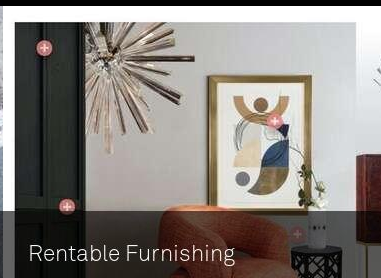


Cyclicalcity

Trend Report for Little Diversified Architectural Consulting

01.24.22



LITTLE
OVERSIZED ARCHITECTURAL CONSULTING

Prepared for:

Rich Glenny, James Farnell, Daniel Montano

Prepared by:

Mary

Delivered on: 1/24/22

Briefing: Diving deeper into cyclicalcity and adaptability in the architecture industry.

Takeaway: While the pandemic has accelerated the decline that strip centers experienced in recent years, there are still ways to turn these commercial properties into a valuable asset. This report primarily focuses on the role that circular design and sustainability play in that strategy, but placing an emphasis on service-oriented business may also prove to help with this.

Top Insights



Container Community *Refurbished shipping containers help create social, community hubs*

Trend - Social and cultural hubs made from shipping containers offer eco-friendly alternatives to more traditional architectural forms. These communities offer elements of retail, nightlife, entertainment and spaces for start-ups. **Insight** - Today's consumers having shifted expectations for the products and services they choose to buy into. For many, eco-friendliness and unique experiences are two motivators for why they'd purchase something. Businesses that are able to merge the two appeal to modern consumers with high expectations for how brands speak to them and their interests.



Sustainable Concrete *Architects are building homes from eco-friendly concrete-like materials*

Trend - Typically, concrete is a major carbon emission culprit. To combat this, architecture firms are creating buildings made from sustainable concrete—a new type of building material that is eco-friendly, lightweight, and possess a long lifespan. **Insight** - As the effects of climate change become more apparent across the globe, many producers are looking for alternatives to ecologically harmful production materials. This is a direct result of consumers' advocacy and desire for a greener future. Many now expect brands from all industries to do their part in helping combat the effects of climate change.



Rentable Furnishing *Rentable furniture platforms and services give customers more flexibility*

Trend - Rentable furniture platforms and businesses are on the rise as brands look for ways to offer consumers affordable options to personalize their homes—for both functional and aesthetic-related purposes. **Insight** - As consumers in North America spend more time at home, home design has become a growing industry. DIY and cost-accessible options are the standard choice for those who can't afford home redesigns and renovations, and brands are increasingly catering to this growing need among customers.



Relaxed Workplace *As offices reopen post-pandemic more focus is placed on relaxation and wellness*

Trend - Many consumers have been working from home over the pandemic, and have become accustomed to a level of relaxation and privacy. For some, this more relaxed environment is more conducive to productivity than the formal settings of the past. As offices reopen employers will need to be cognizant of this and provide more casual environments with low-sensory spaces. **Insight** - Consumers have reprioritized their lives over the span of the pandemic. Movements such as the "anti-work" phenomenon are gaining traction, calling people to reconsider whether the "work hard to get ahead" mentality is sustainable or desirable for them. For many, more relaxed, wellness-focused employment situations are the first step toward a less toxic approach to work. Additionally, a less formal workplace is likely to achieve [continued online]

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.

Container Community

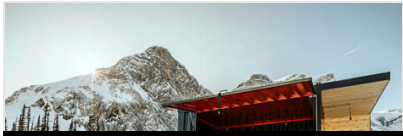
Refurbished shipping containers help create social, community hubs

Trend - Social and cultural hubs made from shipping containers offer eco-friendly alternatives to more traditional architectural forms. These communities offer elements of retail, nightlife, entertainment and spaces for start-ups.

Insight - Today's consumers having shifted expectations for the products and services they choose to buy into. For many, eco-friendliness and unique experiences are two motivators for why they'd purchase something. Businesses that are able to merge the two appeal to modern consumers with high expectations for how brands speak to them and their interests.



Low-Cost Start-Up Hubs
Julius Taminiau & Carl Turner Architects Made a Shipping Container Village



Shipping Container Backyard Bars
The Honomobar is a Small Bar That Can Be Built in Four Weeks



Shipping Container-Built Toronto Neighborhoods
stackt is a New Cultural & Community Hub in Toronto



Shipping Container Stadiums
The Ras Abu Aboud Stadium Can Be Taken Apart After the Match

5.7
Score



- Tribalism
- Experience
- Naturality

4 Featured, 35 Examples

199,908 Total Clicks

URL: Hunt.to/402039

★ Advisor Pick

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Sustainable Concrete

Architects are building homes from eco-friendly concrete-like materials

Trend - Typically, concrete is a major carbon emission culprit. To combat this, architecture firms are creating buildings made from sustainable concrete—a new type of building material that is eco-friendly, lightweight, and possess a long lifespan.

Insight - As the effects of climate change become more apparent across the globe, many producers are looking for alternatives to ecologically harmful production materials. This is a direct result of consumers' advocacy and desire for a greener future. Many now expect brands from all industries to do their part in helping combat the effects of climate change.



Innovative Carbon Concrete Buildings

German Researchers Develop the First Carbon Concrete Building



Bio-Concrete Tiles

This Bio-Concrete is an Economic and Ecological Solution to Invasive Species



Eco Concrete Building Materials

This Cement-Free Concrete Bonds Components Using Alcohol



Carbon-Capturing Concrete Blocks

Carbicrete Developed a Method for Sequestering Carbon in Concrete

6.9
Score

Popularity



Activity



Freshness



Naturality



Catalyzation

4 Featured, 35 Examples

57,933 Total Clicks

URL: [Hunt.to/458231](https://hunt.to/458231)



Advisor Pick

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Rentable Furnishing

Rentable furniture platforms and services give customers more flexibility


Trend - Rentable furniture platforms and businesses are on the rise as brands look for ways to offer consumers affordable options to personalize their homes--for both functional and aesthetic-related purposes.

Insight - As consumers in North America spend more time at home, home design has become a growing industry. DIY and cost-accessible options are the standard choice for those who can't afford home redesigns and renovations, and brands are increasingly catering to this growing need among customers.




Rentable Furniture Pop-Ups

The House of Harth Offers Flexibility When It Comes to Interior Design



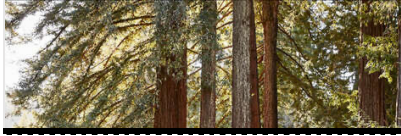
Rentable Backyard Offices

Nooka Provides Shed-Like Offices for Working or Renting Out



Rentable Furniture Marketplaces

1RentPlace Supports Residents, Stagers and the TV/Film Industry





Adventurous Decor Collections

Airstream x Pottery Barn Takes the Comfort of Home to Go

7.9
Score



-  Hybridization
-  Personalization

4 Featured, 36 Examples

180,356 Total Clicks

URL: Hunt.to/450062

Relaxed Workplace

As offices reopen post-pandemic more focus is placed on relaxation and wellness

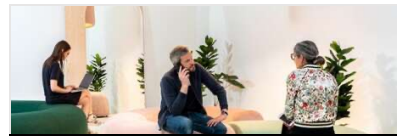
Trend - Many consumers have been working from home over the pandemic, and have become accustomed to a level of relaxation and privacy. For some, this more relaxed environment is more conducive to productivity than the formal settings of the past. As offices reopen employers will need to be cognizant of this and provide more casual environments with low-sensory spaces.

Insight - Consumers have reprioritized their lives over the span of the pandemic. Movements such as the "anti-work" phenomenon are gaining traction, calling people to reconsider whether the "work hard to get ahead" mentality is sustainable or desirable for them. For many, more relaxed, wellness-focused employment situations are the first step toward a less toxic approach to work. Additionally, a less formal workplace is likely to achieve more employee engagement in the new normal as people readjust.



Hybrid Office Desk Pods

The Microsoft FlowSpace is Equipped with Automated Privacy Panels



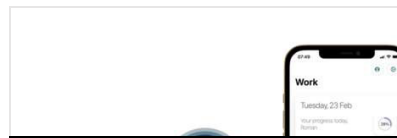
Hybrid Office Layouts

BuzziSpace Unveiled Hubs of Togetherness For Hybrid Office



Soundproof Meditation Booths

The Calm Booth by ROOM is a Mindfulness-Boosting Meditation Pod



Workplace Wellbeing Apps

The 'Wellwork' App Helps Users Set Goals and More

8.9
Score

Popularity



Activity



Freshness



Cloud icon Simplicity

Lightning bolt icon Catalyzation

Target icon Authenticity

4 Featured, 36 Examples

45,158 Total Clicks

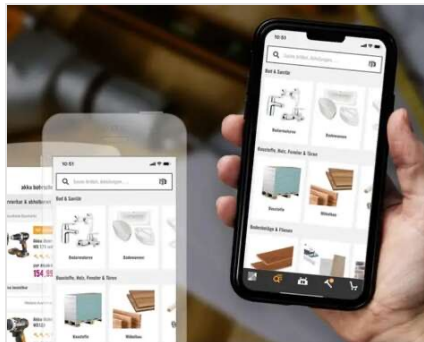
URL: [Hunt.to/466986](https://hunt.to/466986)

Virtual Repair

Virtual home repair videos and services become more popular

Trend - The COVID-19 pandemic has brought on a greater need for virtual services, including in the home repair and renovations industry. Instead of paying businesses to come to their homes, customers are now paying for their virtual guidance instead.

Insight - The DIY industry has grown rapidly in the past several months as the ongoing pandemic has led to services being delayed and shut down, and also due to people using DIY as a way to pass the time. Brands that help facilitate these projects are well prepared for future pandemic-related restrictions.



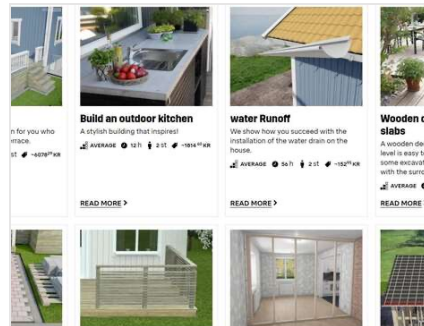
Convenient Home Improvement Apps
The HORNBACH App Makes DIY Renovations Easy to Follow



Branded Home Improvement Programming
Lee Valley Tools Shares YouTube Tutorials For DIY Projects



Livestreaming Plumbing Platforms
The 'Plunjr' App Connects Plumbers to Customers Via Video Call



DIY Renovation Databases
European Retailer Bygmaxx Shares Home Improvement Tutorials Online

6.0
Score



Simplicity
 Catalyzation

4 Featured, 28 Examples

68,832 Total Clicks

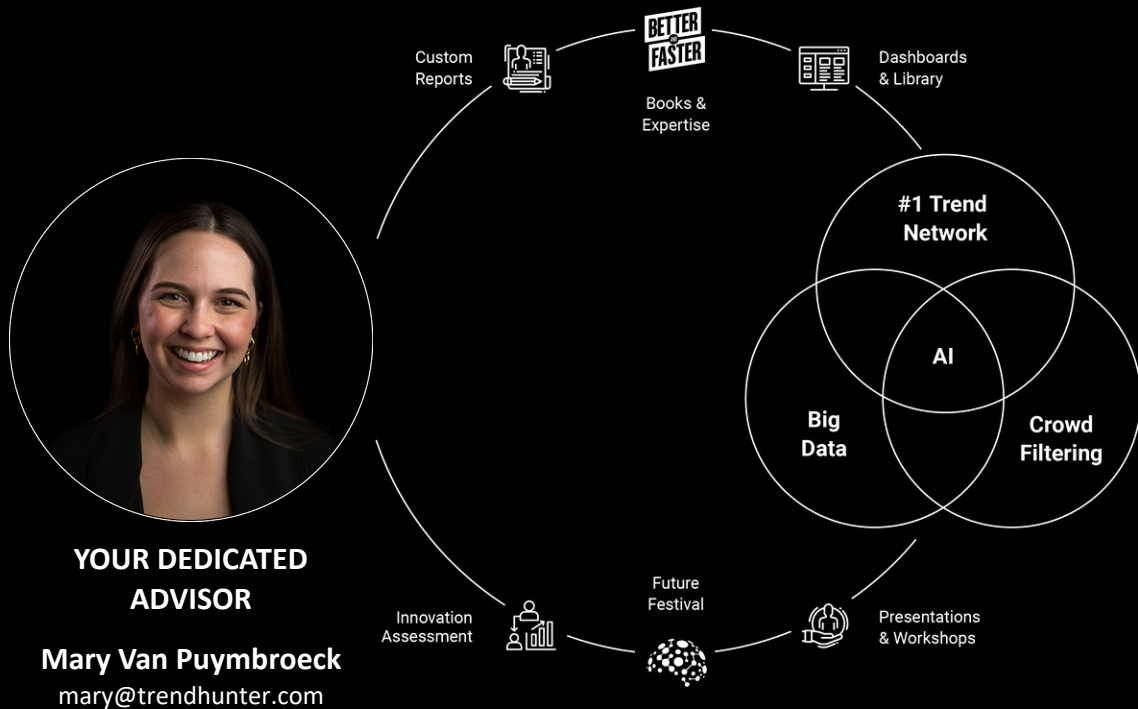
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Appendix

Get More From Your Experience

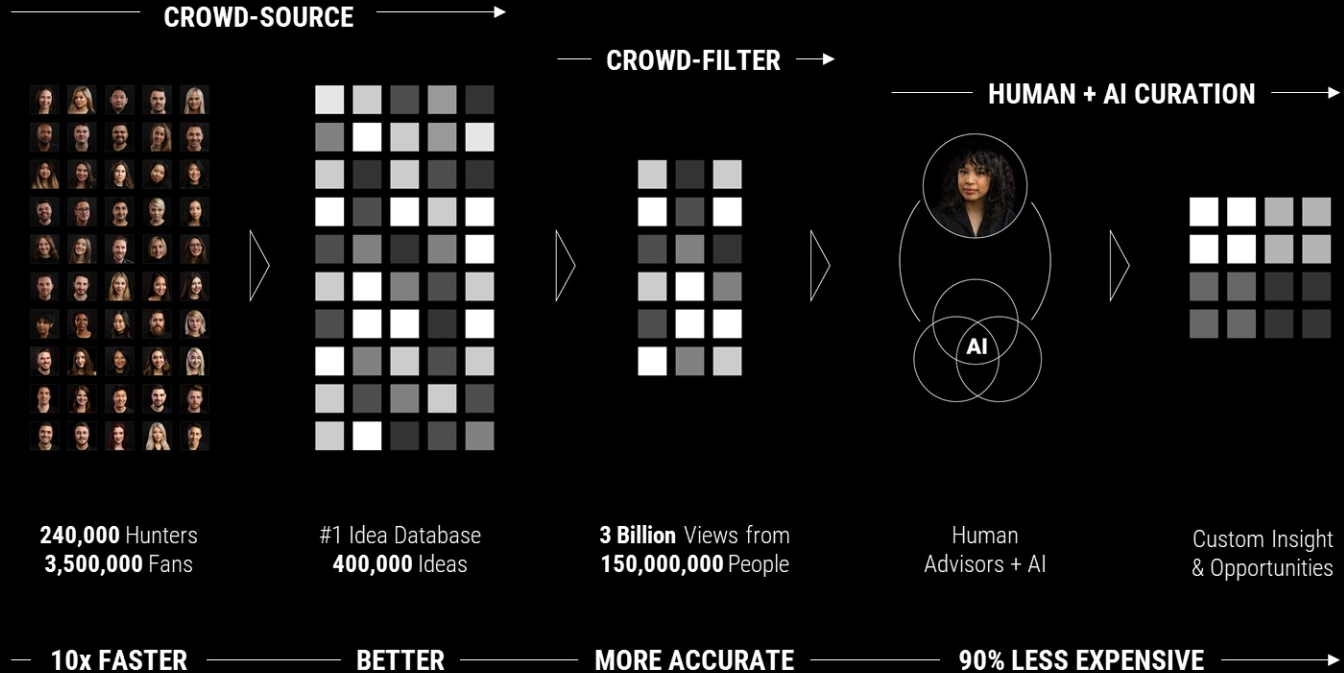
Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service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

Your Contacts & Additional Services



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

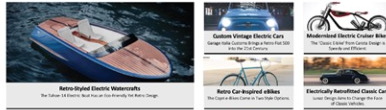
 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: 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



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 CamperVan G1 has a double Cabover-Camp-Rite Body.

9.2
Popularity
Activity
Freshness



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 (toplistfilter.html).

Top 100 Travel Trends in 2019
The Top 100 Travel Trends in 2019 are:

- Instagram-Themed Vacation Rentals
- Cocktail-Themed Hotel Rooms
- Cocoon-Like Elegant Hotel Beds
- Movie Library Rentals

Top 100 Food Trends in December
The Top 100 Food Trends in December are:

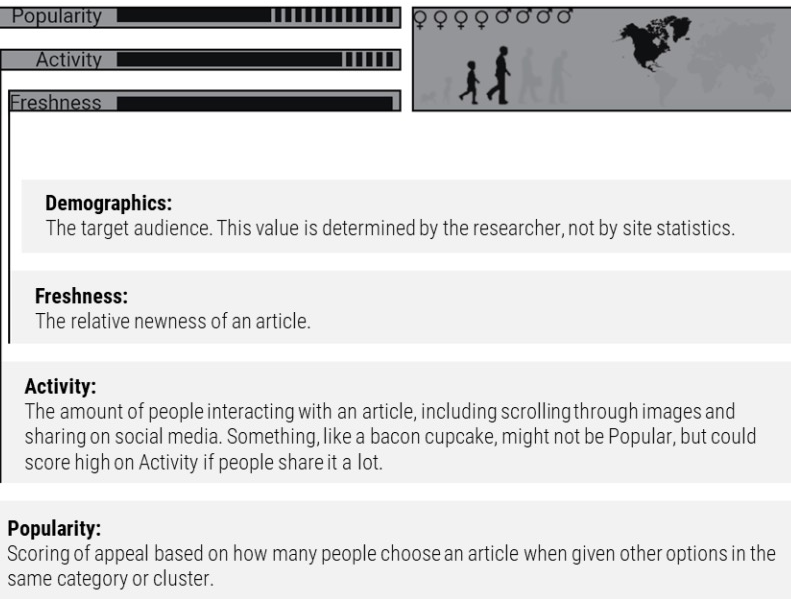
- Vegetarian Chef
- Vegetarian Chef
- Vegetarian Chef
- Vegetarian Chef

Top 30 Pet Innovations
The Top 30 Pet Innovations are:

- Instagramable Pet Products
- Instagramable Pet Products
- Instagramable Pet Products
- Instagramable Pet Products

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.

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

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

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

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

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.

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.

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**