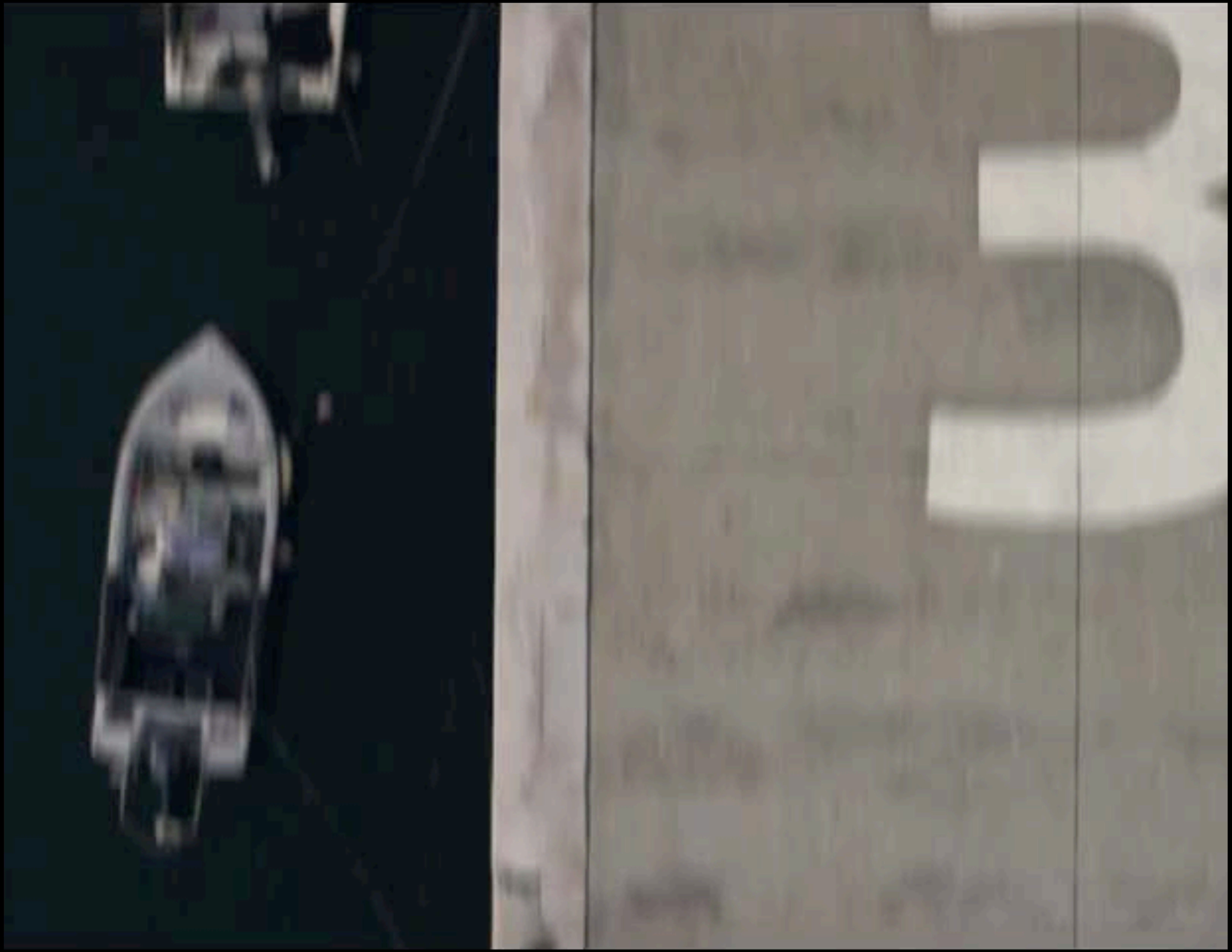
Geo Quests

GPS can be a tool of wonder and discovery, as shown by campaigns that force consumers to go somewhere to find what they want.

- Jubel lets holidaymakers pick a destination and then creates an itinerary that is slowly revealed throughout the trip using a series of sealed envelopes
- Sports brand Peak Performance created mobile-activated virtual pop-ups in 11 countries, including Japan, Thailand and Switzerland

Magic Hour by Peak Performance

Trend Futures



Story of the Eye

Non-linear media opens a gateway to limitless, personalized storytelling.

: Video company Interlude measures the audience’s interest level to adjust, edit and select scenes in real time

: Videos created by Fables follow viewers’ eye movements to dictate where the narrative goes

: Skoda’s Fight for Attention pitched two cars against each other to see which most captured viewers’ attention

Fight for Attention by 18 Feet & Rising for Skoda

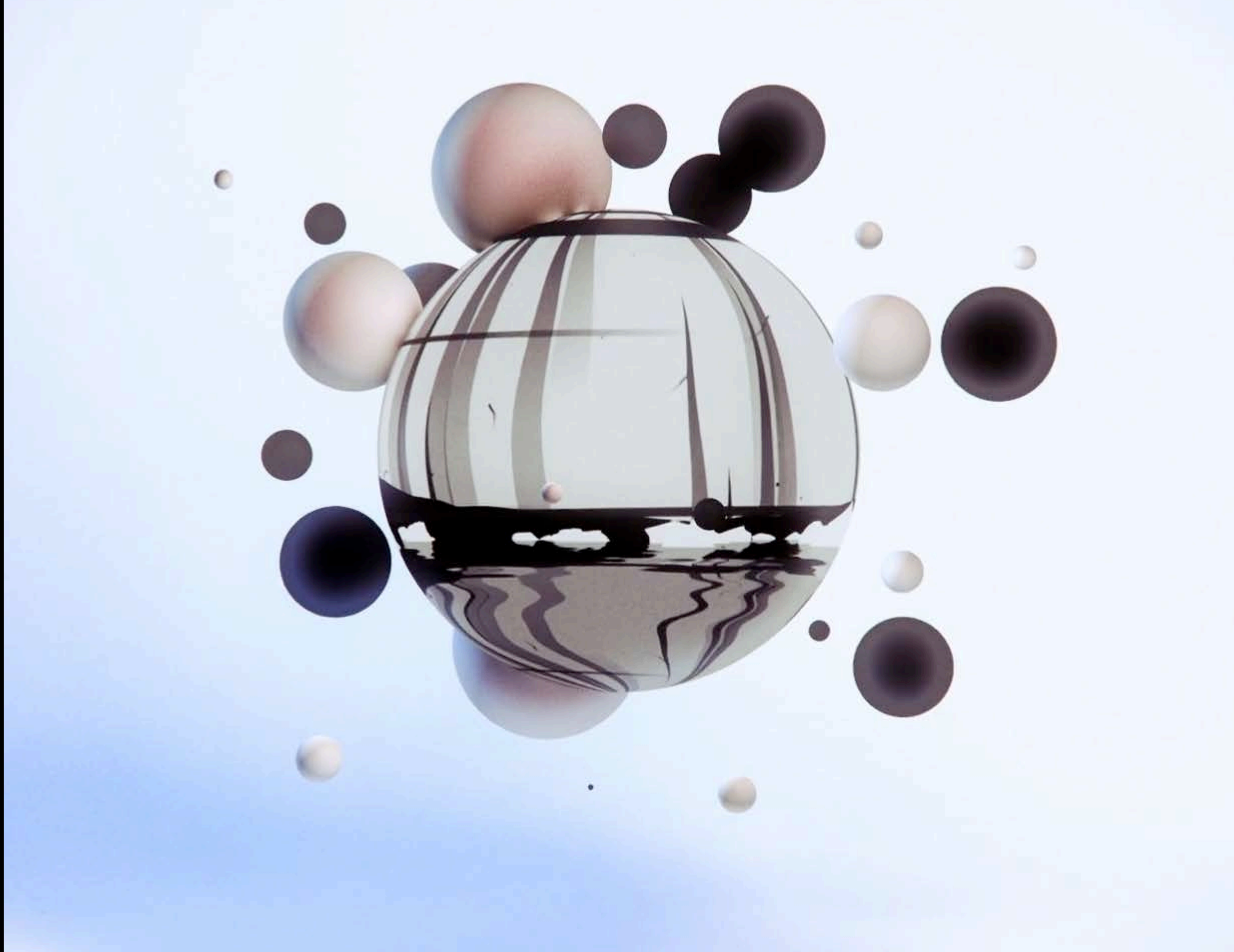
Spaces of Revelation

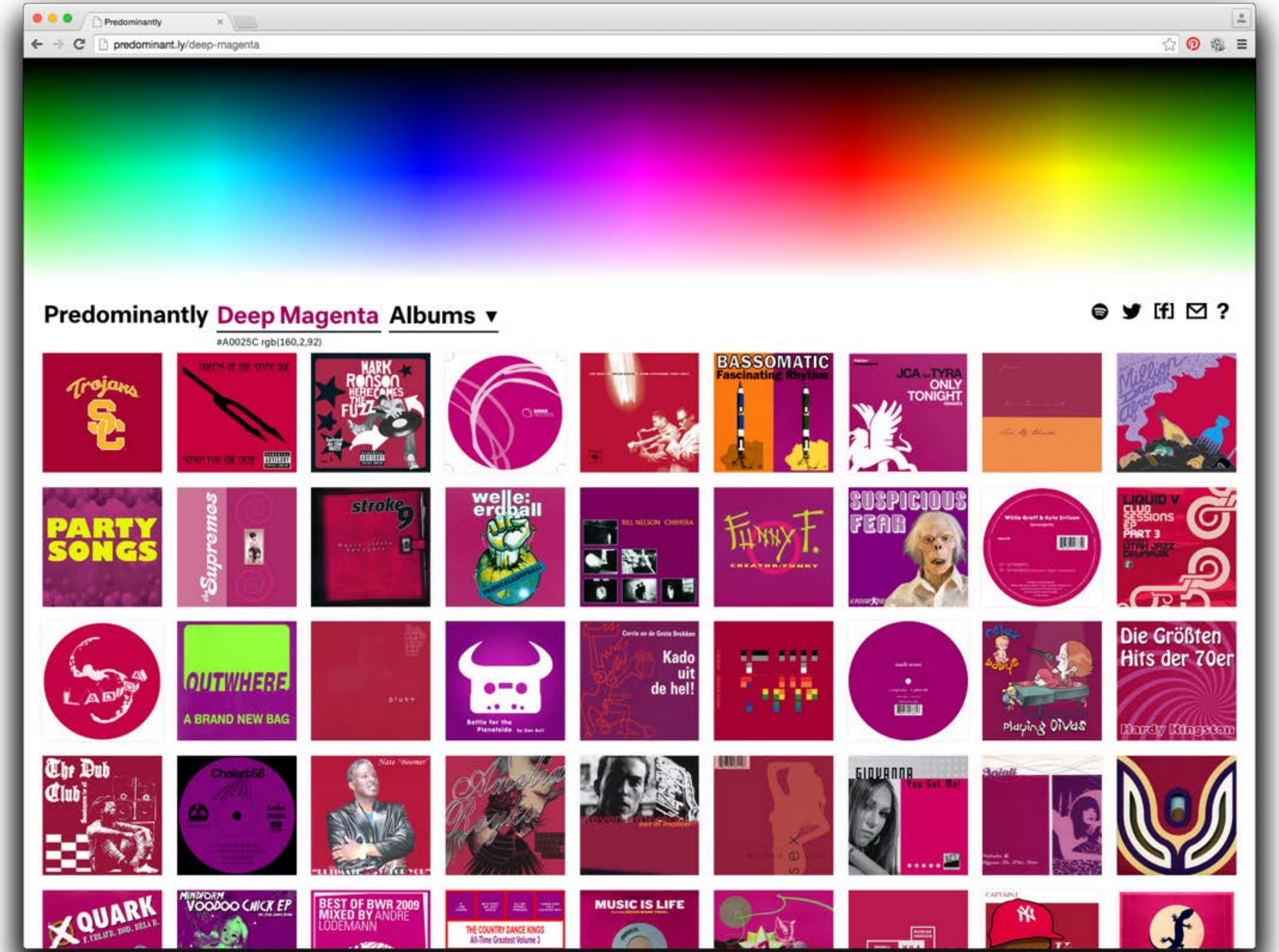
Phygital spaces will turn our explorations into living soundtracks.

- Panoramical blurs the line between video game and musical instrument, challenging the definitions of music and gaming. Users manipulate digital landscapes to create customized soundscapes
- Gan is a speculative world in which movement creates music – ‘a cross between a synthesizer, a record collection and a game of golf’

Adam Harper, inventor, Gan

Panoramical




Predominantly
predominant.ly/deep-magenta
Predominantly Deep Magenta Albums ▾
#A0025C rgb(160,2,92)

Sensory Search

Serendipitous search engines help us find what we didn’t know we were looking for.

: Metadrift uses 3D visualization to enable users to get lost within a landscape of embodied information

‘Search engines only really show us what we were already looking for or expecting to find.’

Wai-Chuen Cheung, inventor, Metadrift

: Predominantly enables users to browse more than 148,000 iTunes albums by the color of their artwork

Predominantly

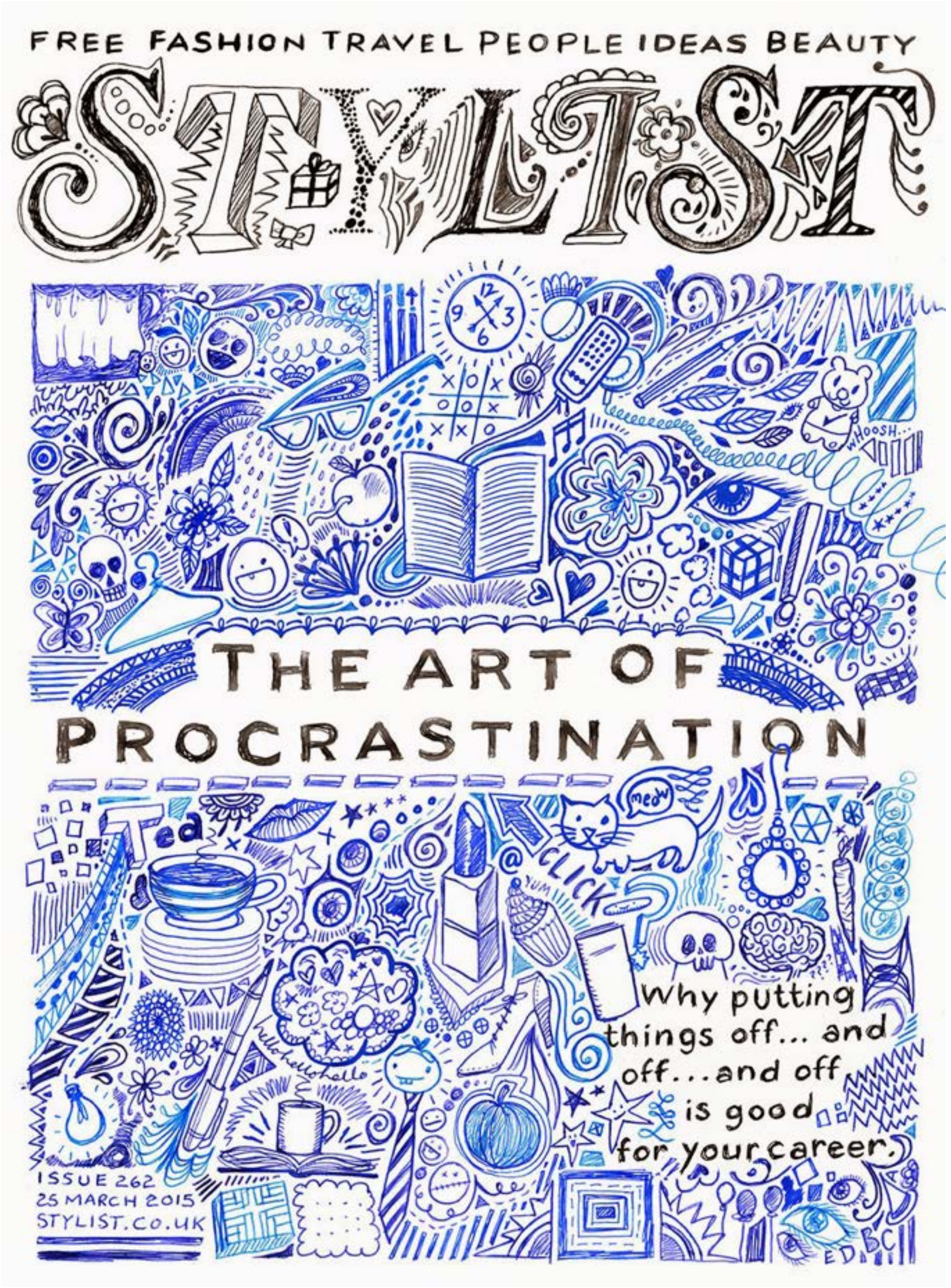
Mindlessness

Since The Future Laboratory first examined mindfulness in 2012 it has become a mass movement.

The next big psychological movement will be mind-wandering, where people embrace mindlessness to encourage creativity.

‘In adapting to a complex world, we need to escape the here and now and consider possible futures, mull over past mistakes, and understand how other people’s minds work’

Michael Corballis, emeritus professor of psychology, University of Auckland


FREE FASHION TRAVEL PEOPLE IDEAS BEAUTY
STYLIST
THE ART OF PROCRASTINATION
Why putting things off... and off...and off is good for your career
ISSUE 262
25 MARCH 2015
STYLIST.CO.UK
Tea
meow
CLICK
WHOOSH

The Art of Procrastination issue, Stylist magazine

Release me
mind Wandering Bloom

Companies will embrace mind-wandering in the same way as mindfulness.

: Wasting Time on the Internet, a course at the University of Pennsylvania, teaches students how to enter a collective dreamscape

: Caroline Angiulo's vending machine dispenses wander materials designed to induce mind-wandering

'These wander materials aim to facilitate mental time travel through material design'

Caroline Angiulo, inventor and material designer

Mind Wandering Bloom by Caroline Angiulo

Do You Have a Wandering Mind? by General Electric and BuzzFeed, 2014

Revelation Brands Toolkit

The S&D Factor

Competition for market share, attention spans and consumer loyalty is higher than ever, meaning brands must raise the bar when it comes to the Surprise and Delight Factor.

: Brands must create tools that enable consumers to lose themselves

: Brands should break a prescriptive culture by generating strong and unreflective consumer urges

: Brands must forget about Mr and Mrs Average, and target Mr and Madam Deviant

Stones Against Diamonds film by Isaac Julien for Rolls-Royce, Venice Biennale 2015

Get Lost

- Create retail journeys using brand mazes that embrace randomness to surprise and delight
- Use new technologies to turn data into spaces that consumers can explore and discover newness
- Implement mind-altering techniques in marketing and retail to help consumers wander in time and space
- Create Sense Maps worldwide to inspire consumers to get lost in their own senses and imaginations

The Line art walk curated by Carolyn Miner, London

Generate Impulse

: Reward idiosyncratic human touches in your service, retail and hospitality activities

: Design digital and retail channels that are unfiltered, unbiased and unmediated

: Re-imagine how big data can let people wander free of filter bubbles

: Use theater and advertising to enable consumers to craft narratives with your brand

: Shift from understanding consumer needs to unveiling consumer dreams

Modern by Six&Five

Go Beyond Norms

: In an overloaded brand landscape, find new ways to engage dulled audiences

: Phygital has just begun, so continue to deliver unexpected experiments between the physical and digital

: Embrace chaos and confusion around your brand presence

: Make it a priority to encourage consumers to experience new places and things

: Create more non-linear media activations to open up limitless, personalized storytelling

Tate Sensorium by Flying Object, London