

Community, Hybridity & Activation

Trend Report for Little Diversified Architectural Consulting

08.12.20



Hyper-Local Neighbourhood



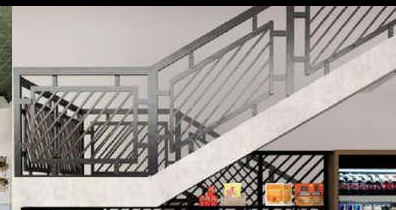
Flatpack Wellness



Hotel Pivots



Micro Venue



Modernized Living



Prepared for:

James Farnell

Prepared by:

Mary & Courtney

Delivered on: 12/8/20

Briefing: Exploring the shift from static architecture to event marketing-driven programming & activations that are constantly changing. How can we use this as an opportunity to discover emerging (primarily online) brands emerging into physical retail and provide more temporary solutions faster? Can this develop into a more sustainable long term relationship with clients where we constantly change-out their events and retail experiences? How are workspaces and retail spaces increasingly converging through hybrid spaces offering coffee, banking, workspace and healthcare solutions at the heart of the community?

Takeaway: The ongoing global pandemic has forced many individuals to practice physical distancing and remain home when possible, increasing their feelings of isolation. Combined with other factors—like social unrest, the growing threat of climate change, and personal circumstances— consumers are experiencing an exponential build-up of stress. As a result, more people are looking for accessible resources that will help them deal with their anxiety in a healthier way, while remaining within their means.

Top Insights



Artist-in-Residency *Brands and retailers are launching artist-in-residency programs*

Trend - Companies are increasing the legitimacy of their collaboration with artists by creating specialized artist-in-residence programs. In doing so, brands are capable of framing a new partnership in a more official and elegant manner that emphasizes the opportunity for the creative professional. **Insight** - Contemporary consumers are expecting authenticity and transparency from brands and this extends not only to the products or services offered but also when it comes to the various partnerships a business enters. In this space, individuals are advocating for more support from bigger brands who have resources that the average consumer and independent professional can't necessarily access. By levelling the playing field, many feel more secure and comfortable supporting a given business.



Hotel Pivots *Hotels are repurposing their rooms to offer new services amid COVID-19*

Trend - Amid the COVID-19 pandemic, various hotel brands across the globe are pivoting their rooms to offer new services. These repurposed rooms include pop-up restaurants, temporary work offices, and emergency hospital rooms. **Insight** - Consumer needs have evolved drastically with the onset of the COVID-19 pandemic, leaving many consumers concerned about adequate care access, the ability to work in a distraction-free zone, and even looking for safe opportunities to dine out. As they try to accept the "new normal" they are facing, they are turning to brands to provide options that allow them to regain a sense of normalcy and safety amid the confusion.



Modernized Living *Co-living spaces are adapted with modern designs and functions*

Trend - Co-living concepts are becoming more common, and architects and designers are adapting these spaces with modern functions that include everything from self-service shops to pet-specific layouts. **Insight** - With cities growing in population and cost of living going up with it, people who live in these dense environments are increasingly looking for flexible and affordable housing solutions that account for their lifestyles. The concept of property ownership is unreachable for many Millennials and Gen Z consumers, and so instead they're seeking out modern living options that offer them both autonomy and a sense of community.



Flatpack Wellness *Brands are developing flatpack solutions for the luxury category*

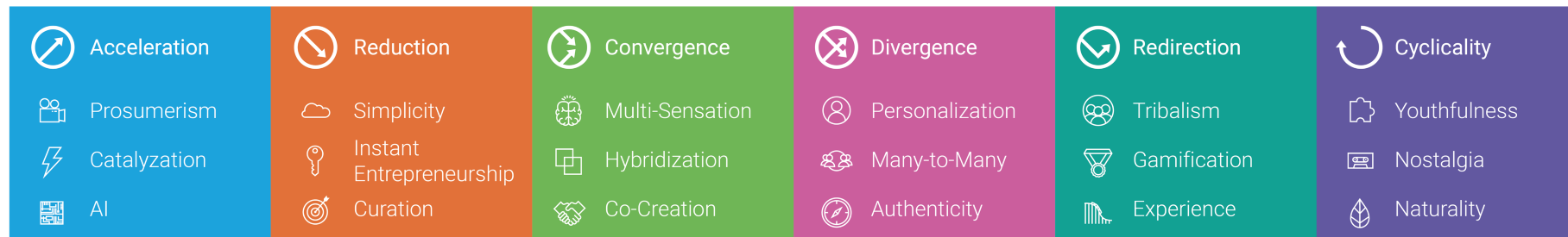
Trend - In order to make luxury more accessible, brands are launching various affordable and flatpack designs. Enabling flexibility, these products enable indulgences such as saunas or timely escapes. **Insight** - Given the fast-paced environment of today, individuals are prone to get overwhelmed with their demanding lifestyles in the cities. Because of this, many seek solutions—either an escape or something nearby—that will help them unwind and relax, contributing to better overall mental health. Many have limited time for rest, however, and as a result, consumers are prioritizing more accessible options that will offer them some flexibility or convenience.

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Artist-in-Residency

Brands and retailers are launching artist-in-residency programs

Trend - Companies are increasing the legitimacy of their collaboration with artists by creating specialized artist-in-residence programs. In doing so, brands are capable of framing a new partnership in a more official and elegant manner that emphasizes the opportunity for the creative professional.

Insight - Contemporary consumers are expecting authenticity and transparency from brands and this extends not only to the products or services offered but also when it comes to the various partnerships a business enters. In this space, individuals are advocating for more support from bigger brands who have resources that the average consumer and independent professional can't necessarily access. By levelling the playing field, many feel more secure and comfortable supporting a given business.



Global Artist-in-Residence Programs

Canada Goose's Latest Artist-in-residence is Saroj Patel



Expansive Beauty Retailers

Mecca Gives Consumer Access to 200 Brands and an Artist-in-Residence



Whisky-Branded Slow Art Projects

Glengoyne Whisky Enlists Jonathon Keats for a 50-Year Art Project



Artist-Spotlighting Clothing Boutiques

Telsha Anderson Launched the Artist-in-residence

6.9
Score

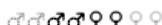
Popularity



Activity



Freshness



Co-creation



Experience



Authenticity

4 Featured, 36 Examples

29,472 Total Clicks

URL: Hunt.to/441838

★ Advisor Pick

Copyright ©
All Rights Reserved

Brands are developing flatpack solutions for the luxury category

Trend - In order to make luxury more accessible, brands are launching various affordable and flatpack designs. Enabling flexibility, these products enable indulgences such as saunas or timely escapes.

Insight - Given the fast-paced environment of today, individuals are prone to get overwhelmed with their demanding lifestyles in the cities. Because of this, many seek solutions—either an escape or something nearby—that will help them unwind and relax, contributing to better overall mental health. Many have limited time for rest, however, and as a result, consumers are prioritizing more accessible options that will offer them some flexibility or convenience.



Tiny Supplemental Property Cabins

The Hello Wood 'Kabinka' Cabin Has a Multifunctional Design



Luxury Flat-Pack Hotel Rooms

Habitas is a Promising Luxury Concept That Employs 3D-Printing



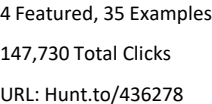
Flatpack Home Recovery Saunas

The 'Sauna Rocket' Enables Full-Body Relief in Minutes



Flat-Pack Wooden Saunas

Studio Rain's Atmosphere: A Revival is Made from Reclaimed Timber

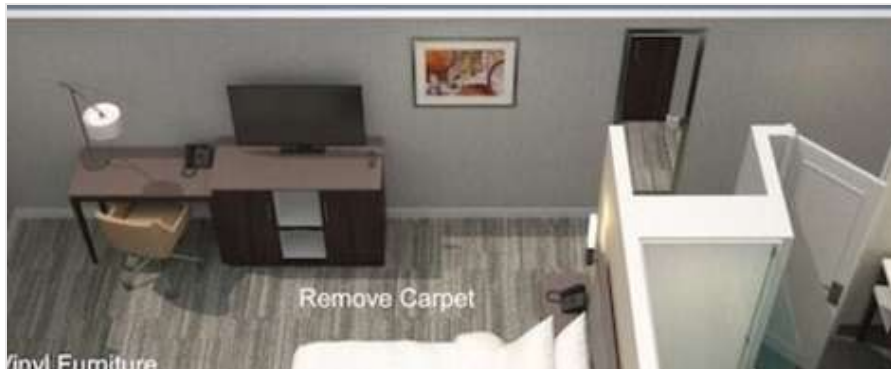


Hotel Pivots

Hotels are repurposing their rooms to offer new services amid COVID-19

Trend - Amid the COVID-19 pandemic, various hotel brands across the globe are pivoting their rooms to offer new services. These repurposed rooms include pop-up restaurants, temporary work offices, and emergency hospital rooms.

Insight - Consumer needs have evolved drastically with the onset of the COVID-19 pandemic, leaving many consumers concerned about adequate care access, the ability to work in a distraction-free zone, and even looking for safe opportunities to dine out. As they try to accept the "new normal" they are facing, they are turning to brands to provide options that allow them to regain a sense of normalcy and safety amid the confusion.



Hotel Pivoted Hospital Concepts

LEO A DALY Debuts Hotel2hospital Concept for COVID-19 Response



Hotel Pivoted Restaurant Rooms

Hotel Stadt is Converting its Hotel Rooms into Pop-Up Restaurants



Home Office Hotel Pivots

'Home Office Im Hotel' Platform Shows Hotels Offering Rooms to Work From



Charitable Hotel Room Donations

Jupiter Hotel Donated 81 Rooms to Help Those in Need Amid COVID-19

6.6
Score

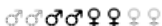
Popularity



Activity



Freshness



Personalization

Authenticity

Many to Many

4 Featured, 35 Examples

73,342 Total Clicks

URL: Hunt.to/430190

★ Advisor Pick

Copyright ©
All Rights Reserved

Micro Venue

Micro venues are popping up to offer unique spaces to host small-scale events

Trend - Micro venues are launching as a way to host small-scale events amid the pandemic restrictions. These venues are being used for intimate weddings, birthday parties, photography sets, and workshops.

Insight - While many aspects of consumers' daily lives have changed amid the on-going pandemic, the need to socialize and see loved ones remains the same. Since the duration of the pandemic is unknown and has been longer than initially expected, many consumers now feel the need to celebrate milestones in-person with their close friends, creating some semblance of normalcy. This is especially true as milestones give many consumers something to look forward to amid the challenges of the pandemic.



Stunning Nature-Inspired Micro Venues

Promise Ridge Offers a Special Ceremony Space



Stunning Avant-Garde Micro Venues

Chippy White Table is Perfect for Weddings, Photoshoots, & More



Small-Scale Event Venues

The Party Space Place Offers Unique Space to Host Small-Scale Events



Airy Aesthetic Venues

The Girl Who Played With Plants Venue Can be Used for Small Gatherings

5.4
Score

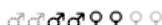
Popularity



Activity



Freshness



Curation

Experience

4 Featured, 25 Examples

22,416 Total Clicks

URL: Hunt.to/437432

Modernized Living

Co-living spaces are adapted with modern designs and functions

Trend - Co-living concepts are becoming more common, and architects and designers are adapting these spaces with modern functions that include everything from self-service shops to pet-specific layouts.

Insight - With cities growing in population and cost of living going up with it, people who live in these dense environments are increasingly looking for flexible and affordable housing solutions that account for their lifestyles. The concept of property ownership is unreachable for many Millennials and Gen Z consumers, and so instead they're seek out modern living options that offer them both autonomy and a sense of community.



In-Apartment Self-Service Shops

Impulsify is Adding Grab-and-Go Solutions to Communal Spaces



Pet-Friendly Modern Apartments

Sim-Plex Design Studio Boasts a Unique & Divided Shared Flat Design



Shared Communal Living Projects

TC Plus Tests Boundaries in Belgium for the Future of Housing



Communal Living Micro Apartments

The UKO Stanmore Co-Living Space is Well-Appointed

7.6
Score

Popularity



Activity



Freshness



Hybridization

Simplicity

4 Featured, 36 Examples

230,568 Total Clicks

URL: Hunt.to/430890

★ Advisor Pick

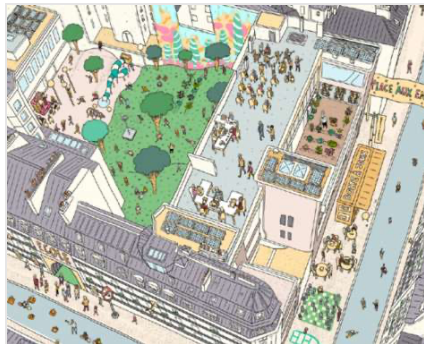
Copyright ©
All Rights Reserved

Hyper-Local Neighbourhood

Real estate developers are betting on convenience and comfort

Trend - Architects, developers, and governments are proposing neighborhoods that are centered around community-building and local businesses. These spaces are intended to be car-free and to have all necessities within a short walk or bike ride.

Insight - As urban centers expand in size and population, consumers are recognizing that their quality of life is severely depleting—whether that be due to alienation, affordability issues, lengthy commutes, pollution, and so on. As a result, many are moving away from city centers and turning to community-based neighborhoods. In doing so, individuals gain a sense of belonging because they can facilitate stronger connections with the people around, while also satisfying the need for convenience and cleaner air.



15-Minute City Concepts

Paris' Mayor Anne Hidalgo Envisions a Post-Car City



Bike-Friendly Neighborhood Concepts

In Merwede, Every Three Households Shares One Car



Car-Free Neighborhoods

Culdesac Tempe is Paving the Way to an Eco-Friendly Future



15-Minute Cities

Reef's Real Estate Makes Neighbourhoods Accessible to Walkers and Bikers

7.9
Score

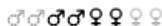
Popularity



Activity



Freshness



Target Curation

Natural

Catalyzation

4 Featured, 33 Examples

73,176 Total Clicks

URL: Hunt.to/442344

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



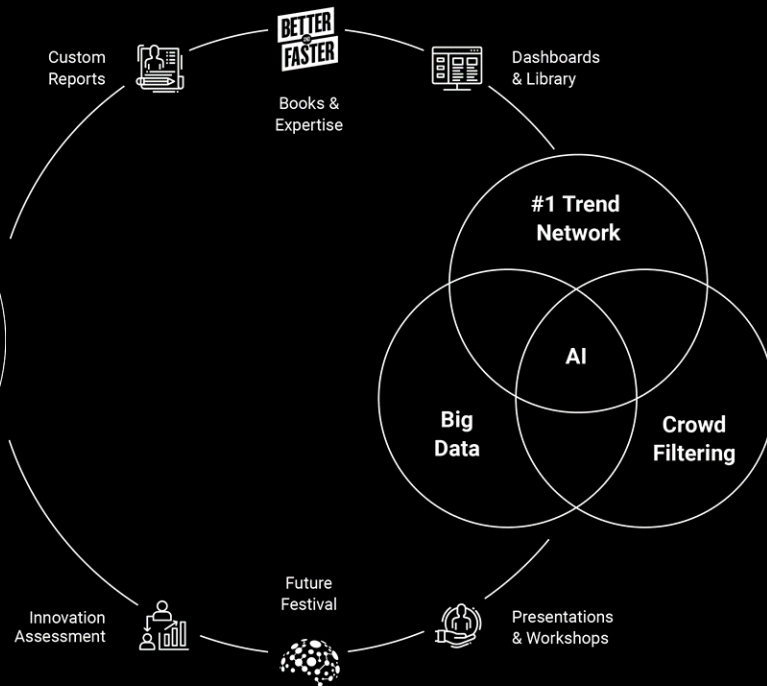
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



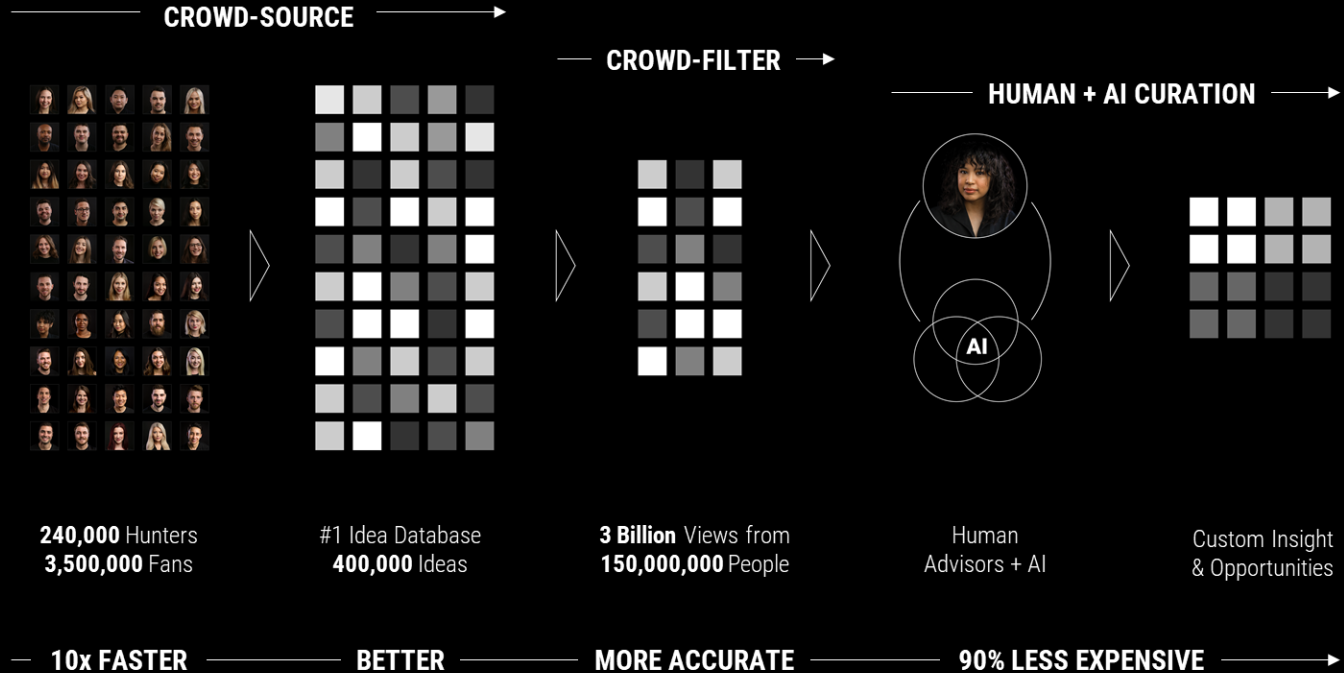
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturality</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

8.8
Popularity
Activity
Freshness

Retro Hybrid Electric Watercrafts
The latest in vintage boats that can be powered by electric motors.

Custom Vintage Electric Car
A custom-built electric car that looks like a classic Ford Mustang.

Retro Car-inspired eBikes
Electric bikes that look like classic cars.

Electrically Rebuilt Classic Cars
Classic cars that have been converted to electric power.

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
The CamperHub C1 has a double Cabriolet Camper Van Body.

9.2
Popularity
Activity
Freshness

Expedition Camper Vehicle
A custom-built camper van with a double cabriolet body.

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/](#).

Top 100 Travel Trends in 2019
The top 100 travel trends in 2019.

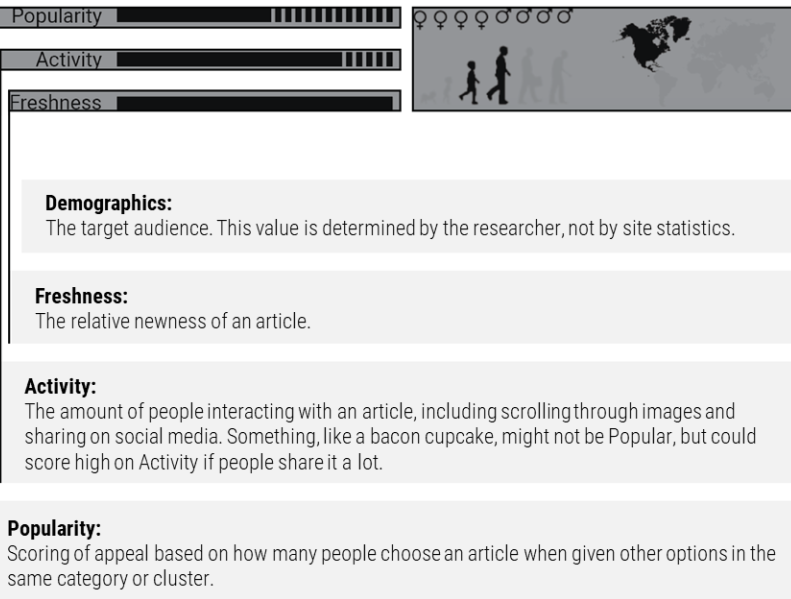
Top 100 Food Trends in December
The top 100 food trends in December.

Top 30 Pet Innovations
The top 30 pet innovations.

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.



Retro Hybrid Electric Watercrafts
The Volvo is a hybrid boat that can operate on both gas and electric power.

Retro Car-inspired eBikes
The eBike is a bicycle that can operate on both gas and electric power.

Electrically Retrofitted Classic Cars
The classic car is a car that has been retrofitted with electric power.

8.8

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.


Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.



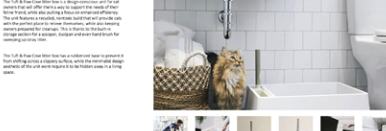
How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance.



The Tuff & Purr One Litter Box is a self-cleaning and self-maintaining litter box that can be used in a variety of ways. It is designed to be used in a variety of ways, including as a litter box, a water dispenser, a food dispenser, and a toy dispenser. It is also designed to be used in a variety of ways, including as a litter box, a water dispenser, a food dispenser, and a toy dispenser.

9.2

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**