

2020+

CREATIVE PRINCIPLES FOR THE NEW NORMAL

GUIDELINES FOR DESIGN, COMMUNICATION, AND PLANNING

THE
NEW
NEXT

INTRODUCTION

IN TIMES OF UNCERTAINTY, IT CAN BE HARD TO MAKE IMPORTANT CREATIVE DECISIONS. HOW CAN WE BE SURE OUR OUTCOMES WILL BE RELEVANT IN THE LONG TERM?

The question we are all asking is: how long? How long will this last? And to what extent will the effects of the COVID-19 pandemic impact consumer attitudes and needs?

Will this be something that we quickly move on from once it's over? Or will there be a generational echo akin to the permanent attitudinal transformation seen in those who lived through past crises like the Great Depression or 9/11?

PROCESS & INPUTS

STAYING RELEVANT IN THE LONG-TERM STARTS WITH ANTICIPATING CHANGES AND GETTING AHEAD OF THEM. WE ABSORB + PROCESS:

EMERGING
BEHAVIORS

INFLUENTIAL
PHENOMENA

EXPERT
SPECULATION

MACRO
SHIFTS

Taken together, all of these factors point towards significant shifts in peoples' needs and expectations from designed objects & experiences.

INTRODUCTION

THIS FORECAST PROVIDES **FOUR
TIMELY CREATIVE PRINCIPLES** THAT
ANTICIPATE CHANGING CONSUMER
NEEDS AND MAP OUT OPPORTUNITIES
TO **SUPERCHARGE & FUTURE-PROOF**
CREATIVE PROBLEM SOLVING.

INTRODUCTION

EACH CREATIVE PRINCIPLE INCLUDES:

1. A description of the **new consumer attitudes & expectations** which are driving its emergence.
2. Examples of the **cutting-edge benchmarks** that will be influencing those needs. Each phenomenon is rated on its likely durability, from Ephemeral (shortest impact) to Transformative (major impact).
3. Specific **creative guidelines** for how designers, marketers, and strategists can activate each principle in their daily work.

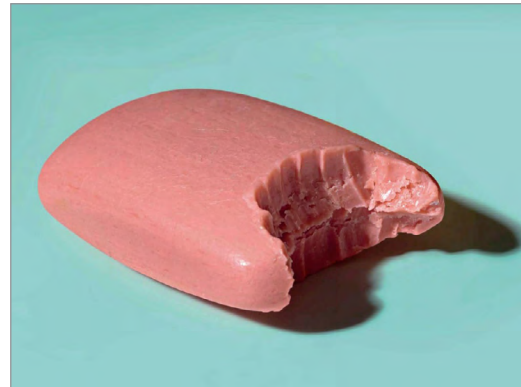
CREATIVE PRINCIPLES / OVERVIEW



01. PIVOT TO DIGITAL

DIGITAL PLATFORMS FINALLY
ACHIEVE CRITICAL MASS

Figure out what digital does
best and do that like crazy



02. SIGNAL SAFETY

THE ONLY THING WE ALL
AGREE ON IS FEELING UNSURE

Reassure people that safety is
your prime concern



03. ENABLE ESCAPE

EVERYONE'S STRESS LEVELS
ARE OFF THE CHARTS

Comfort people in search of
soothing and cocooning

01

PIVOT TO DIGITAL

THE
NEW
NEXT

A close-up photograph of a person's face, focusing on their eyes and mouth. The person has light green eyes and is wearing vibrant, colorful makeup around the eyes, including shades of purple, pink, and yellow. Their lips are painted with a soft, natural-looking pink lipstick. The background is dark, making the person's features stand out.

01

SOCIAL DISTANCING HAS REQUIRED A QUICK RUSH INTO A REMOTE-EVERYTHING WORLD.

SOME ARE STRUGGLING TO MATCH ANALOG EXPERIENCES, WHILE OTHERS ARE PUSHING FORWARD, EMBRACING THE WHAT DIGITAL CAN DO BEST.



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Stuck at home, people have been boosting digital platforms in all areas of their personal and professional lives. From work and education to shopping and the arts, digital expectations have reached a critical mass which will certainly endure post-pandemic.

Emerging needs: **INVENTIVE ALTERNATIVES / DIGITAL CONVENIENCE / ULTRA ACCESS**

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

REMOTE STYLING

SOCIAL DISTANCING REQUIREMENTS ARE FORCING CREATIVE PROFESSIONALS TO GET CRAFTY

WHAT IT IS

Makeup artist Lisa Eldridge created the image for the cover of *The Sunday Times Style Section* while in lockdown. Working with a model in Maui and digital artist Jon Jacobsen in Portugal, Eldridge was able to create the makeup look on her own skin and then work with Jacobsen to transpose it digitally onto a portrait that the model had taken of herself (under Jacobsen's direction).

According to Eldridge, "Someone asked me I'll ever go on a shoot again as it can all be done from home? The answer is resoundingly yes I will - as interesting as it's been there is no substitute for the magic of applying makeup directly on to a human face."

WHAT IT MEANS

Creative professionals are **experimenting with new ways** to create impactful images. Once studios open back up, they will likely retain a bit of this new approach, if only to incorporate increased digitality or modes of **remote collaboration**.



- EPHEMERAL
- INFLUENTIAL
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GUCCI LIVE

OPERATING OUT OF A DEDICATED SET IN A FLORENCE SERVICE CENTER, *GUCCI LIVE* AIMS TO RECREATE THE PERSONAL EXPERIENCE OF IN-STORE SHOPPING

WHAT IT IS

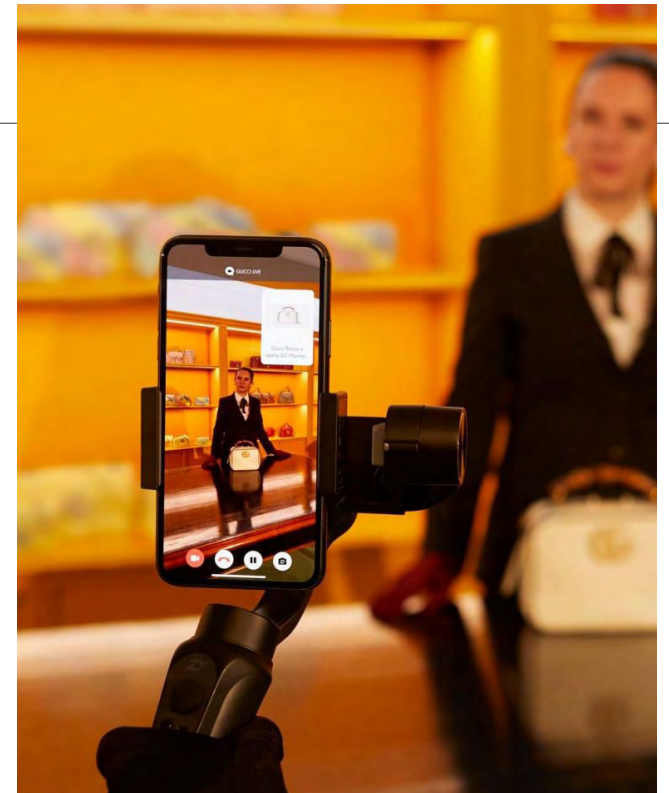
Consumers are understandably wary about returning to their favorite stores so retailers are adapting by offering live shopping experiences. With this new in-store shopping service, potential Gucci clients are connected with a personalized advisor who shows off the latest offerings within a “faux luxury store”—a space specifically equipped with cameras and lighting to support what Gucci calls “remote clienteling.” With mobile devices and laptops, staff communicates with shoppers in a way that saves them from having to physically visit the store space to see the available items on display.

WHAT IT MEANS

Live shopping services and apps are emerging to give consumers a new way to participate in e-commerce, especially in highly interactive ways that feels like a hybrid of the online and in-store experience.

More and more retailers are looking to bring the personal features of the in-store shopping experience directly into the customer’s home. **Despite the convenience of e-commerce, consumers still value the human touch** at critical points along the shopping journey.

<https://www.voguebusiness.com/technology/gucci-live-personalised-video-shopping>



Gucci Live

- EPHEMERAL
- INFLUENTIAL
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- TRANSFORMATIVE

DIGITAL WORSHIP

RELIGIOUS COMMUNITIES GATHER TOGETHER ONLINE TO EXPLORE THE BOUNDS OF VIRTUAL SPIRITUALITY

WHAT IT IS

In Quaker worship, members sit together in silence, waiting for a message from God to move through them. This new frontier in virtual Quakerism posed a question — was it possible to gather with God over Zoom?

WHAT IT MEANS

With Zoom, **there is a new intimacy to the gatherings.** Faces and expressions are on full display. “I really see that they are deep in worship,” Joan Malin said of her fellow Brooklyn Friends. “There’s a vulnerability when someone is doing that, and here they are putting it onscreen for us to witness,” she said. “It helps me get there, too.”



- EPHEMERAL
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VIRTUAL OPEN HOUSE

SOME VIRTUAL REAL ESTATE APPS ALLOW POTENTIAL BUYERS OR RENTERS TO EXPLORE A PROPERTY REMOTELY

WHAT IT IS

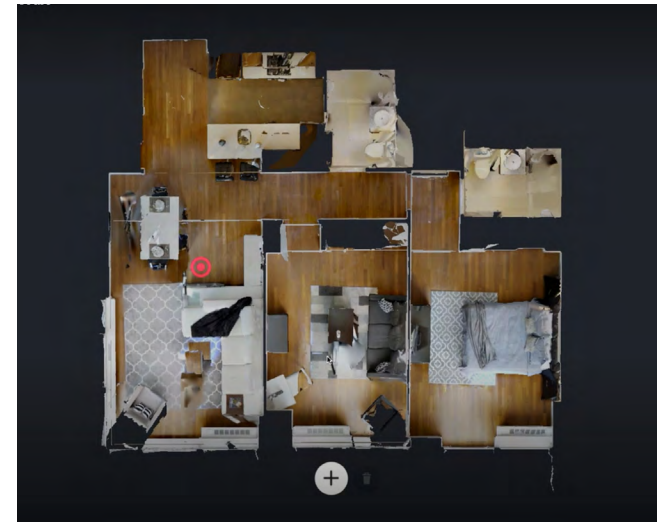
In-person showings are once again allowed in New York City, after a monthslong ban brought on by the coronavirus, but they're harder to schedule, more difficult to attend, and still a bit risky. So the virtual tour, the awkward cousin of the open house, is here to stay.

Some brokerages are experimenting with 3-D tours that stitch together photos to create 360-degree interactive views. Matterport, a tech company with a 3-D tool set adopted by several brokerages, has a feature that allows users to trace and measure all the dimensions of a room, including square footage and height.

WHAT IT MEANS

These virtual visits are **another digital tool that renters and buyers can use to make an informed decision** before making an offer. Real estate data aggregators, like Zillow and Neighborhood Scout, can help identify neighborhood characteristics including crime statistics and school ratings. Localize.city has created an algorithm for rating the quality of natural light for thousands of listings in New York City. The site also tracks nearby construction jobs that could fray the nerves of homebound residents or someday block their open views.

<https://nyti.ms/31LGbUf>



- EPHERMERAL
- INFLUENTIAL
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ZOOS GO ONLINE

ZOOS ARE BEGINNING TO OPEN, BUT DIGITAL EXPERIENCES ALLOW VISITORS TO SEE ECOSYSTEMS FROM A DIFFERENT PERSPECTIVE.

WHAT IT IS

“We really see our virtual platform as relevant long after we open to full capacity,” said Bridget Coughlin, president and chief executive of the Shedd Aquarium in Chicago, which currently permits only 25 percent of its normal volume of visitors. Free digital journeys like the aquarium’s Virtual Reality Penguin Expedition, available through a smartphone app, can be taken **anytime, from anywhere**.

Consider the Shedd’s viral moment in March, when it posted videos of several penguins investigating the space in place of absent tourists. Online explorations, Dr. Coughlin added, **allow visitors to see ecosystems “from a different perspective**, and sometimes more from the animals’ perspective.”

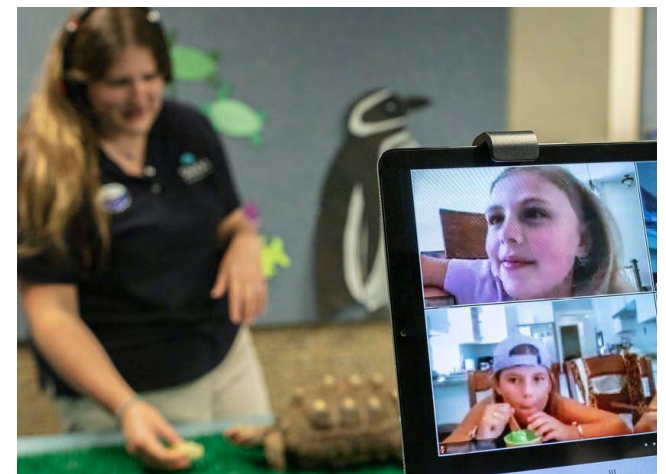
WHAT IT MEANS

Online excursions to wildlife parks, aquariums and nature centers, however, can offer **more intimate and revelatory experiences than on-site visits**. How often do you get to see a penguin wandering an aquarium by itself or have your own face-to-face encounter with a cheetah?

<https://nyti.ms/39o0pFZ>



Shedd Aquarium / Chicago



Prizm Shedd Aquarium / Chicago

- EPHEMERAL
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TELE-THERAPY

SOME THERAPISTS FIND THAT REMOTE THERAPY IS SO CONVENIENT TO THEIR PATIENTS THAT THEY WILL CONTINUE WITH IT AFTER THE PANDEMIC ENDS

WHAT IT IS

The overwhelming majority of therapists switched from in-person to remote therapy during the coronavirus shutdown. According to a recent survey from the American Psychological Association, three-quarters of clinicians are doing only tele-therapy, and another 16 percent are doing a combination of remote and in-person sessions.

In addition to the obvious benefits of convenience and flexibility, video sessions can give therapists a literal window into the patient's home life. Patients also reported benefits. "Receiving treatment is far less cumbersome, which significantly decreases your stress level, which is a huge part of why you're in there," said one patient.

Yet most therapists interviewed acknowledge that even if remote therapy is effective, it has its downsides. On top of the baseline Zoom fatigue that many of us experience, **therapists must be extra-vigilant for nonverbal cues that are easier to spot in person.** "In a room you have more cues, so if you relax and miss one cue, you can pick up the next," said Dr. Dion. According to the A.P.A. survey, 76 percent of therapists said that treating patients remotely is more challenging than in-person.



WHAT IT MEANS

Peer-reviewed studies have shown that remote therapy can be just as effective as in-person therapy for treating post-traumatic stress disorder, depression and anxiety. A 2017 study from the Substance Abuse and Mental Health Services Administration found that of the 46.6 million Americans with a mental health issue, only 42.6 percent received treatment. Experts say that tele-health can help close that gap.

If there's a silver lining with the pandemic, it may be that **when the dust settles, we will be able to increase the number of people who get care.**

- EPHEMERAL
- INFLUENTIAL
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VIRTUAL CODE CAMP

UNABLE TO LEVERAGE THE BENEFITS OF IN-PERSON COLLABORATION, A PROGRAMMING COLLECTIVE IN NEW YORK CREATED A VIRTUAL SPACE TO COME TOGETHER

WHAT IT IS

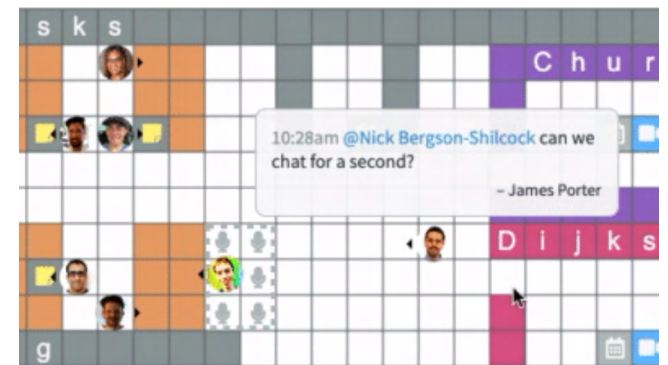
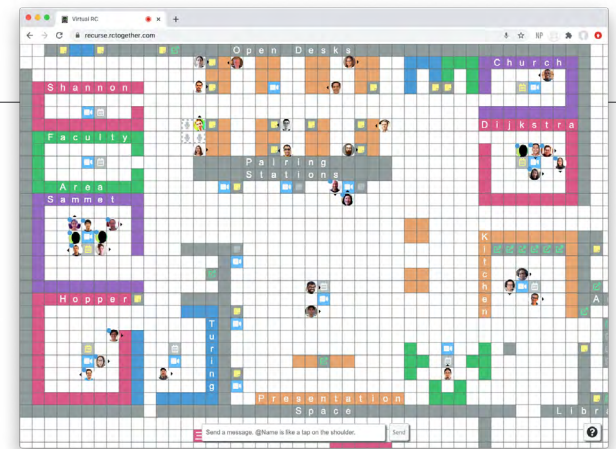
The Recurse Center offers educational retreats for anyone who wants to get better at programming. When NYC went into lockdown, RC went virtual, quickly creating a digital simulation of the physical RC space with the goal of facilitating the kind of serendipitous, synchronous, and ephemeral interactions are so important to the experience of collaboration.

This virtual space provides opportunities for online communication that have **the ephemeral, low stakes-high engagement character of chatting in real life**; and makes an online space feel full and lively. Each of the colorful rooms has a persistent Zoom meeting associated with it, which you enter by clicking on it. The map displays who's in each room in real time, so you can look for a friend and pop into a room to say hello — much like in the real world.

WHAT IT MEANS

Part of what makes RC special IRL is the possibility of **serendipitous encounters leading to new interests, projects, collaborations, and avenues of intellectual inquiry**. Their virtual space does that by replicating (in a quite literal way) the dimensions of the physical space.

<https://www.recurse.com/virtual-rc>



- EPHEMERAL
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DIGITAL LUXURY RETAIL

MANY DEPARTMENT STORES ARE RE-OPENING WITH A DIGITALLY-ENABLED SHOPPING EXPERIENCE

WHAT IT IS

Department stores were already becoming more technologically savvy, **bridging their e-commerce and brick-and-mortar businesses**. Covid-19 has meant that these efforts have been accelerated by a few years. The pandemic will likely hasten the deployment of existing technology: hands-free systems such as automatic doors and touchless payment systems.

Many stores such as Neimann Marcus and Bloomingdale's are installing contactless check-out and create more space at stores for curbside pickup and returns and “click and collect” stations, where customers can claim items they already bought online.

Marc Metrick, the president of Saks, said that virtual appointments to shop via videoconferencing are also in the pipeline.

WHAT IT MEANS

To survive, luxury retailers are being forced to master something they've always avoided: impersonal transactions. But increased web sales could lead to **wider marketing reach and more opportunities to target likely buyers using consumer data**.



- EPHEMERAL
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LO-FI TV EXPERIMENTS

TELEVISION TOOK ADVANTAGE OF A CAPTIVE AUDIENCE AND BEGAN EXPERIMENTING TO OVERCOME CHALLENGING LIMITS ON PRODUCTION

WHAT IT IS

Every video is a home video now, whether it's your cat being funny, a late-night talk show or a drama shot by the individual actors and edited and broadcast by a major network.

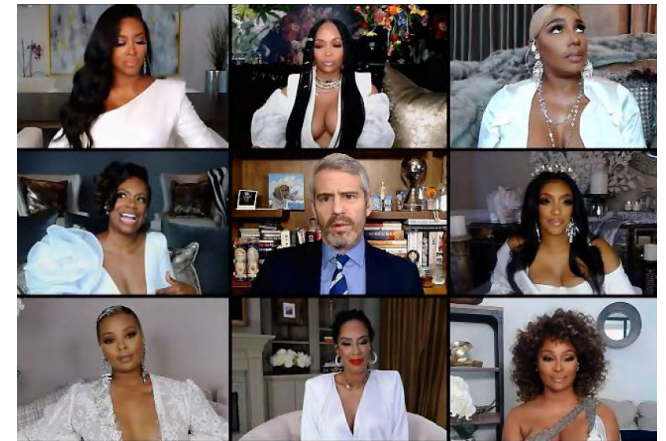
There have been a few attempts to translate traditional television into this new mode. HBO's *Coastal Elites* presented a series of Zoom-based dramatic monologues. A recent episode of the CBS legal drama *All Rise* used Zoom and FaceTime-style conversations to build a plot-rich episode that centered on a trial conducted online. From Joe Biden's remote video dispatches to at-home news anchors, the news has **found a place outside of polished production studios**, as have late-night talk shows.

WHAT IT MEANS

The **new mode for TV is "lo-fi and intimate,"** according to Bravo Production Executive Shari Levine, as viewers become accustomed to broadcasts that **replace the polish of the commercial studio with the raw immediacy & intimacy of Zoom.**



Coastal Elites / HBO



Real Housewives of Atlanta / Bravo TV

E-GROCERY BOOM

ANXIOUS CONSUMERS ARE PIVOTING TO ONLINE GROCERY SHOPPING IN MASSIVE NUMBERS

WHAT IT IS

The COVID-19 pandemic has led consumers to try digital tools for grocery shopping, and the total number of online grocery orders in the U.S. reached a record 62.5 million by the end of April. That month saw 40 million customers head online to shop for groceries, and these customers are expecting their preferred chains to keep up with that shift.

WHAT IT MEANS

Grocers are searching for digital tools that can provide the familiarity of shopping in physical aisles— which is proving tricky, because no technology can exactly duplicate that experience. Inventory lists must now be optimized for digital channels amid continued growth in online traffic.

According to Jacki Snyder, senior director for payment services at grocery wholesaler and services provider UNFI, “My sense is that post-COVID-19, consumers will continue to use eCommerce, but I believe we will see some shift back into stores,” she explained. “Consumers like to see their meat and produce, [and] they do not necessarily want to trust someone else to pick those products out for them. I think we will see a mix, but I certainly believe that **eCommerce utilization will be higher than what it was pre-COVID-19.**”



FROM SPECTACLE TO ACCESS

- EPHEMERAL
- INFLUENTIAL
- DURABLE
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WITH FASHION SHOWS CANCELED, BRANDS USED THIS MOMENT TO CREATE A DEEPER DIALOG AROUND THEIR CREATIVE PROCESS AND INTENTIONS

WHAT IT IS

Most attempts to capture the magic of a fashion show in a digitally-broadcast film failed to capture the commanding thrill of the in-person catwalk experience. They seemed more like long-form commercials than anything else.

However, some brands (Prada, Schiaparelli, Ulyana Sergeenko, Elie Saab) took a different approach—one which captivated audiences and delivered on the promise of fashion’s magical powers. These brands gave behind-the-scenes looks at the making of their collections; from conception through construction, taking viewers on a journey that felt more special and more captivating than the familiar-feeling advertisements put forth by the other houses. For example, Raf Simons and Miucca Prada answered the internet’s questions about their partnership, their process, and their collection in a fascinating dialog that was broadcast along with their Spring/Summer 2021 online show.

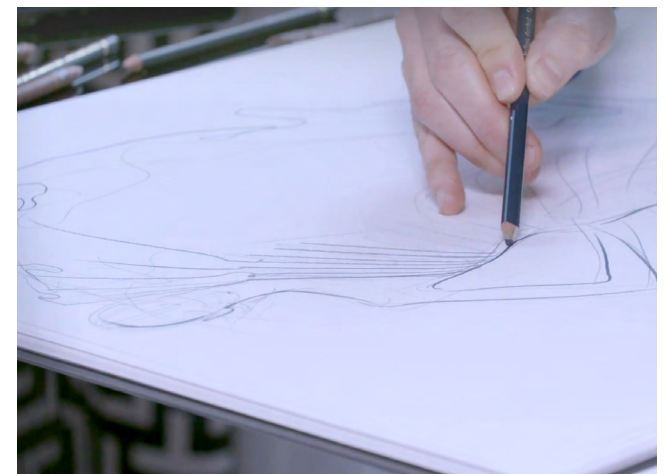
WHAT IT MEANS

The brands that successfully delivered impact this season were those that brought their collections to life in different ways by **unveiling the creative vitality behind the image**, pivoting from spectacle to access.

<https://youtu.be/RCQxPSNzU2Q>
<https://www.harpersbazaar.com/uk/fashion/a32597514/daniel-roseberry-schiaparelli-film/>



Raf Simons & Miucca Prada / SS21 Q&A



Schiaparelli: The Next Chapter

REMOTE WORK

THANKS TO A SUITE OF DIGITAL TOOLS, ALMOST HALF OF ALL OFFICE WORKERS ARE WORKING REMOTELY NOW

WHAT IT IS

50% of those who were employed before the pandemic were now working remotely. That's a significant increase — pre-Covid-19, the paper estimates, the figure was about 15%. It's a messy moment, further blurring a line between home and office that has already been heavily eroded by phones and computers. But companies and employees are adapting.

“It has **accelerated three years of digital cultural adaptation to three months**,” says Paul Daugherty, CTO at Accenture.

WHAT IT MEANS

The remote experience at many organizations is absolutely going to **change the way they think about as a company who needs to be in the office and not (and when)**.

Even if they can cut down on meetings, remote colleagues still need to somehow replace the value of small talk, those seemingly casual interchanges that keep information flowing. Without that easy rapport, feelings of isolation quickly set in.

Research suggests that a couple of days a week at each location (home/office) is the magic number to cancel out the negatives of each arrangement while reaping the benefits of both.

<https://www.brynjolfsson.com/remotework/>



47% of those working remotely say that once it's safe to return to work, their ideal arrangement would be to continue working from home one to four days a week.

40% would work from home every day, and just 14% would return to the office every day.

WORK FROM HOME, FOREVER

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

TECH GIANTS TWITTER AND FACEBOOK HAVE APPROVED PERMANENT REMOTE-WORKING POLICIES

WHAT IT IS

Twitter CEO Jack Dorsey emailed employees in May telling them that they'd be allowed to work from home permanently, even after the coronavirus pandemic lockdown passes. Some jobs that require physical presence, such as maintaining servers, will still require employees to come in. Facebook CEO Mark Zuckerberg made a similar announcement two weeks later. Zuckerberg has said he expects 50 percent of his work force to be doing their jobs remotely in as little as five years.

WHAT IT MEANS

The coronavirus pandemic has upended daily life, changing how we interact with loved ones, colleagues and strangers. When the crisis subsides, it'll remake the workplace too. Harvard researchers found that about **four in 10 companies expect that 40% of their employees who switched to remote work during the pandemic will keep doing so after the crisis**, at least in part. That's 16% of the work force. Most of these workers are among the more highly educated and well paid.



- EPHEMERAL
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BUREAUCRACY GOES DIGITAL

CITYGROWS IS A LOS ANGELES-BASED STARTUP WITH A MISSION TO AUTOMATE GOVERNMENT WORKFLOW



WHAT IT IS

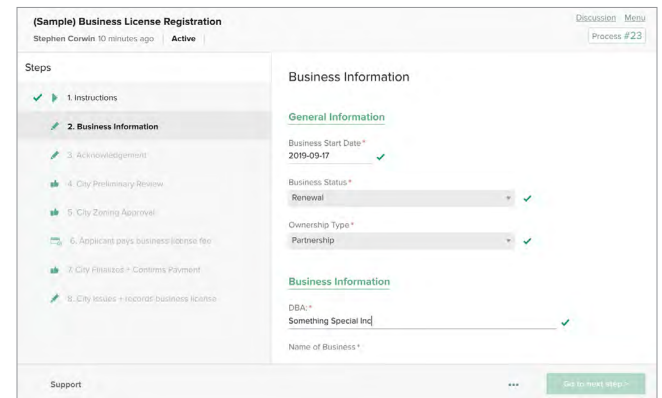
The company offers self-service software for local governments to speed up and streamline their systems. Through the CityGrows dashboard, governments and businesses can do everything from collecting reservations to processing online payments to issuing permits.

Switching the permitting process from paper or PDF form to an online application shaves off between 50% to 75% of the time it takes to apply. It also makes the review process much easier.

WHAT IT MEANS

Some municipalities are ditching their old systems and moving online, **a massive opportunity to reshape in-person bureaucracies that came to a halt when offices shut down**, says CEO Catherine Geanuracos.

“A bunch of the assumptions around government are no longer valid because of COVID,” Geanuracos says. “They’ve had to change and adapt their technology almost in real time.”



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44 GPx REMBRANDT

THE RIJKSMUSEUM HAS RELEASED A 44.8 GIGAPIXEL IMAGE OF REMBRANDT'S *THE NIGHT WATCH*

WHAT IT IS

One of Rembrandt van Rijn's most iconic paintings *The Night Watch* is currently undergoing restoration at the Rijksmuseum in Amsterdam. As part of the effort, the team took hundreds of photographs of the Dutch master's painting and stitched them together into a massive 44.8 gigapixel image, which they have released online in a zoomable interface.

WHAT IT MEANS

This enables art historians and scientists to study the painting in detail remotely. They can **see the brushstrokes better than if they were standing in front of the actual painting in the museum**, which provides new opportunities for remote Art History scholarship.



TELEMEDICINE BOOM

WITH MORE AMERICANS STAYING AWAY FROM DOCTORS' OFFICES BECAUSE OF COVID-19, THE USE OF TELE-HEALTH HAS BEEN SURGING

WHAT IT IS

In the early stages of the pandemic, health-care systems prioritized urgent medical issues and delayed optional care, leading to a 60% drop in outpatient visits in April. Simultaneously, telemedicine visits surged by as much as 14%, according to data from Harvard University. Nearly \$4 billion was billed nationally for tele-health visits during March and April 2020, compared to less than \$60 million for the same two months of 2019

Several telemedicine startups are pivoting to triage COVID-19 concerns. Athletico, the popular physical therapy chain, just started doing virtual visits in 2019 but is now offering them across the board.

WHAT IT MEANS

Patients used virtual visits to avoid overcrowded and potentially infectious doctor's offices or emergency rooms, but many are returning to face-to-face appointments in cities where the threat has subsided. The long-term viability to telemedicine will depend on two factors: **how comfortable patients become with this kind of interaction**, and **how well medical practices (and insurance companies) are able to integrate remote care into their business models**.

<https://www.bloomberg.com/news/newsletters/2020-06-29/telehealth-s-long-term-staying-power>



“The Covid-19 pandemic has been a trial by fire, but the experience to date has made clear that **the health care system is ready for broader access to tele-health on a permanent basis**,” said Sen. Ron Wyden of Oregon, a Democrat who introduced legislation earlier this year.

On July 30th, Sen. Lamar Alexander of Tennessee, a Republican and chair of the Senate health committee, introduced the Telehealth Modernization Act, which would also make some changes permanent. The experience of the previous four months “will likely mean that hundreds of millions of physician-patient visits will be remote or online that were in-person before,” he said.

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BLENDED LEARNING

THE ABRUPT TRANSITION TO ONLINE EDUCATION LEFT EVERYONE SCRAMBLING. THE WINNERS WERE THOSE THAT BLENDED DIGITAL LESSONS WITH SOME HUMAN COACHING

WHAT IT IS

Students tend to learn less efficiently than usual in online courses, as a rule, and depending on the course. But if they have a facilitator or mentor on hand, someone to help with the technology and focus their attention — an approach sometimes called blended learning — they perform about as well in many virtual classes, and sometimes better.

WHAT IT MEANS

The last term of the 2020 school year was, in effect, a hard lesson for much of the educational system in what virtual classes could and could not provide. The content is there, and accessible, in any well-prepared course.

But if the evidence thus far is any guide, **virtual education will depend for its success on old-school principles: creative, attentive teaching and patient support from parents.**



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CABARET.COM

THE CLUB HAS DECAMPED TO INSTAGRAM. IT'S WHERE STRIPPERS ARE DANCING IN FRONT OF MILLIONS, DJs ARE PLAYING IN CYBERSPACE, AND DRAG QUEENS ARE PERFORMING IN SHOWERS

WHAT IT IS

Nightclub performers were among the first hit when statewide shutdowns of non-essential businesses went into effect. But by mid-March, queens started to take their club shows to Instagram Live and Twitch. Many performers have made more money for a three-minute number in their bedroom than they made for a three-hour gig in a club.

WHAT IT MEANS

The most interesting club is now on your phone.

With bars and clubs stuck in an indefinite holding pattern, these performers will take those tips and invest in new digital shows where they have more control. Once this infrastructure is in place, it will likely endure beyond the pandemic, as performers will then have the equipment and expertise to deliver quality entertainment online and **reach audiences beyond their home cities.**

<https://www.thestranger.com/slog/2020/03/17/43176879/drag-shows-are-going-digital>



- EPHEMERAL
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KILLER CASH

CONSUMERS AND BUSINESSES ARE INCREASINGLY WARY OF USING CASH, PREFERRING MORE SANITARY DIGITAL PAYMENT OPTIONS

WHAT IT IS

While most struggling businesses will take payment in any form to make ends meet during an economic downturn, the COVID-19 pandemic has led some businesses to stop accepting cash, fearing that it could be a transmission vehicle for the virus.

“This crisis is clearly pushing us even farther away from using cash in our everyday legal transactions,” said Kenneth Rogoff, a Harvard University economics professor. “And it’s for obvious reasons. No one wants to touch something you or someone else just touched. That’s not going to change any time soon.”

A shift to other forms of payment has been encouraged by government agencies, such as the California Department of Public Health, which suggests the use of debit and credit cards. Reopening plans for multiple counties also recommend “contactless” payment systems.

WHAT IT MEANS

Some experts predict that the pandemic will accelerate a steady flight by American consumers away from dollars and cents.

<https://www.latimes.com/california/story/2020-05-22/retailers-consumers-reject-cash-coronavirus-pandemic>



- EPHEMERAL
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LIVE THEATER STREAMS

LIVE THEATER PIVOTS TO DIGITAL BROADCAST EXPERIMENTS AS THEATERS SHUT DOWN

WHAT IT IS

In *Lungs*, streaming live from the Old Vic theater, Matt Smith and Claire Foy play a contradictory couple in an age of isolation. The show was broadcast live via Zoom to a limited number of ticket holders each night. This production was the maiden offering of the *Old Vic: In Camera* series of live performances, which **try to approximate the feelings of being in that theater, in the audience, in the present tense.**

This means that the show is preceded by the murmuring sound associated with packed houses before curtain time, a noise contradicted by the image of an achingly empty expanse of seats. And since new income is essential to the survival of the Old Vic, theatergoers are asked to pay West End ticket prices to watch, from 20 to 65 pounds. (\$25 to \$80.) The show streamed through July 4, and most performances — which were booked to reflect the theater’s normal capacity — were sold out.

WHAT IT MEANS

Modern theater has always progressed through **experimentation and boundary pushing.** Finding new ways to connect to audiences and tell stories on new platforms will keep the performing arts relevant and vital long past the pandemic.

<https://www.oldvictheatre.com/whats-on/2020/old-vic-in-camera/lungs-in-camera>



Lungs / Old Vic: In Camera



Lungs / Old Vic: In Camera

VIRTUAL DECORATING

ONLINE HOME DECORATING SERVICES HAVE SEEN A HUGE UPTICK IN BUSINESS

WHAT IT IS

With millions of Americans trapped at home, it's hardly surprising that they are investing in home improvements. But now they are more likely to turn to virtual decorating services, rather than shopping for furniture in person.

Within days of shuttering their stores, many furniture companies took a big step by putting robust virtual interior design services front and center. Design Within Reach, Ethan Allen, Restoration Hardware, and West Elm, among many others, began promoting personalized, one-on-one interior design sessions delivered via videoconference and online chat, for free.

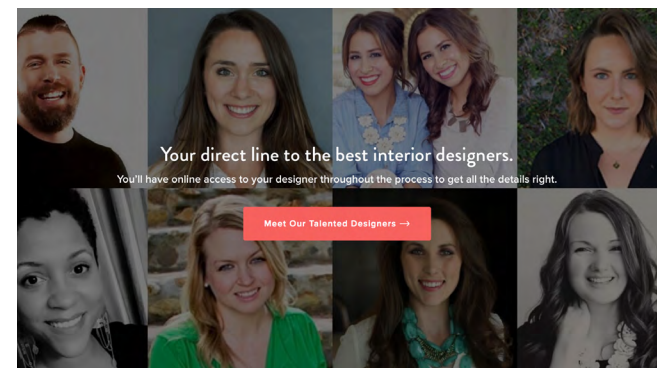
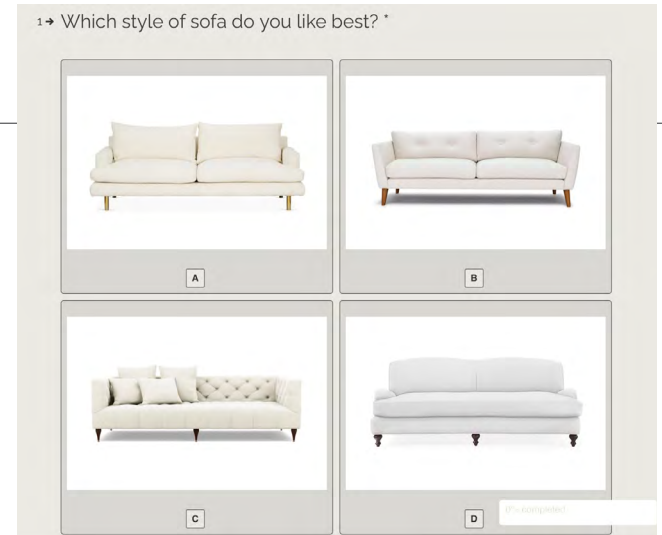
Gretchen Hansen, the CEO of the digital interior design service Decorist, reports a **30% increase in traffic and a 30% increase in spending per project**. "We have seen unprecedented increases in our business across the board—in traffic, sign-ups, and spending," she said.

WHAT IT MEANS

Stay-at-home directives are causing a fundamental and lasting shift on the interior design business—with a large-scale migration from in-person to virtual services. **Once people have gotten used to virtual services, they are more likely to return to them in a post-pandemic economy.**

<https://www.decorist.com/>

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE



A close-up photograph of a person's face, focusing on the eyes and mouth. The person's eyes are closed, and their mouth is slightly open, showing their teeth. The skin is a warm, light brown tone. The background is dark and out of focus.

PIVOT TO DIGITAL / IMPLICATIONS

WE ARE BUILDING DIGITAL INFRASTRUCTURE THAT WILL ENABLE POST-PANDEMIC CONNECTIONS TO THRIVE ONLINE IN WAYS THAT THEY DIDN'T BEFORE.

ONCE QUARANTINE ENDS, PEOPLE WILL RACE TO RETURN TO THE DELIGHTS OF THE ANALOG WORLD, BUT WILL STAY ENGAGED WITH **WHICHEVER DIGITAL SERVICES AND EXPERIENCES CAN OFFER MORE**—BE IT CONVENIENCE OR ACCESS—THAN THE OFFLINE WORLD CAN.



PIVOT TO DIGITAL / IMPLICATIONS

“ Maybe it’s not about just going back to what we did before. It’s about figuring out how this is going to be different and better than what we’ve done before.”

- Elaine Alderette, Art Center College for Design

PIVOT TO DIGITAL / CREATIVE GUIDELINES

FIGURE OUT WHAT DIGITAL DOES BEST—AND DO THAT LIKE CRAZY

AMPLIFY ACCESS

- Be placeless. Take advantage of the power of digital platforms to reach new audiences and spark new conversations.
- Be alert to the limitations of digital connections; find ways to balance or supplement connections through a blended approach that interlaces digital content and human presence.
- Offer intimate “behind the scenes” storytelling that spotlights the creative magic behind what you do

PUSH BOUNDARIES

- Your customer/audience has a temporary openness to lo-fi creative experiments.
- Try something new, and don't worry about it being so polished or perfect—this is a time for raw immediacy.
- Be iterative! Evaluate each attempt and tweak imperfections the next time.

BLUR THE LINES

- Stop thinking about digital and physical as such distinct domains.
- Digitize the physical and physicalize the digital to come up with unexpected hybrids.
- Think about digital transformation through a brand lens: how would your brand promise evolve if you were “digital first”?

EMBRACE THE UNREAL

- Digital worlds are bounded only by our imaginations.
- Don't be limited by legacy assumptions about how things “should” work in meatspace; explore digital options that are unfettered by physicality.

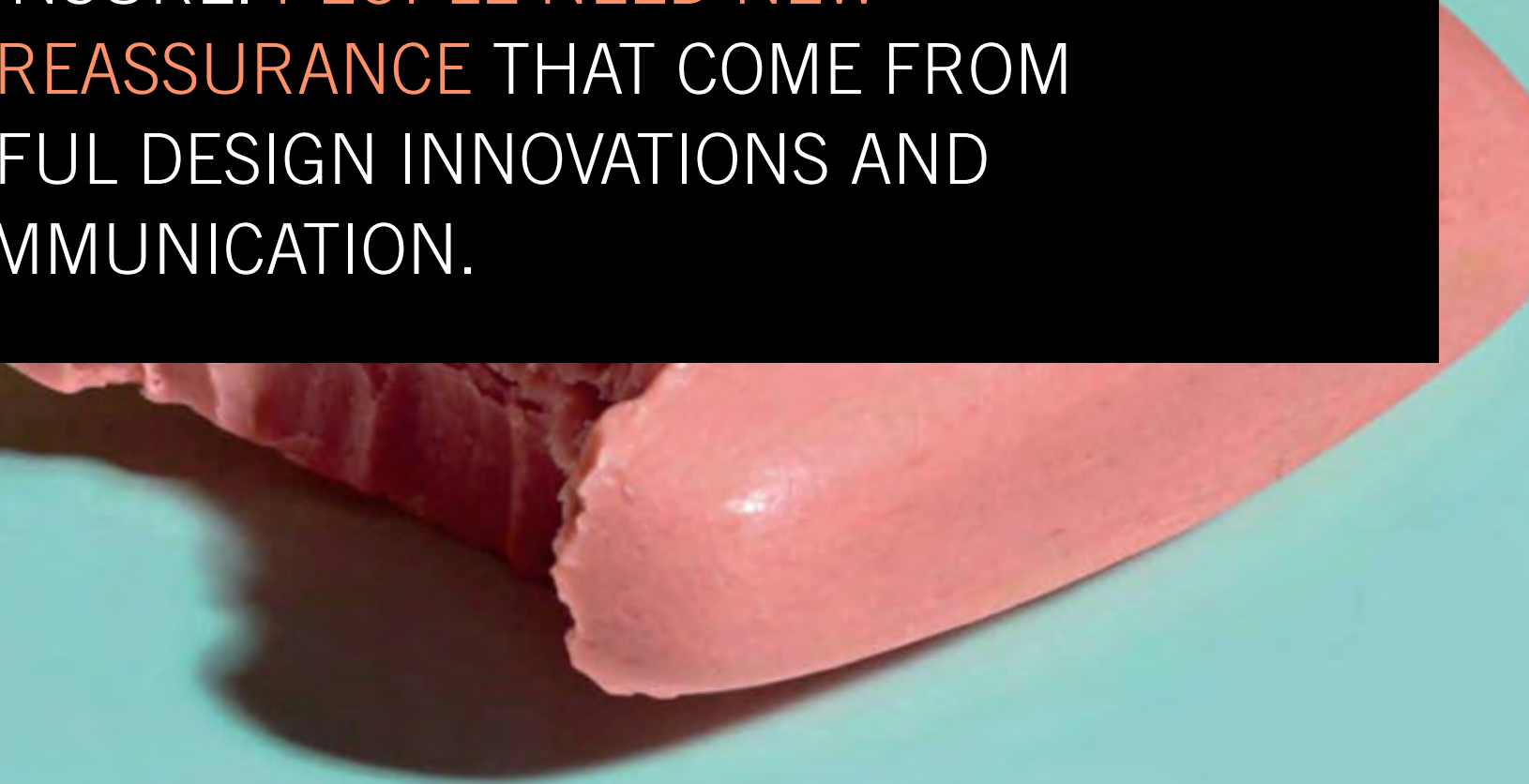
02



SIGNAL SAFETY

02

THE ONLY THING WE ALL AGREE ON IS
FEELING UNSURE. PEOPLE NEED NEW
KINDS OF REASSURANCE THAT COME FROM
THOUGHTFUL DESIGN INNOVATIONS AND
CLEAR COMMUNICATION.



02

THE ONLY THING WE ALL AGREE ON IS FEELING UNSURE. PEOPLE NEED NEW KINDS OF REASSURANCE THAT COME FROM THOUGHTFUL DESIGN INNOVATIONS AND CLEAR COMMUNICATION.

The lack of clear and dependable guidance has left people confused, unsure, and in conflict about how best to navigate this harrowing time. They are looking for assurances that their health and safety are priorities.

Emerging needs: **TOUCHLESS PUI / SANITARY ASSURANCE / AUTONOMOUS CLEANING**

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

SANITARY ASSURANCE

THE HOSPITALITY INDUSTRY IS LOOKING FOR WAYS TO REASSURE GUESTS THAT SPACES ARE SANITIZED AND SAFE

WHAT IT IS

The coronavirus outbreak has cost hotels in the United States more than \$23 billion in room revenue since mid-February. As these properties prepare for a new operational reality — one that must balance federal, state and local laws and consumer anxiety about getting sick — the world's largest hotel companies have all come forward in recent weeks to announce new cleaning playbooks.

“The first question that comes to mind when someone’s making the decision to book is: ‘Am I going to be safe?’” said Suzanne Markham Bagnera, Ph.D., assistant clinical professor and chair of the undergraduate program in the School of Hospitality Administration at Boston University. **“Cleaning has traditionally been a back-of-the-house or behind-the-scenes tactic, hotels are now needing to bring that to the center stage.”**

WHAT IT MEANS

We used to take a clean hotel room for granted and hope that hotels would deliver. But now, because we associate the word ‘clean’ with something that is virus-free, it has become even more important than it used to be.

<https://nyti.ms/3elkxE2>



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

ROBO-CLEANING

AUTONOMOUS CLEANING ROBOTS DELIVER A HIGHER QUALITY, MORE EFFICIENT CLEAN - WITH PROOF OF PERFORMANCE

WHAT IT IS

SoftBank Robotics has developed an industrial cleaning robot that offers real data about each cleaning. The vacuum works using LIDAR technology, in which sensors use pulses of light to detect objects and determine how far away they are. This is the same technology used in self-driving cars. Using Whiz Connect, clients can see how, when, and where cleaning was performed.

Another example comes from the Computer Science and Artificial Intelligence Laboratory at MIT, who have developed a robotic system to disinfect surfaces using UVC light. The system, which can operate without supervision, utilizes short-wavelength ultraviolet light to kill microorganisms via a process known as “ultraviolet germicidal irradiation”.

WHAT IT MEANS

While chemical cleaning products are effective at cleaning surfaces, it's a highly labor intensive task to ensure they are cleaned correctly & repeatedly, especially in larger facilities. The cleaning process itself places workers at risk of catching the virus. Robotic cleaners solve both of these problems by **cleaning surfaces correctly and keeping workers safe**.

<https://www.softbankrobotics.com/us/whiz>



Whiz / SoftBank Robotics



Whiz / SoftBank Robotics

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

TOUCHLESS FIXTURES

KOHLER HAS A LINE OF HIGH-TECH “INTELLIGENT” TOILETS AND SINKS WITH FEATURES LIKE TOUCHLESS OPERATION AND SELF-CLOSING LIDS

WHAT IT IS

These are not items that any home needs under normal conditions. Yet sales of this line jumped eightfold during the first two weeks of March compared to the previous year.

- The Setra touchless kitchen faucet offers touchless on/off operation through a state-of-the-art sensor and on/off and measured dispense operation when paired with a voice assistant.
- The new Touchless Toilet offers touchless flushing through the integration of a sensor placed in the flush lever of the toilet. By simply placing your hand in front of the lever, users can flush without spreading bacteria.

WHAT IT MEANS

Americans are scared of coronavirus contamination in their bathrooms and kitchens: **no one wants to touch anything unnecessary right now**. Once these durable pieces of hardware are installed, they will outlast the pandemic, and build an ongoing expectation for touchless interactions.



Kohler's Sensate touchless-faucet

<https://www.us.kohler.com/us/sensate-touchless-kitchen-faucet-w-15-1-2-pull-down-spout-docknetik-magnetic-docking-system-and-a-2-function-sprayhead-featuring-the-new-sweep-spray/productDetail/kitchen-sink-faucets/825440.htm>

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

HANDS-OFF MUSEUMS

SCIENCE AND CHILDREN'S MUSEUMS ARE STUDYING HOW TO RETHINK THEIR MANY TACTILE EXHIBITS TO KEEP PEOPLE SAFE

WHAT IT IS

Visitors to the International Spy Museum will still be able activate touch screens and press buttons. It has bought disposable styluses that visitors can use in place of their hands, a low-cost solution that has caught on among museums of all kinds.

Other institutions are looking into antiviral coatings that can be applied to the screens or thinking up other outside-the-box solutions to avoid the need for touching. "If we can't be hands-on, can we be feet-on?" Jackie Eyl (youth education director at the International Spy Museum) asked.

The American Museum of Natural History is looking into more investment in gesture-based technology, in addition to mobile apps that allow visitors to navigate museums with their smartphones.

WHAT IT MEANS

Germier surfaces have long been a concern for visitors to these institutions. The coronavirus has finally provided an impossible-to-ignore motivation for doing something about it. **Gesture is poised to become the new UX standard.**

<https://nyti.ms/2ZMZSKP>



American Museum of Natural History



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

TOUCH FREE TRANSIT

CONTACTLESS TRANSACTIONS FOR TRANSIT FARES INCREASED 187% THROUGH THE END OF JUNE

WHAT IT IS

Contactless payment offerings had grown in popularity, particularly in the retail space, long before the onset of the coronavirus pandemic. From March 2019 to March 2020, tap-to-pay penetration grew 150% before dropping to its global all-time low as economies shut down under stay-at-home orders, according to Visa.

WHAT IT MEANS

As transit agencies struggle with record-low ridership amid the pandemic, contactless fare payment systems are being increasingly considered and implemented as a tool to encourage ridership and promote safe riding environments.

While the benefits of and interest in contactless payments are apparent across the transportation industry, there are barriers to consider, including how to ensure unbanked and underbanked transit riders have access to payment options.



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

HANDS-FREE HANDLES

DESIGNERS ARE CREATING A VARIETY OF HANDS-FREE DOOR HANDLE ATTACHMENTS

WHAT IT IS

Architectural designers Ivo Tedbury and Freddie Hong have created a 3D-printed device that adapts door handles for hands-free opening, in a bid to help prevent the spread of coronavirus. The idea is that instead of opening the door with their hands, users loop their arm through the adaptor and pull the door open.

Design studio Materialise designed another such handle with easy installation in mind: the easy-to-use openers don't require drilling holes or replacing a door's handle. Setting it up is simple: all users have to do is fasten two 3D-printed pieces together with screws over an existing handle.

WHAT IT MEANS

The benefit of both these solutions is how easily they are able to **update existing hardware to respond to a new need.**

<https://handsfreedesign.co>
<https://www.materialise.com/en/hands-free-door-opener>



Materialise



Hands Free Design

CERTIFIED SAFETY

NEW CERTIFICATION STANDARDS HELP BUILDING TEAMS PROVIDE HEALTHY SPACES

WHAT IT IS

The International WELL Building Institute launched the WELL Health-Safety Rating for all building and facility types, an evidence-based, third-party verified rating focusing on operational policies, maintenance protocols and design strategies to address a post COVID-19 environment.

In addition, four new LEED standards outline sustainable best practices that align with public health and industry guidelines related to cleaning and disinfecting, workplace re-occupancy, HVAC and plumbing operations.

1. The *Cleaning and Disinfecting Your Space* standard requires facilities to create a policy and implement procedures that follow green cleaning best practices that support a healthy indoor environment and worker safety.
2. The *Re-enter Your Workspace* standard identifies sustainable requirements in building operations and human behavior that take precautions against the spread of COVID-19.
3. The *Building Water System Recommissioning* standard helps building teams reduce the risk that occupants are exposed to degraded water quality.
4. The *Managing Indoor Air Quality During COVID-19* standard builds on existing indoor air quality requirements and credits in LEED.

<https://www.usgbc.org/articles/helping-buildings-and-spaces-post-pandemic-re-entry>



WHAT IT MEANS

In a time of uncertainty and extensive mis-information, **objective standards become an important tool for alignment and consensus**, enabling a leveling of expectations and facilitating clarity of communications.

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

FULTON EAST

A CHICAGO OFFICE BUILDING WILL BE ONE OF THE FIRST IN THE COUNTRY TO BOAST FEATURES DESIGNED TO ADDRESS COVID-19 SAFETY CONCERNS

WHAT IT IS

The 90,000-square-foot Fulton East, which was under construction when the outbreak hit, has been engineered for maximum social distancing, touch-free operation, and air and surface sanitization. The 12-story building which will house up to 500 people at full occupancy, is constructed with 10,605-square-foot floor plates that facilitate flexible, custom planning options for tenants.

Other health, safety, and wellness enhancements include: touch-free thermal scanning at the lobby security desk, touch-free key fob access and security system accessed via a mobile phone, an 8,000-square-foot rooftop garden for individual use and small group meetings and restroom walls painted with Sherwin-Williams Paint Shield that is said to kill greater than 99.9% of Staph, MRSA, E. coli and other pathogens within two hours of exposure.

WHAT IT MEANS

The pandemic has **accelerated the move towards more health-related features in buildings**. This heightened awareness means that employers are **considering health-related features on par with energy savings or aesthetic considerations when evaluating office buildings**.

<https://www.smartcitiesdive.com/news/chicago-office-building-constructed-with-coronavirus-fighting-features/581373/>



DESIGNING FOR DISTANCE

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

A NEW EFFORT FOCUSED ON BALTIMORE IS OFFERING A SET OF SOLUTIONS TO PUBLIC SPACE CHALLENGES DURING THE PANDEMIC.

WHAT IT IS

The Design for Distancing Ideas Guidebook — a free document from the city of Baltimore, the Johns Hopkins Bloomberg School of Public Health, the Baltimore Development Corporation, and the city's nonprofit Neighborhood Design Center — collects 10 plans for creating temporary, low-cost spaces that **permit physically distant social interaction in urban environments** such as streets, alleys, vacant land and parking lots.

The designs go beyond the ad-hoc bollards-and-traffic-cones approach that cities have used to widen sidewalks and carve out space for pedestrians in the earlier days of the pandemic. They include modular concepts for outdoor retail, public cleansing stations, community art classes, and pop-up services like haircuts and mobile libraries. Some are no larger than a parking space; others can be scaled up to a whole retail strip. Many of the designs are built around the notion of a far more car-free streetscape.

WHAT IT MEANS

Providing **clear guidance for the design and implementation of health-conscious public spaces** is a critical step in getting back to normal.

https://static1.squarespace.com/static/5ec2e7939ccfe46b4d0946b4/t/5efe3629cbffa3052c3193b8/1593718320561/Ideas_Guidebook_Final.pdf



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

SAFER STORES

CONSUMERS ARE HUNGRY TO SHOP, BUT ANXIOUS ABOUT THE POTENTIAL DANGERS

WHAT IT IS

Like upscale hotels and restaurants, high-end department stores have always tried to hide their maintenance efforts from customers, lest a stray floor buffer dim the luster of luxury. Not anymore.

So far their plans are similar: Employees will wear face masks and submit to health screenings; some store layouts will be reconfigured to create more space and promote one-way traffic flows; customer capacity will be limited; stores will be cleaned more often; hours will be reduced; hand sanitizer will be liberally available; in-store events or any services requiring close contact (beauty tutorials, bra fittings) will be suspended or adapted.

Nordstrom said its strategy for its 116 locations (soon to be 100, with many in suburbia) is to “overcommunicate.” Before reopening, the company wants to prepare shoppers for what to expect by posting photos and videos of the changes on social media. Nordstrom will rely on visibility, spacing out dressing rooms and posting forms indicating the last time they were cleaned — which will be after every customer, the company said.



temperature checks in Hong Kong

WHAT IT MEANS

Many people are hungry to have a shopping experience again. But many are also feeling psychologically vulnerable. “The most basic thing people will be looking for is health and well-being: Am I going to be safe?” said Mary Portas, a retail consultant and broadcaster.

For pandemic-era retailers, the more obvious signs of cleaning, the better. **Visibility offers reassurance, and wary shoppers need reassurance.**

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

PURIFYING LIGHT

ARTEMIDE HAS DEVELOPED A WAY OF TURNING LAMPS INTO ROOM SANITIZERS THAT EMIT ANTI-VIRAL ULTRAVIOLET LIGHT WHEN PEOPLE ARE NOT AROUND

WHAT IT IS

Called Integralis, the patented technology can be fitted to light fixtures and programmed via an app to emit normal light when rooms are occupied and ultraviolet (UV) rays when they are empty.

Fixtures can be controlled via the brand's Artemide App, allowing lights in rooms that are used infrequently such as bathrooms or changing rooms to constantly emit bacteria-suppressing light.

Fixtures in busier rooms can be programmed to emit short bursts of stronger UV light when nobody is present.

WHAT IT MEANS

Unlike cleaning products such as alcohol-based sanitizers, **light can act constantly in the background** to prevent the development of bacterial colonies.



SIGNAL SAFETY / IMPLICATIONS

AN INVISIBLE, DEADLY VIRUS MAKES PEOPLE ANXIOUS AND IN NEED OF CONSPICUOUS REASSURANCES.

TOUCHLESS INFRASTRUCTURE WILL CREATE A PERMANENT REMINDER THAT THE WORLD IS A DIRTY AND DANGEROUS PLACE. EXPECTATIONS HAVE BEEN FOREVER CHANGED ABOUT INTERACTION WITH THE PHYSICAL WORLD.

PEOPLE WILL CONTINUE TO LOOK FOR CLEAR AND OBVIOUS SIGNS THAT HEALTH & SAFETY HAVE BEEN TAKEN SERIOUSLY. THE CLOSEST HISTORICAL EQUIVALENT IS HOW SIGNIFICANTLY SECURITY HAS CHANGED SINCE 9/11.

SIGNAL SAFETY / IMPLICATIONS

“Guests are very sensitive to hygiene and anything that even looks messy will translate to unclean in their minds.

It all needs to be tidy and spotless, now more than ever.”

- Syed Asim Hussain, Black Sheep Restaurants

SIGNAL SAFETY / CREATIVE GUIDELINES

REASSURE PEOPLE THAT SAFETY IS YOUR MAIN CONCERN

SHOW & TELL

- Elevate health-related features/services/benefits by foregrounding them in clear and straightforward ways.
- Let sanitation activities leave a trace on their environment to reassure guests.

GIVE GUIDANCE

- Develop and communicate clear & objective standards for what “safe” means.
- Clearly cue people how & when they should follow guidelines.
- Find a brand-focused balance between safety, customer experience, and business goals.

HANDS OFF

- One of the most noticeable (and easy to implement) upgrades will be to reduce points of contact between human hands and your equipment, surfaces, handles, and especially people.
- Hack existing hardware to provide a hands-free alternative.
- Investigate gesture and voice control for touchless UX.
- Allow users to interact directly on their personal mobile devices, instead of requiring them to touch public touchscreens.

03

ENABLE ESCAPE

THE
NEW
NEXT

03

EVERYONE'S STRESS LEVELS ARE OFF THE CHARTS RIGHT NOW. THEY ARE LOOKING TO SOOTHE THEIR GROWING ANXIETY BY COCOONING AT HOME AND EXPLORING CHILL NEW WORLDS



03

EVERYONE'S STRESS LEVELS ARE OFF THE CHARTS RIGHT NOW. THEY ARE LOOKING TO **SOOTHE THEIR GROWING ANXIETY** BY COCOONING AT HOME AND EXPLORING CHILL NEW WORLDS

The world feels like a scary place right now, requiring constant vigilance to navigate it safely. All this hand-washing and social distancing are *exhausting*, so it's easy to see why people are choosing to disconnect by escaping into less threatening spaces.

Emerging needs: **DIGITAL HOLIDAY / COCOONING 2.0 / FUN GETAWAYS**

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

URBAN EXODUS

THE PANDEMIC IS SPURRING SUBURBAN HOME SALES AS PROSPEROUS CITY RESIDENTS SEEK MORE SPACE

WHAT IT IS

Since the pandemic began, the suburbs around New York City, from New Jersey to Westchester County to Connecticut to Long Island, have been experiencing enormous demand for homes of all prices.

In July, there was a 44 percent increase in home sales for the suburban counties surrounding the city when compared with the previous year. The increase was 112 percent in Westchester, just north of New York City, and 73 percent in Fairfield County, Conn., just over the state border. At the same time, the number of properties sold in Manhattan plummeted 56 percent.

WHAT IT MEANS

The suburban demand, driven in part by New York City residents who are able to work remotely while offices are closed, raises unsettling questions about how fast the city will be able to recover from the pandemic. It is an exodus that analysts say is reminiscent of the one that fueled the suburbanization of America in the second half of the 20th century.



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

HOME IMPROVEMENTS

FACING ADDITIONAL MONTHS OF DISTANCE LEARNING AND WORKING FROM HOME, SOME ARE MAKING EXTENSIVE HOME IMPROVEMENTS THAT THEY WOULD NOT HAVE DONE OTHERWISE

WHAT IT IS

In June 2020, professionals who list their services on the home renovation site Houzz reported a 58 percent increase in requests from homeowners from June 2019, with queries about home extensions and additions up 52 percent.

Some homeowners are converting garages into work studios, or adding a shed in the yard for an office. Others are renovating the basement to turn it into a yoga studio or a classroom. Working from home is likely here to stay in a significant way, even after offices reopen. As a result, some architects believe residential design will include spaces that can **flex to meet different needs over the course of a day.**

WHAT IT MEANS

Such durable changes to homes will require some ingenuity once C-19 begins to wane. How will homeowners flex these new spaces to accommodate their post-pandemic lifestyles?



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

YARD-CATION

AS MILLIONS OF AMERICANS PREPARE FOR A SUMMER SPENT LARGELY AT HOME, MANY ARE TAKING A FRESH LOOK AT THEIR OUTDOOR SPACES AND FINDING WAYS TO MAKE THEM MORE INVITING

WHAT IT IS

Homeowners are adding play sets, bounce houses, fire pits and basketball hoops, anything to keep themselves and their children busy during the long, hot summer. Big-ticket projects that may have been shelved for years, like outdoor kitchens, in-ground pools, hot tubs or cabanas, are suddenly top priorities, with homeowners calling contractors to see if such projects can be completed during a shutdown.

WHAT IT MEANS

Some **families see this as a long-term shift**, and don't anticipate traditional activities like renting a summer house again. "I'd rather have the sanctuary of my home versus the unknown," said one parent. "I think fear is going to be there next year."

Given the prospect of a long period of social distancing, "I want to make sure home base is somewhere really awesome," said another parent, "Because you never know how long this is going to last or if this is going to happen again."

<https://nyti.ms/3edGaf1>



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

CHILL IN A CAN

PEPSI'S LATEST DRINK DRIFTWELL IS PITCHED AS A WAY TO COMBAT STRESS AND INSOMNIA

WHAT IT IS

Doctors and dentists are reporting more cases of cracked teeth and insomnia as the coronavirus pandemic takes a toll on the nation's stress levels.

Pepsi's enhanced water drink contains 200 milligrams of L-theanine, an amino acid that's found in green and black teas and some mushrooms. A few studies have suggested that the ingredient can improve sleep quality and can help reduce the physical symptoms of stress.

WHAT IT MEANS

Functional water beverages were a \$2.97 billion market last year in the U.S., according to data from Euromonitor International, which forecasts that their popularity will boost sales nearly 5% this year. Relaxation drinks are a much smaller category, although their popularity in Japan suggests they could become a part of Americans' everyday routines.



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

HOME EXERCISE BOOM

STAYING HEALTHY AT HOME MEANS SKIPPING THE GYM IN FAVOR OF AN INDIVIDUAL FITNESS EXPERIENCE

WHAT IT IS

The International Health, Racquet & Sportsclub Association estimated that the U.S. fitness club industry lost \$3.5 billion in revenue between March 26 and May 1.

To try to make up for empty gyms, many are pivoting to digital experiences. By the third week of April, 74% of clubs and studios offered group on-demand or live classes, up from 5% last October.

And home exercise equipment brands are having a huge surge in profits. Peloton is seeing record growth, with revenues up 66% compared to last year during its fiscal third quarter that ended March 31.

WHAT IT MEANS

Some might come to prefer the **choice and convenience of working out at home** to visiting gyms, and therefore there's still opportunity to sell plenty of bikes (to those who don't already own a Peloton) or remote fitness services.

<https://nyti.ms/2ZhKZQs>



SouiCycle's at home bike

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

STUDYPOD

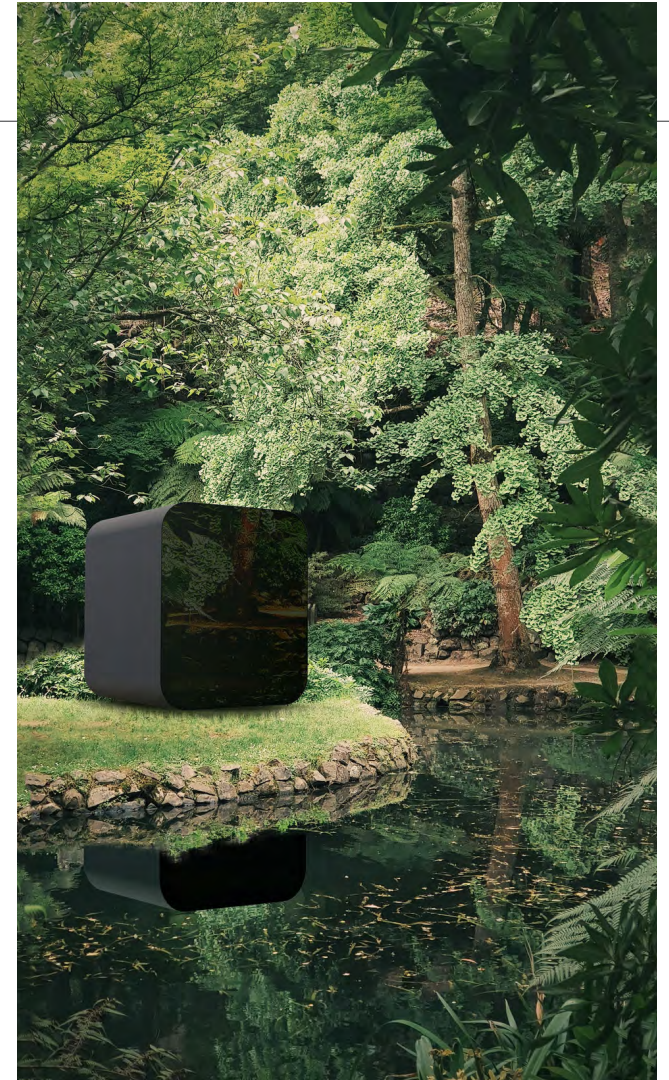
LIVIT'S MICROCABIN IS A DETACHED HOME OFFICE YOU CAN PLACE IN YOUR BACKYARD

WHAT IT IS

Design studio Livit has created Studypod, a detached office cabin that allows users to isolate and work close to nature without leaving their houses. Known for the Birdbox adventure cabin, Livit is now expanding its product line with a design that addresses the increasing number of people working from home since the COVID-19 pandemic broke out. The tiny Studypod comes with a zen, minimalist form and a detachable desk.

WHAT IT MEANS

With Studypod, Livit has come up with a 'work from home solution' that brings users close to nature and helps them avoid distractions. The cabin is delivered with or without a detachable desk, so it can be used for other purposes like a yoga room, annex or hobbies. "Our goal at Livit is to create amazing experiences for people, and the Studypod is something we think can truly add value to people's everyday lives, by **giving them breathing space without distractions, where they can focus and get close to nature,**' says designer Torstein Aa.



StudyPod by Livit

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

WINDOW SWAP

WINDOW SWAP LETS YOU ENJOY THE VIEW FROM OTHER PEOPLE'S WINDOWS AROUND THE WORLD

WHAT IT IS

Window Swap, a website that lets you gaze out of other people's windows all over the world, is one way to get the feel of being in a new place while staying safe during the pandemic. Anyone can access Window Swap—no app downloads or subscriptions needed—and find a video of a new window to gaze through, which is refreshed randomly whenever you click a button at the bottom of the screen. Videos of windows can be submitted by anyone who wants to give people a new perspective in the world.

WHAT IT MEANS

One of the best small pleasures you can have while traveling is looking out the window of your hotel to drink in the view. Of course, traveling to new windows isn't available for people who are in quarantine. As lockdown measures to combat coronavirus continue in many parts of the world, people are **finding new ways to "travel" without actually traveling.**

<https://window-swap.com>



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

CAMPING ESCAPE

AFTER MONTHS OF LOCKDOWN AND ISOLATION, CAMPING IS PROVING THE ULTIMATE SOCIAL DISTANCING ACTIVITY

WHAT IT IS

As the weather warms up in many places around the world, camping presents an ideal solution to escape the confines of domestic interiors and immerse oneself into nature.

Dozens of new companies are popping up to rent or sell retrofitted sleeper vans, some now with yearlong wait-lists. Apps are surfacing to help these van dwellers find legal parking. Big R.V. park conglomerates, whose stocks have soared, are starting to eye the new interest and figure out ways to capitalize. And advocates for the rights of the homeless, who often end up living in cars out of need, are seeing potential new allies among the new professional class of car campers.

WHAT IT MEANS

As the world seems to fall apart, the impulse to escape grows stronger. The last few months have felt chaotic, and the van living sell is that there can be stability in constant motion. “What we say is: We build your escape,” said Leland Gilmore, the founder of Benchmark Vehicles, which makes custom vans. “These are **little escape vessels, escape pods.**”

<https://nyti.ms/2BYZFdC>



SCOUT Olympic camper



Peugeot Rifter

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

BOATING BOOM

WITH FAMILIES LOOKING FOR A WAY TO VACATION IN A BUBBLE, THEY'RE PLOWING MONEY THEY MIGHT HAVE SPENT ON TRIPS AND SUMMER CAMPS INTO BOATS

WHAT IT IS

Boats haven't quite achieved sold-out pandemic panic-buy status, like toilet paper, bicycles and bread flour, but they're in increasingly short supply. The run on boats is happening across the country.

Chuck Cashman, the chief revenue officer of the boat dealership MarineMax, which has 64 locations in 23 states, says sales are up in every single category. Nearly three quarters of queries online are from first-time boat buyers, an unusually high number, he said.

WHAT IT MEANS

Nothing says fun-in-isolation quite like a powerboat. "If you go to an island, it seems like there's no coronavirus," one new owner said. "And the boat itself is like an island. You're **separated from the stress of life.**"

<https://nyti.ms/3inbg7a>



- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

AMONG TREES

AN EXPLORATION GAME SET IN WOODS ABUNDANT WITH LIFE AND LIGHT

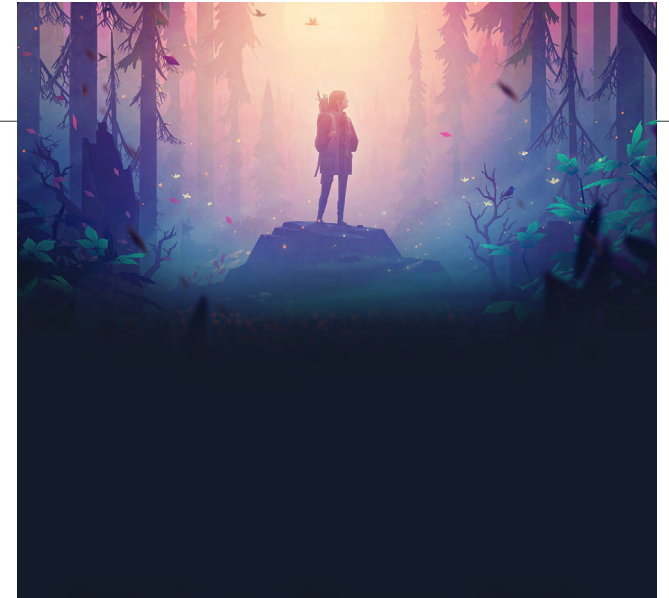
WHAT IT IS

Among Trees is a vibrant first person survival sandbox game, set in a colorful wilderness world that is filled to the brim with life. From dense forests and lakes to dark caves. Customize your cabin, go fishing, camp, survive the cold night, the hunger, and deadly beasts roaming around your surroundings.

WHAT IT MEANS

People are looking for relaxing ways to escape the stress of life in lockdown. Games like *Among Trees* use the right combination of tranquil graphics and mellow game play to create the **perfect balance of engagement and soothing**.

<https://www.amongtreesgame.com>



- EPHEMERAL
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SERENE SCENES

“THE DESIRE FOR ESCAPISM IS AT AN ALL-TIME HIGH”
SAY VISUALIZERS CREATING FANTASY RENDERINGS

WHAT IT IS

With coronavirus confining people to their homes, a new breed of visual artists is creating utopian landscapes, buildings and interiors for armchair escapist. Renderings depicting ethereal seaside homes to surreal, pastel-hued dreamscapes have become popular in recent months as people in lockdown seek to be transported beyond their own four walls.

WHAT IT MEANS

Fantasy renderings **“offer a chance to wonder and escape,”** said Paul Milinski, creative director of Vaulter. “These utopian and fictional spaces **feed into people’s imaginations and appetite for a change of scenery, be it completely impossible or not.”**

Digital artist Alexis Christodoulou says his interest in 3D design grew from playing video games as a child. When he started creating his own imagery five years ago, he wanted to carve out a more sophisticated aesthetic.

“It is really just an extension of the need to see something more modern and refined rather than the same old fantasy and sci-fi worlds being built at the time.”

<https://alexiscstudio.com/work>



Alexis Christodoulou



Studio Six N Five

- EPHEMERAL
- INFLUENTIAL
- DURABLE
- TRANSFORMATIVE

SEX TOY SURGE

AS THE PANDEMIC APPROACHED ITS PEAK, ONLINE RETAILERS SAW SALES SPIKE, AS PEOPLE CAPITALIZED ON ALL THAT ALONE TIME

WHAT IT IS

Sales for at least five major sex toy brands have seen significant increases throughout 2020, seemingly in step with instructions to stay inside and avoid other people. WOW Tech Group, which owns the sex toy brands WeVibe and Womanizer had already exceeded their monthly sales projections by more than 40 percent as of March 25.

WHAT IT MEANS

In times of stress, people need to find ways to **escape & feel good**.



- EPHEMERAL
- INFLUENTIAL
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DRIVE-IN EVERYTHING

THE ROLE OF THE AUTOMOBILE HAS BEEN REINVENTED IN THE CORONAVIRUS ERA

WHAT IT IS

Once just a way of getting from one place to another, the car has been turned into a mini-shelter on wheels, safe from contamination, **a cocoon that allows its occupants to be inside and outside at the same time.**

The trend has transformed communities and businesses. Drive-in theaters are experiencing renewed interest. People picnic from sedans and pickup trucks. Birthdays, baby showers and graduations are celebrated by waving through windows. Some churches have been able to conduct services that cater to worshipers in their cars. An event producer known as DJ Carnage has been hosting a series of “Road Raves,” at which partiers will remain in their cars while DJ’s spin a live set.

WHAT IT MEANS

The lengthy lead time for the design and production of new cars means that there will be little long-term impact of this phenomenon. However, since automobile manufacturers have already been re-conceiving vehicle interiors in light of the arrival of autonomous driving, it is likely that we will eventually see **car interiors that feel more like rooms than vehicles.**

<https://nyti.ms/2A1r9yg>
<https://www.theroadrave.com>



ENABLE ESCAPE / IMPLICATIONS

OUR WORLD HAS BEEN FRAGMENTED IN A WAY THAT HAS MADE US HYPER-CONSCIOUS OF SPACES. MORE THAN EVER, WE ARE AWARE OF THE DIVISIONS BETWEEN PRIVATE (SAFE/CONTROLLED) AND PUBLIC (UNSAFE/UNCONTROLLED).

BIG INVESTMENTS IN THE HOME DURING LOCKDOWN MAKE IT A MORE APPEALING PLACE FOR FAMILIES TO ESCAPE FROM THE WORLD. THE EXPENSE AND EFFORT OF THIS EVOLUTION IS SETTING UP A FAIRLY DURABLE COCOONING TREND: THE NICER YOUR HOME IS, THE MORE LIKELY YOU ARE TO SPEND TIME THERE.

ESCAPIST LEISURE ACTIVITIES—BOTH PHYSICAL AND DIGITAL—WILL RECEDE SLIGHTLY AS THE PANDEMIC EASES, BUT WILL LEAVE A LINGERING APPETITE.

ENABLE ESCAPE / IMPLICATIONS

“As the world seems to fall apart **the urge to escape grows stronger.**”

- Nellie Bowles, *The New York Times*

ENABLE ESCAPE / CREATIVE GUIDELINES

COMFORT PEOPLE IN SEARCH OF SOOTHING AND COCOONING

BRING IT HOME

- Meet people where they are & join the flood of services that are finding new relevance in the home.
- Don't underestimate the appeal of the from-home option. People will sacrifice a lot for the sake of that convenience.
- To be workable at home, objects must be portable and flexible enough to cycle in and out of living spaces, which are becoming increasingly multi-use.

STAY ENGAGED

- Reward curiosity. Create experiences that invite exploration and discovery.
- Turn up the heat on storytelling and world-building. A compelling narrative is a powerful way to capture and hold someone's attention.

TRANSPORT THE SENSES

- Soothe people's frayed nerves with delicious sensory delights. Use all of your creative skills to engage their senses & distract them from stress.
- Layer storytelling and seductive visuals to create compelling digital alternatives to the real-world spaces people feel trapped in.

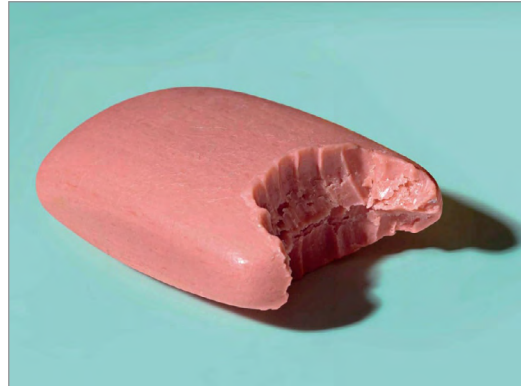
CREATIVE PRINCIPLES / REVIEW



01. PIVOT TO DIGITAL

DIGITAL PLATFORMS FINALLY
ACHIEVE CRITICAL MASS

Figure out what digital does
best and do that like crazy



02. SIGNAL SAFETY

THE ONLY THING WE ALL
AGREE ON IS FEELING UNSURE

Reassure people that safety is
your prime concern



03. ENABLE ESCAPE

EVERYONE'S STRESS LEVELS
ARE OFF THE CHARTS

Comfort people in search of
soothing and cocooning

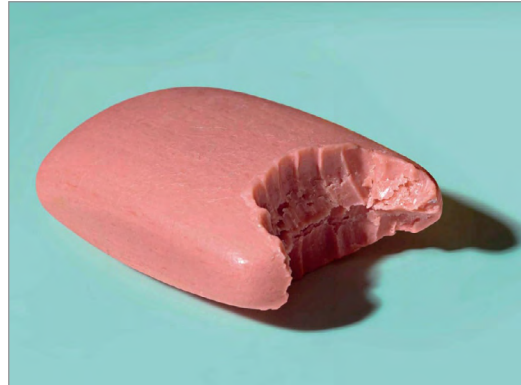
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DURABLE



TEMPORARY

MEGA-TREND ALIGNMENT

EMERGING PRINCIPLE
PIVOT TO DIGITAL

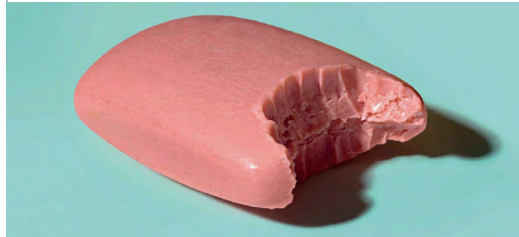


INFLUENCING MEGATREND
FAKE IT

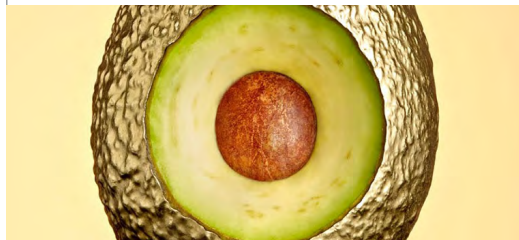


Embrace the creative potential of radical inauthenticity

EMERGING PRINCIPLE
SIGNAL SAFETY



INFLUENCING MEGATREND
BE DIRECT



Focus and clarity are needed to cut through the noise

EMERGING PRINCIPLE
ENABLE ESCAPE



INFLUENCING MEGATREND
CHILL OUT



Make design choices that soothe the mind and senses

CONCLUSION

“Comfort with ambiguity, uncertainty, and lack of control will be necessary to remain mentally resilient and apply creativity to innovate in fast-paced, disruptive environments.”

- Heather McGowan, *The Adaptation Advantage*

CONCLUSION / FINDING THE NEW NEXT

DISRUPTION DEMANDS CHANGE.
THIS MOMENT OF DISASTER IS ALSO
AN OPPORTUNITY: A CHANCE TO RE-
WRITE RULES AND USE THE POWER
OF CREATIVE PROBLEM SOLVING TO
INVENT A BETTER WORLD.

We must adapt to this new normal in a world where the biggest risk comes from not changing at all.

THANK YOU.

Contact mike@thenewnext.net to learn more, or visit our [website](#).

THE
NEW
NEXT