Trend Wolves

ADM
Where business and ICT meet

Futures. From thrills to innovation trails

tom@trendwolves.com

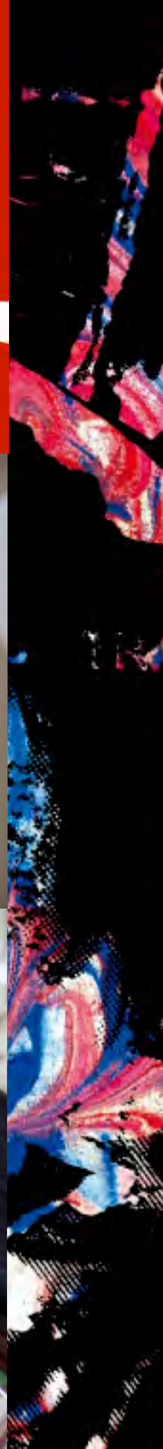
@palmaerts

Pop
into our pop-up!
by Hello bank!

MTV

"HAPPINESS"

URBAN CRAFTS



FUTURES

WTF?

Google
Morgan

Google
self-driving car
6UEJ089

amazon

STRADA

COPENHAGEN TRANSPORT GOALS: SUSTAINABLE MODAL SPLIT

Min 1/3 BICYCLE TRAFFIC

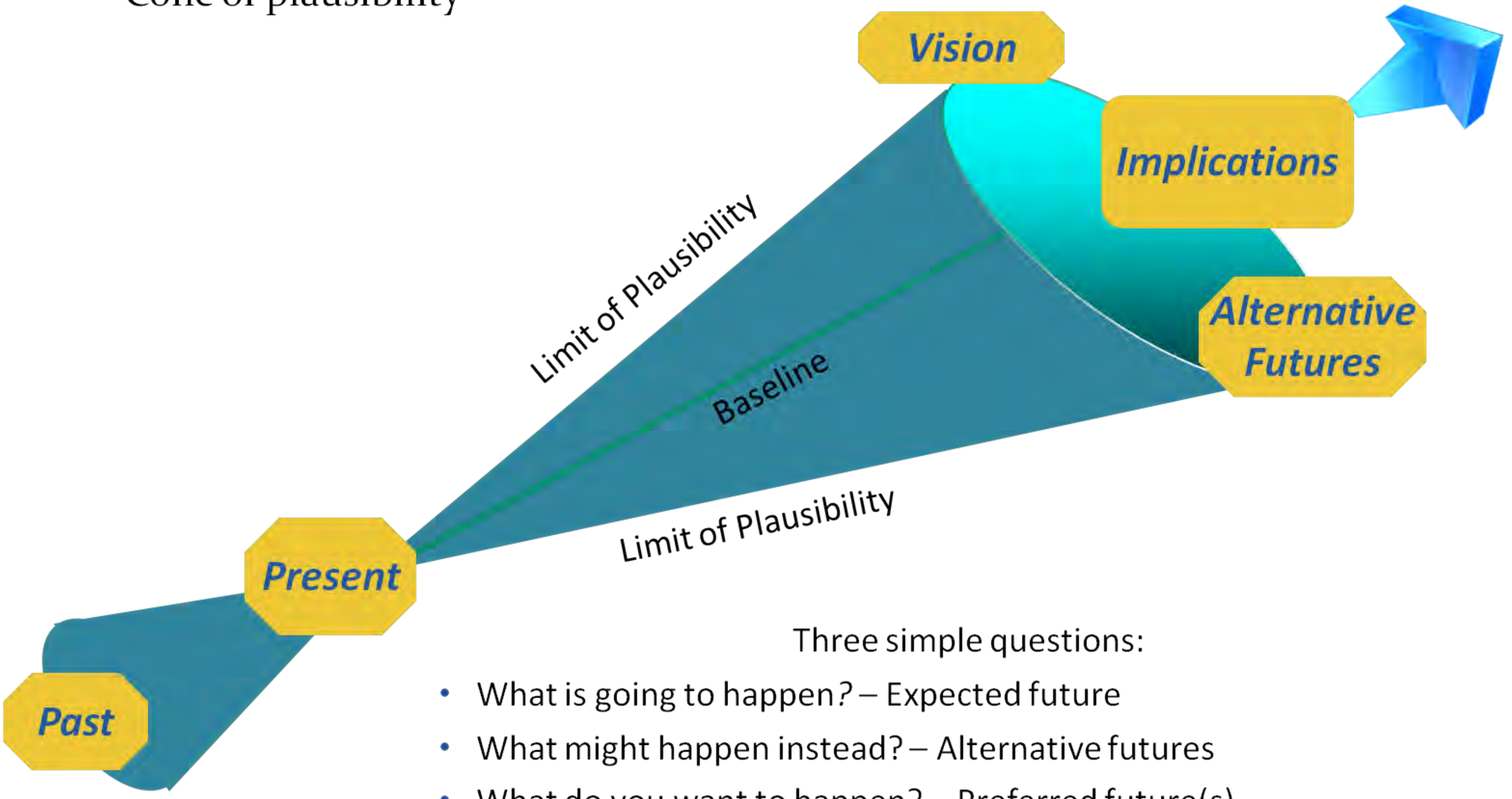
Min 1/3 PUBLIC TRANSPORT

Max 1/3 CAR TRAFFIC

KØBENHAVNS KOMMUNE
Teknik- og Miljøforvaltningen

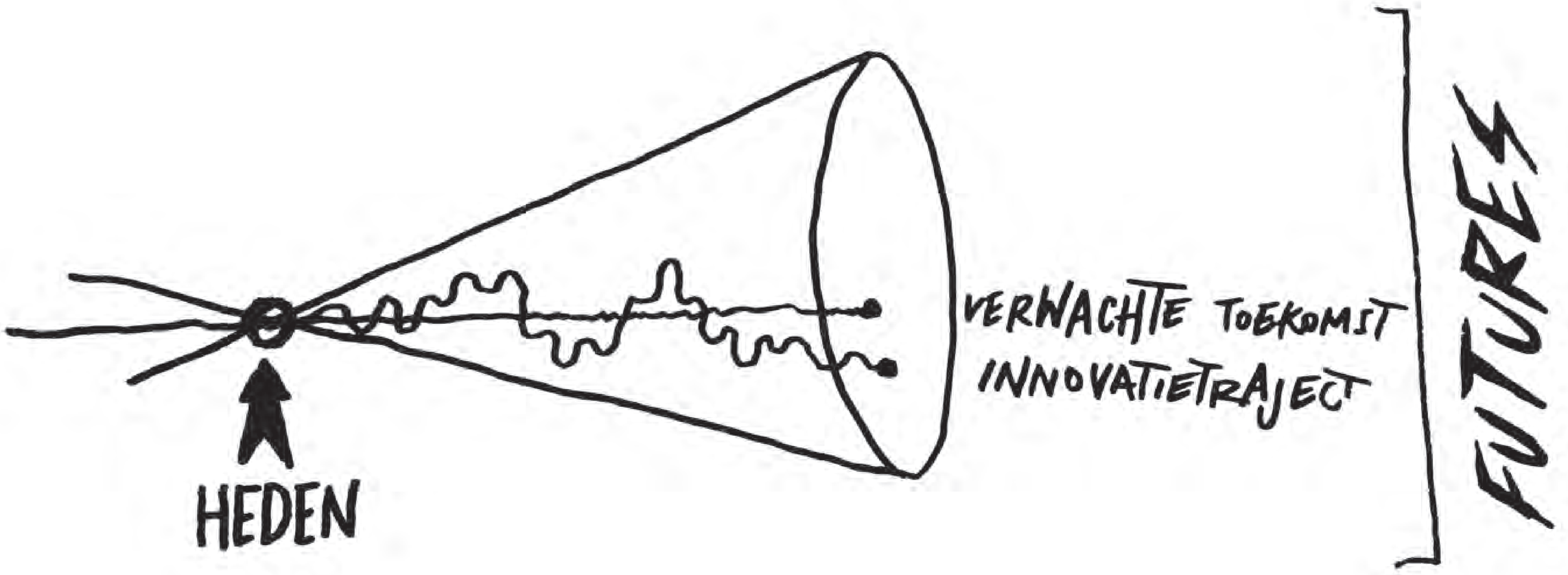
FLAVORcycle
SRAM
COG
Panaracer

Cone of plausibility

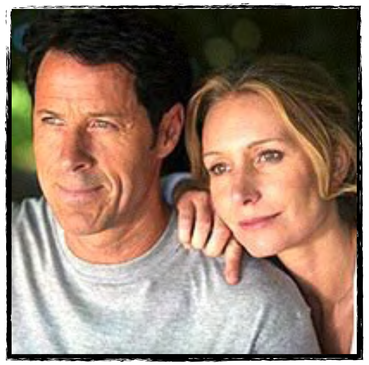


Three simple questions:

- What is going to happen? – Expected future
- What might happen instead? – Alternative futures
- What do you want to happen? – Preferred future(s)

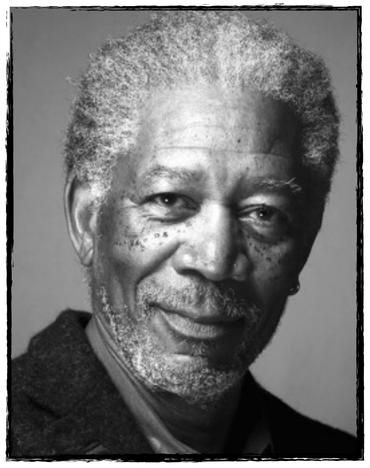

HEDEN
VERWACHTE TOEKOMST
INNOVATIETRAJECT
FUTURES

FUTURES?



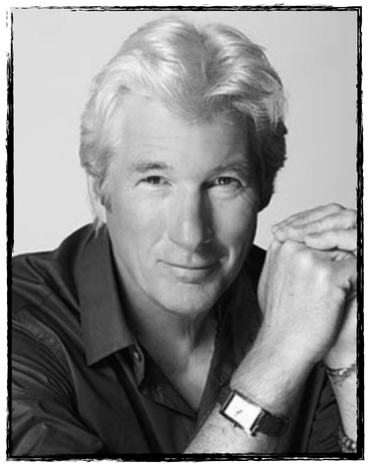
SILENT GENERATION

1933 - 1945



BABY BOOMERS

1946 - 1964



GEN X

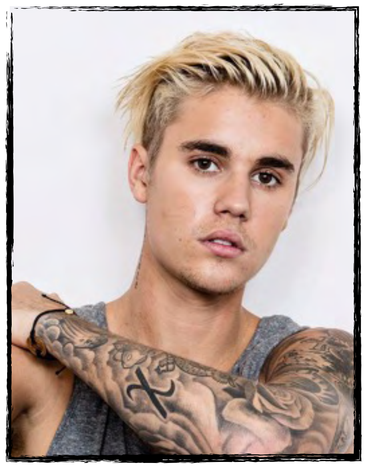
1965 - 1979

GEN Y

1980 - 1994

GEN Z

1995 - 2010



GEN ALPHA

2011 - ...

FUTURES?

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INCONVENIENT FRICTIONS

“Empty your mind, be formless, shapeless - like water.” Bruce Lee

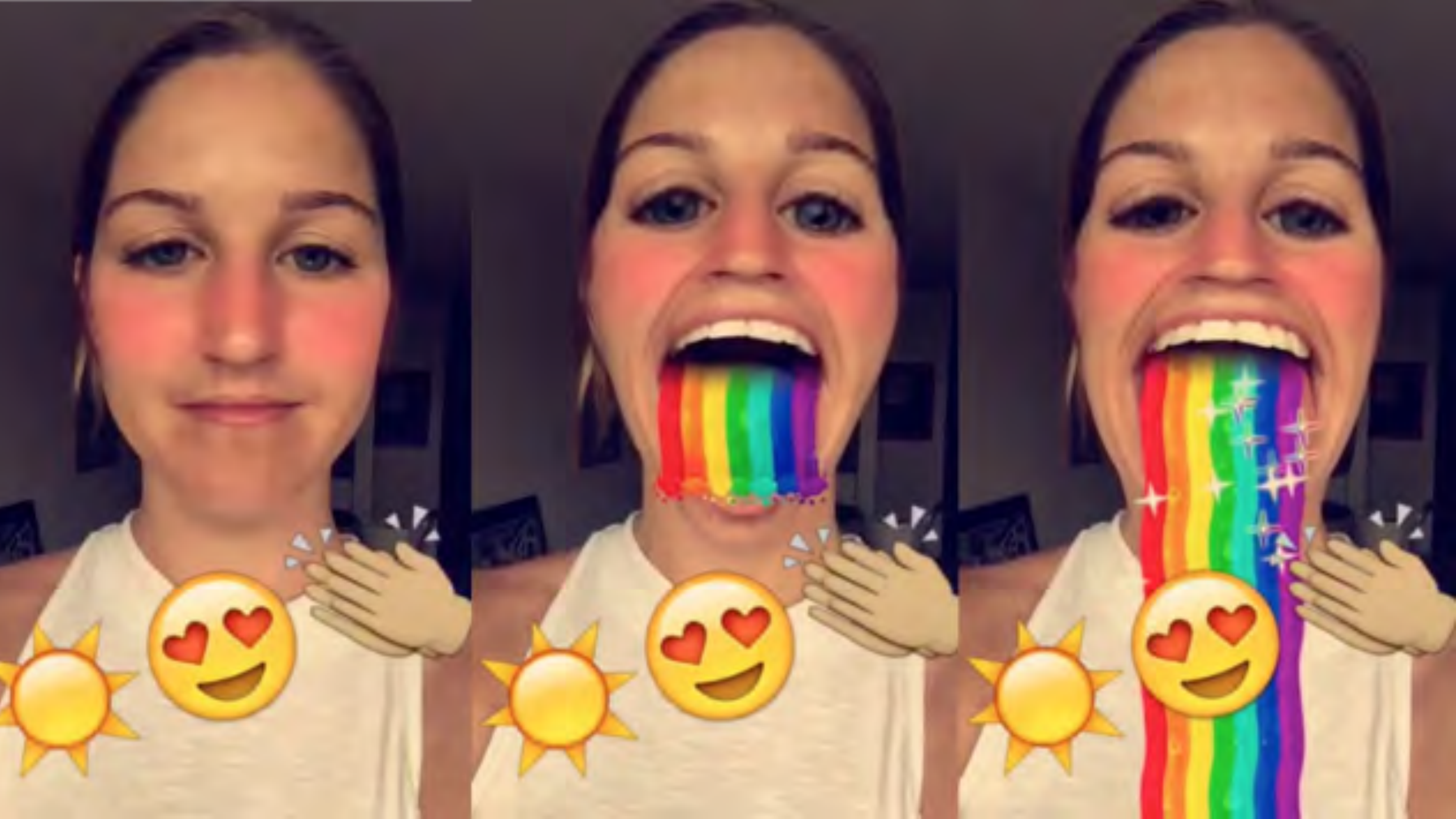
FUTURES

xxx shop

Keymoment by Matthias Laschke

FUTURES

Intervator by Johannes Jessen



BLIGHTY
ROBERTOPIQUERAS

FORWARD

Gourmet

A GLIMPSE OF THE FUTURE

CACAO BARRY Since 1842

CALLEBAUT BELGIUM 1911

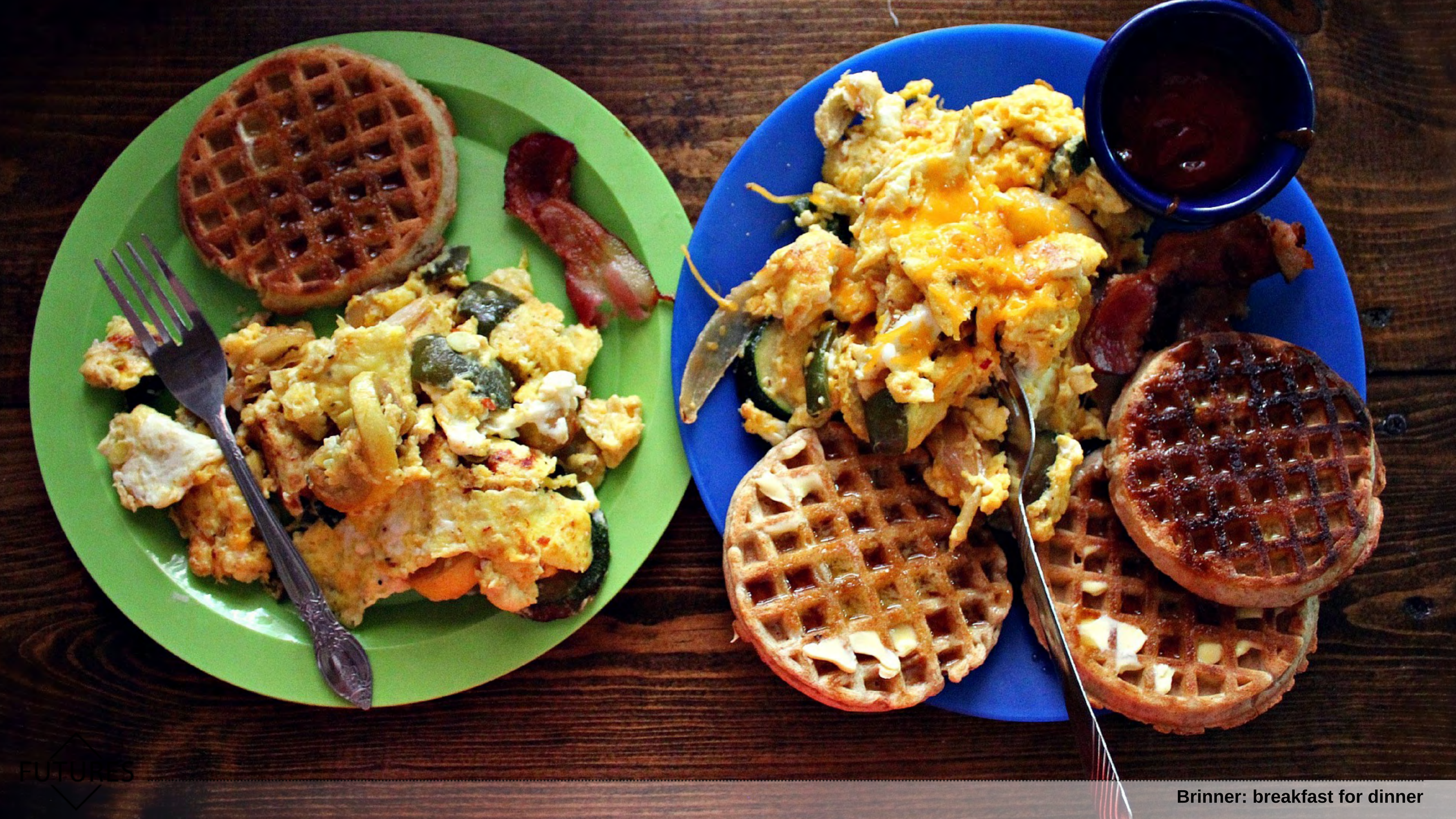
Carma®

BLURRED LIVES

FUTURES

Is this jazz

Deluxe Reverb



FUTURES

Brinner: breakfast for dinner

SWEETS & DELI
PALACE HOTEL TOKYO

FUTURES

Co-branding services (GAP + Virgin)

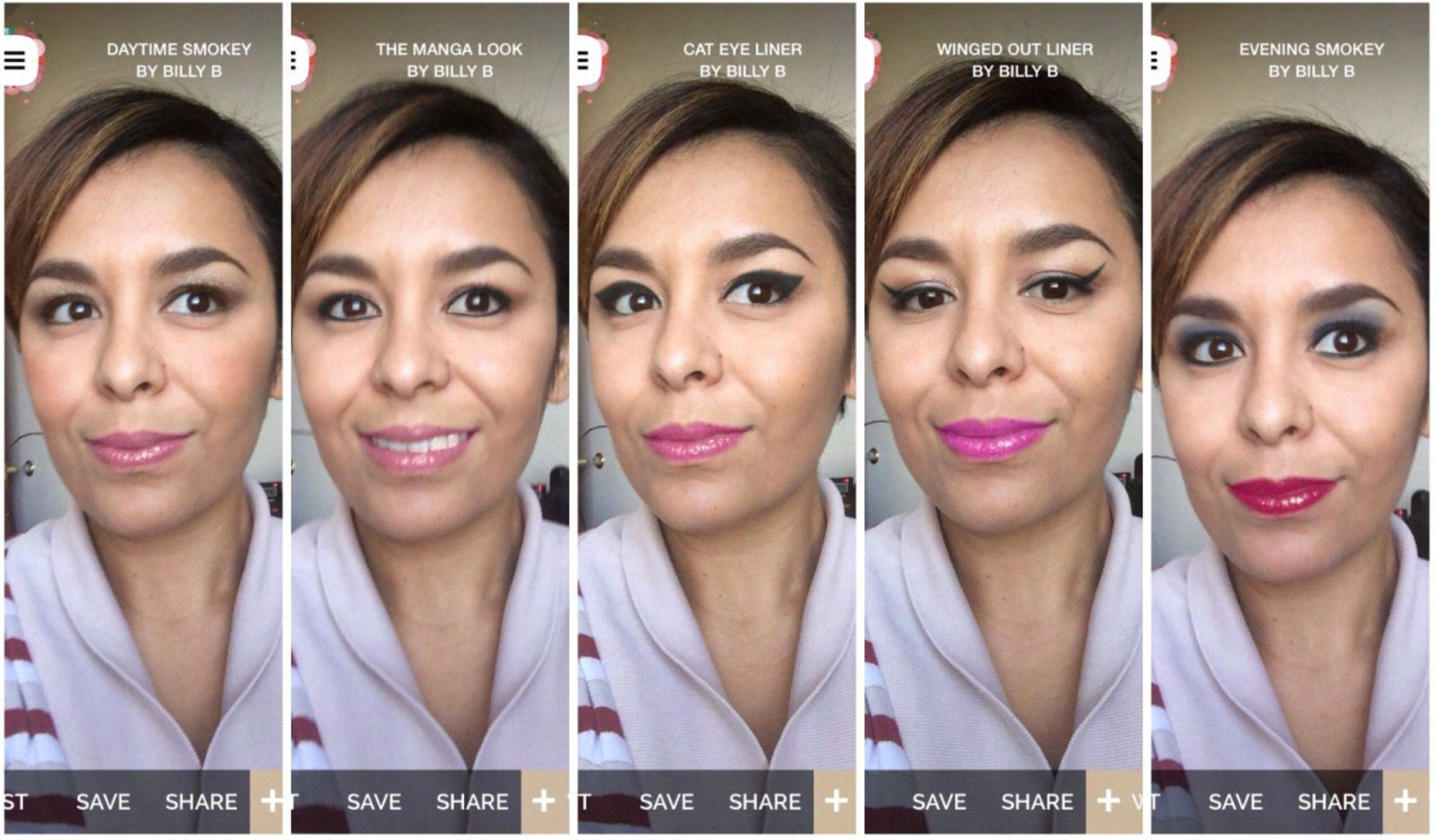
FUTURES

Ebony (Dubai)

FUTURES

Katjes

KATE SPADE
SATURDAY
KATE SPADE
SATURDAY
FREE
1-HOUR
DELIVERY
OPEN
24
HOURS
TAP THIS SCREEN TO SHOP
WE HAND-
DELIVER
DRESSES
TO
YOUR APARTMENT


DAYTIME SMOKEY
BY BILLY B
SAVE
SHARE
THE MANGA LOOK
BY BILLY B
SAVE
SHARE
CAT EYE LINER
BY BILLY B
SAVE
SHARE
WINGED OUT LINER
BY BILLY B
SAVE
SHARE
EVENING SMOKEY
BY BILLY B
SAVE
SHARE

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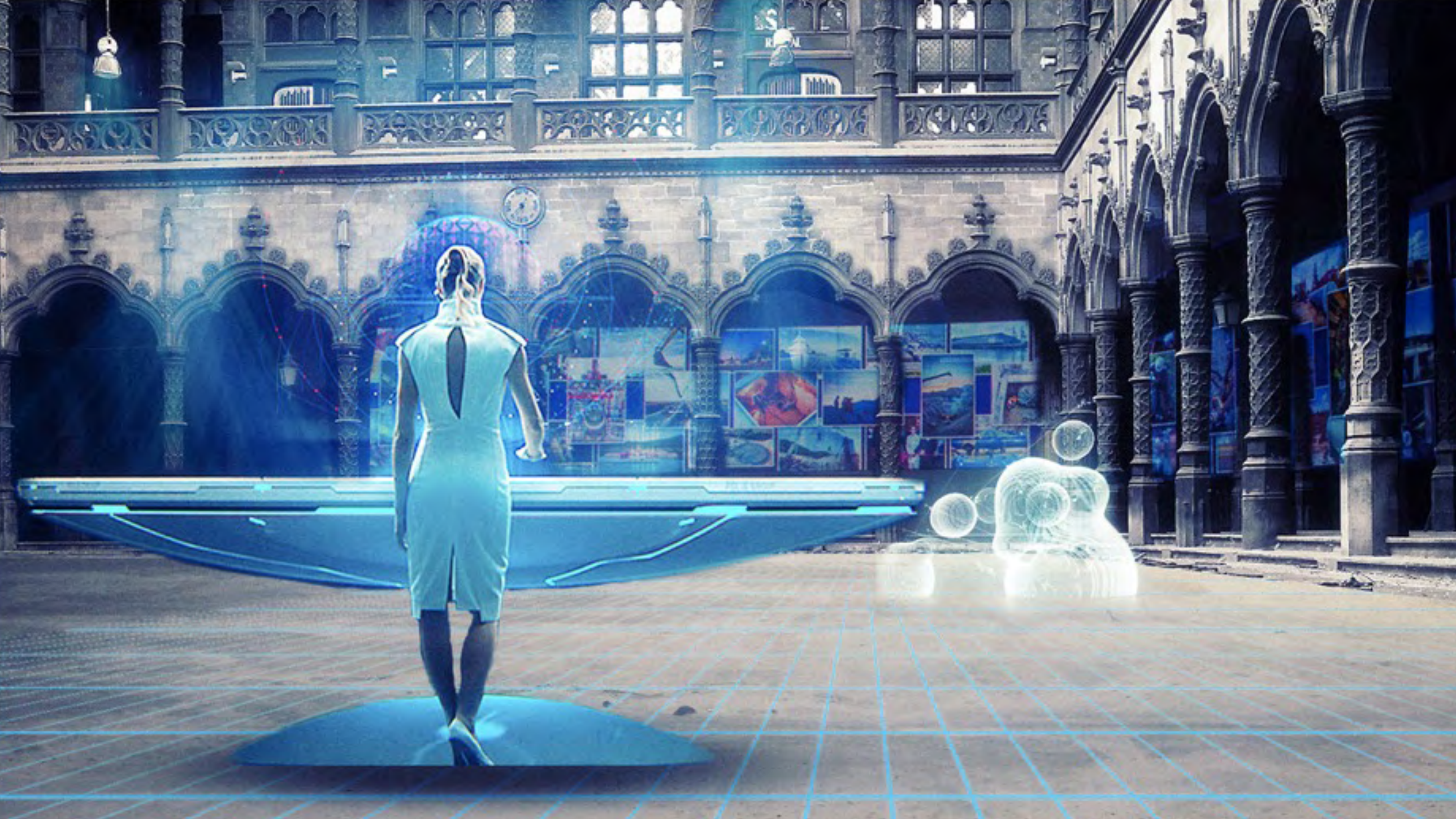
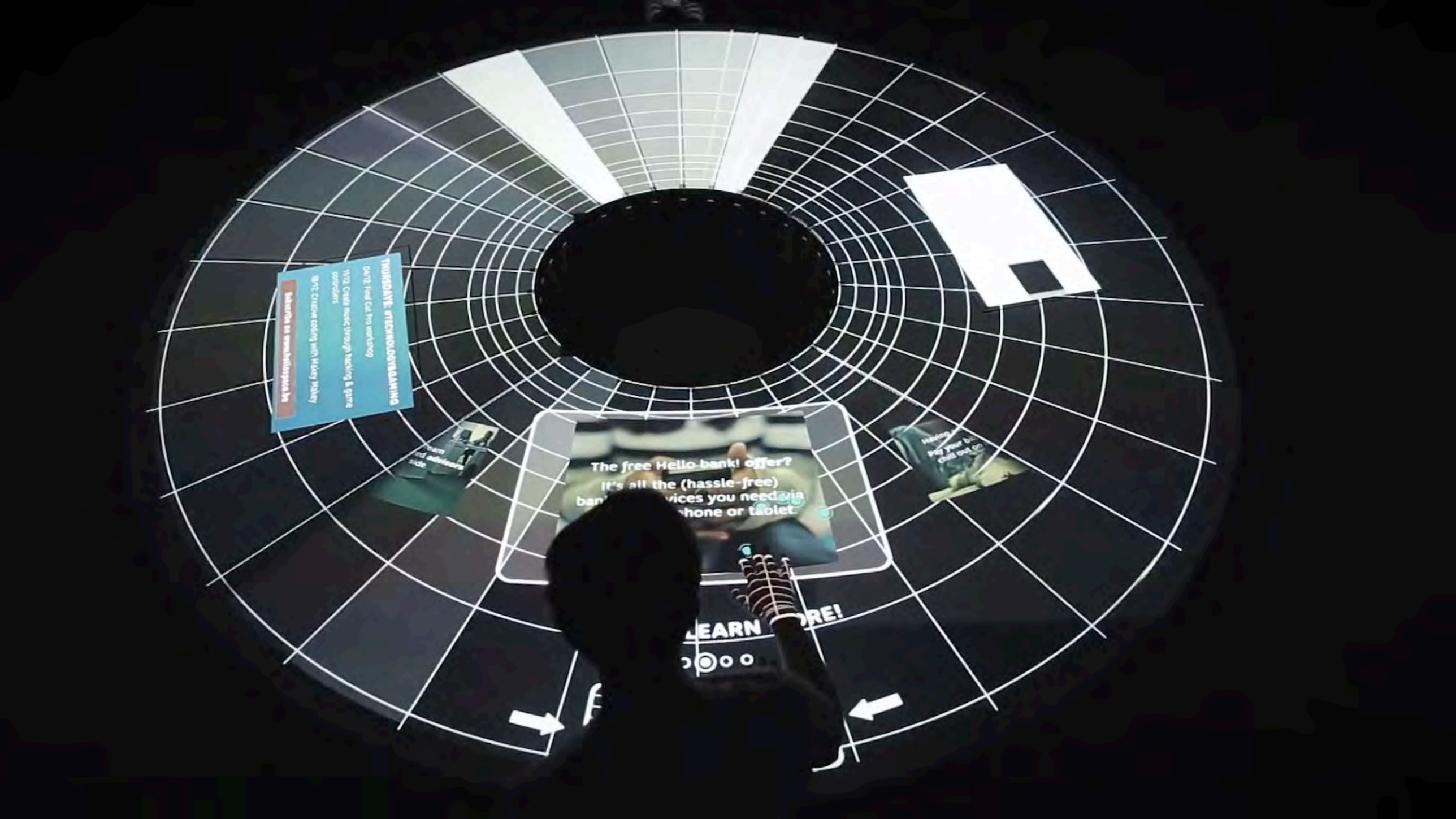
Sensorium

BURGER
KING




THURSDAYS: #TECHNOLOGY&GAMING
04/12: Final Cut Pro workshop
11/12: Create music through hacking & game controllers
18/12: Creative coding with Makey Makey
The free Hello bank! offer?
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SUR LES RESEAUX
SOCIAUX

FUTURES?

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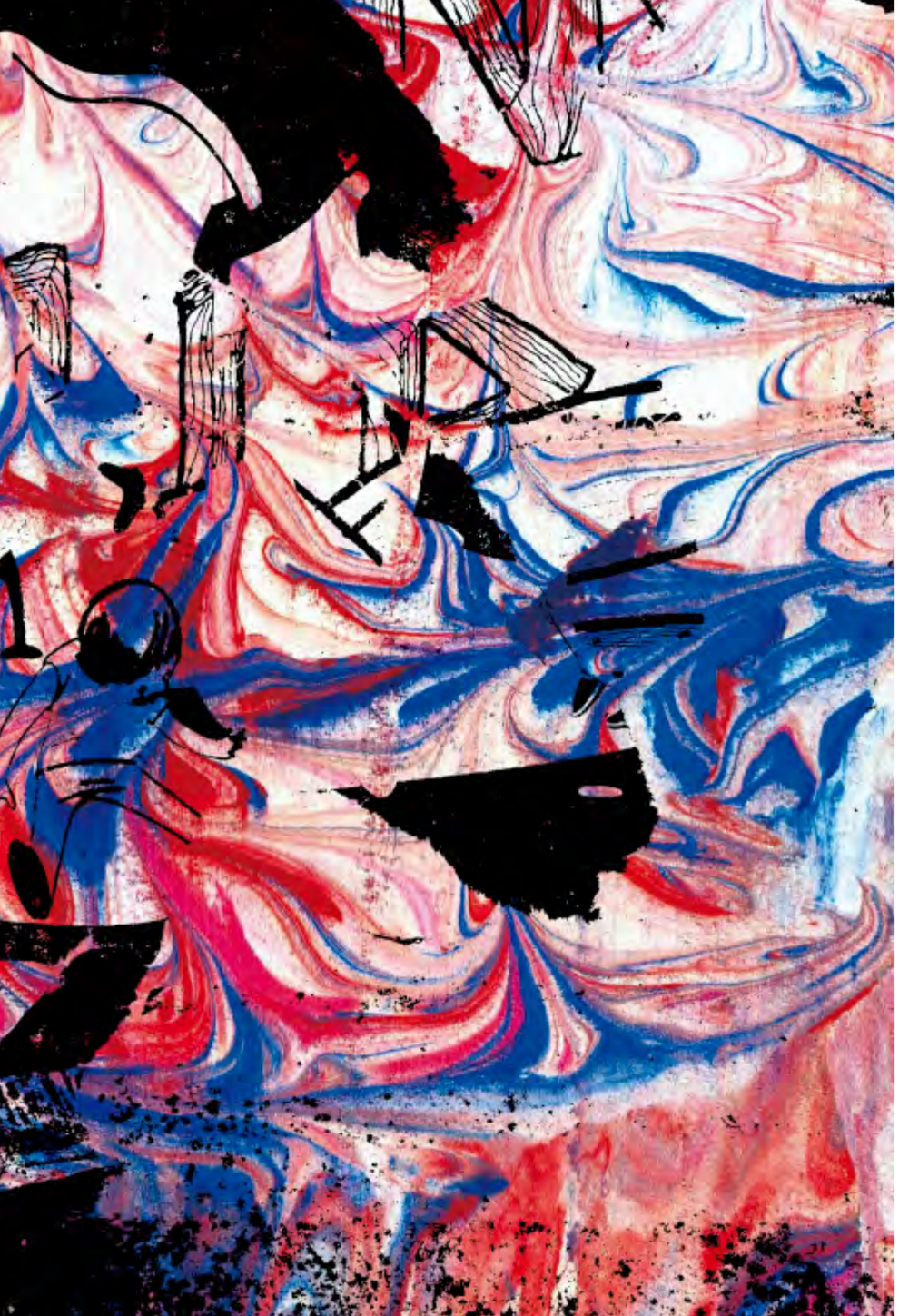

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To infinity & beyond

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