

Salutogenic Design

Trend Report for Little Diversified Architectural Consulting

04.19.22



LITTLE
ENHANCED ARCHITECTURAL CONSULTING

Prepared for:

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Mary

Delivered on: 4/19/22

Briefing: Diving into the impact of salutogenic design on the architecture and interiors industry. This report also examines the use of biophilic design and its impact on our sense of wellbeing.

Takeaway: As the wellness industry continues to grow through platforms like social media and the support of influencers, consumers are looking for ways to implement this lifestyle consistently in their daily routines. These consumers, generally consisting of Gen Z and Millennials, are seeking to slow down the pace of their busy lives and shift to focus on work-life-balance and mental health. As a result, they flock to products that are not only aesthetically pleasing but offer wellness-related benefits as well.

Top Insights



Scientific Stay *Hospitality businesses are partnering with science experts to boost experience*

Trend - Luxury travel brands are known to rely on unique activities to attract travelers and, most recently, the emphasis has fallen on science-backed experiences that combine education and wonder. Hotels are partnering up with scientists and experts to deliver involved and collaborative explorations of surrounding nature. **Insight** - When going on vacation, contemporary consumers often look for activities that they can enjoy at their destination and much of this search is motivated by curiosity and the need to escape from the mundane. In this space, many are prioritizing activities that will allow them to learn and/or experience something new. This demand is usually driven by a desire to enrich one's life and when this is satisfied, consumers feel inspired and energized.



Japandi Expansion *Hybridization of Scandinavian & Japanese motifs is becoming prominent in design*

Trend - Furniture brands and interior designers are combining stylistic influences from Japan and Scandinavian countries to inform a style hybrid called "Japandi." Spaces with this aesthetic direction combine natural materials and a pared-back color palette, creating interiors that are minimal and warm. **Insight** - Contemporary consumers in fast-paced urban centers are looking to balance the demands of their daily lifestyle with a comfortable home environment. In this space, many are prioritizing minimalist designs and simple solutions that can optimize and elevate their living situation, without compromising on aesthetic appeal. When these needs are met, consumers feel more relaxed and can comfortably recharge for the next day.



Zen Biomimicry *Designers infuse elements of nature in one's home to bring a sense of natural peace*

Trend - Architects and interior designers integrate nature's healing elements into the comfort of the individual's homes. To replicate a sense of peace and healing that one can find in the outdoors, designers explore biomimicry in lifestyle items to bring a sense of peace when it's most needed. **Insight** - As the world meets more physical restrictions due to a global crisis, many are confined in their homes for safety precautions. Due to this, many consumers are increasingly craving ways to experience the outdoors without exposing themselves to new threats. Consumers find ways to experience the healing elements of plant life or designs found in nature incorporated into lifestyle products.



Zero-Carbon Furnishing *Furniture brands promise zero or reduced-carbon production*

Trend - Furniture brands are prioritizing carbon-neutral production as they look to reduce their environmental impact and market themselves as being friendly to the environment, as demand for eco-conscious brands grows. **Insight** - As eco-consciousness grows among consumers, more are looking for ways they can change their lifestyles and purchase habits in order to reduce their impact. For some, micro changes are the most realistic due to cost-restrictions. Those who can afford larger investments are making more macro lifestyle changes in order to adjust.

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.

Zero-Carbon Furnishing

Furniture brands promise zero or reduced-carbon production

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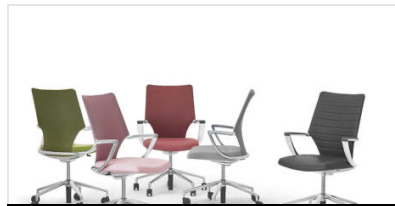
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Eco-Friendly Flat-Pack Furniture
The Takt Furniture Brand Promised Net-Zero Emissions by 2025



Carbon-Negative Solid Wood Chairs
Foster + Partners Partnered with Benchmark to Create OVO Chairs

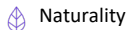


Carbon-Neutral Work Chairs
The Carbon Neutral Swurve Chair is Lightweight & Easy to Sanitize



Upcycled Chopstick Modular Decor
SMILE is a Modular Shelf Unit Made From Repurposed Chopsticks

6.2
Score



Naturalness

4 Featured, 45 Examples

85,459 Total Clicks

URL: Hunt.to/454899

Scientific Stay

Hospitality businesses are partnering with science experts to boost experience

Trend - Luxury travel brands are known to rely on unique activities to attract travelers and, most recently, the emphasis has fallen on science-backed experiences that combine education and wonder. Hotels are partnering up with scientists and experts to deliver involved and collaborative explorations of surrounding nature.

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Massive Hotel Aquariums

Four Seasons Resort Hualalai Brings New Experiences to the Fore



Adventure-Encouraging Experiences

Hyatt Hotels Corporation Announces 40+ Unique 'Explor-cations'



Educational Stargazing Hotel Experiences

Hyatt Regency Maui Resort and Spa Boasts a New Package



Stargazing Hotel Experiences

The Kimpton Vero Beach Hotel & Spa Offers Stargazing on the Sea

7.2
Score

Popularity



Activity



Freshness



Experience



Naturality



Catalyzation

4 Featured, 28 Examples

71,003 Total Clicks

URL: Hunt.to/454592

★ Advisor Pick

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Mycelium Accessory

Mushroom-based accessories are better for the environment

Trend - Mycelium-made clothing materials and packaging are on the rise, and brands are now creating accessories made from this mushroom-based material. Everything from socks to hangbags are now being made with fabrics and materials made from mycelium.

Insight - Eco-conscious consumption is on the rise as consumers understand the impact of their purchase habits on the environment. However, consumers also understand that potential solutions are more institutional than they are about individual habits, and increasingly expect that brands prioritize sustainability as a result.



Biodegradable Waste Material Footwear
The 'Sneature' Shoes are Made with a Blend of Materials



Luxury Mushroom Leather Bags
Hermès is Launching a More Sustainable Version of Its Victoria Bag

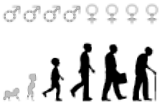



Sustainable Mushroom-Made Helmets
The 'Grow It Yourself Helmet' is Made with Mycelium



Mushroom-Based Shoe Materials
adidas Uses Mushrooms to Reinvent its Stan Smith Sneakers

6.0
Score



 Naturality

4 Featured, 44 Examples
126,288 Total Clicks
URL: Hunt.to/449425

Japandi Expansion

Hybridization of Scandinavian & Japanese motifs is becoming prominent in design

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Hybrid-Style Furniture Collections

Mobilia Embraces the "Japandi" Sensibility in Its Newest Line



Hybridized Shop-and-Dine Spaces

Farrells Overhauls a Mesmerizing 19th Century Building in London



Harmonious Holiday Home Interiors

Magdalena Keck Works with Japanese, American, and Danish Designs



Minimalist Family Holiday Homes

Norm Architects Complete the Perfect Pine-clad Getaway



Japandi-Style Furniture Collections

The 'Lur' Furniture Collection by is Functional

8.1
Score

Popularity



Activity



Freshness



Hybridization



Simplicity



Naturality

5 Featured, 39 Examples

188,463 Total Clicks

URL: [Hunt.to/446071](https://hunt.to/446071)



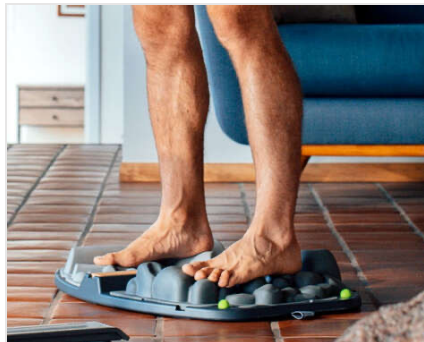
Advisor Pick

Zen Biomimicry

Designers infuse elements of nature in one's home to bring a sense of natural peace

Trend - Architects and interior designers integrate nature's healing elements into the comfort of the individual's homes. To replicate a sense of peace and healing that one can find in the outdoors, designers explore biomimicry in lifestyle items to bring a sense of peace when it's most needed.

Insight - As the world meets more physical restrictions due to a global crisis, many are confined in their homes for safety precautions. Due to this, many consumers are increasingly craving ways to experience the outdoors without exposing themselves to new threats. Consumers find ways to experience the healing elements of plant life or designs found in nature incorporated into lifestyle products.



Nature-Inspired Standing Mats

The monkii 'STOIC' Active Standing Mat Mimics Natural Surfaces



Waterfall-Equipped Lounge Chairs

The Conceptual 'Dhyan' Lounger Can be Personalized to Preference



Versatile Vibrant Furniture

KunDesign's Latest Pieces of Outdoor Furniture are Nature-Inspired



Naturalistic Branch-Inspired Seating

The 'Branca Chair' is Constructed Using Recovered Branches

6.6
Score

Popularity



Activity



Freshness



Simplicity

Catalyzation

4 Featured, 45 Examples

140,943 Total Clicks

URL: Hunt.to/437477

★ Advisor Pick

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Designers are releasing biomimicry-inspired textiles for use in fashion production

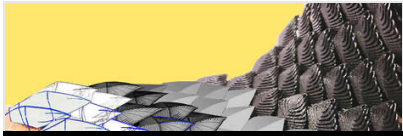
Trend - Previously, designers were eager to explore the concept of biomimicry in their “fashion as art collections,” which were exclusively reserved for viewing only. Nowadays, more brands are making biomimicry-inspired clothing available for purchase.

Insight - Tensions about climate change and its consequences are building up for contemporary consumers and as a result, individuals are looking for ways to mitigate the threat by opting-in for more eco-friendly options on the market. In this space, many are turning to technology and design for alternatives and by embracing more cutting-edge concepts in their daily purchases, individuals have the ability to enjoy peace of mind and take comfort in the fact that they are living a more sustainable lifestyle.



Photosynthetic Clothing

Roya Aghighi Develops Fabrics with Photosynthetic Properties



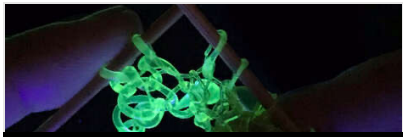
Animalistic Healthcare Casts

The 'SCALED' Wearable Cast Draws Inspiration from Nature



Seawater Plant-Derived Sustainable Fabrics

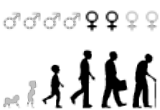
SaltyCo is Developing an Eco-Friendly Fashion Solution



Nature-Inspired Biodegradable Fibers

Werewool Seeks to Contribute to a Circular Economy

6.7
Score



4 Featured, 36 Examples

101,767 Total Clicks

URL: Hunt.to/435824

Biomimicked Solution

Designers are tapping biomimicry to address the problem of water pollution

Trend - Designers, companies, and cities are collaboratively working on water solutions and the onus here falls on biomimicry—a design process that harnesses nature-inspired concepts to address human problems. These projects are envisioned to clean water for consumption in areas where the resource is scarce or to remove plastic waste.

Insight - As the personal and global consequences of climate change intensify and become better known to consumers, individuals are seeking ways to adapt through the preservation and reuse of various resources. For many, addressing pollution takes precedence in this space. Consumers are wary of contributing negatively to the problem and as a result, they are looking for peace of mind by seeking out options that are effective and non-disruptive to the ecosystem.



Anti-Plastic Pollution Devices
The Floating Coconet is an Innovative Solutions for Clean Waters



Detoxifying Algae-Infused Tiles
The Bio-Integrated Design Lab Boasts a Contaminated Water Solution



Ground-Breaking Water Treatments
CLEARAS Water Recovery Inc. is Preparing to Debut Its Technology



Saline Water Treatment Projects
The SaltGae Project Looks at Algae's Potential to Treat Wastewater

5.2
Score



Naturality
Catalyzation

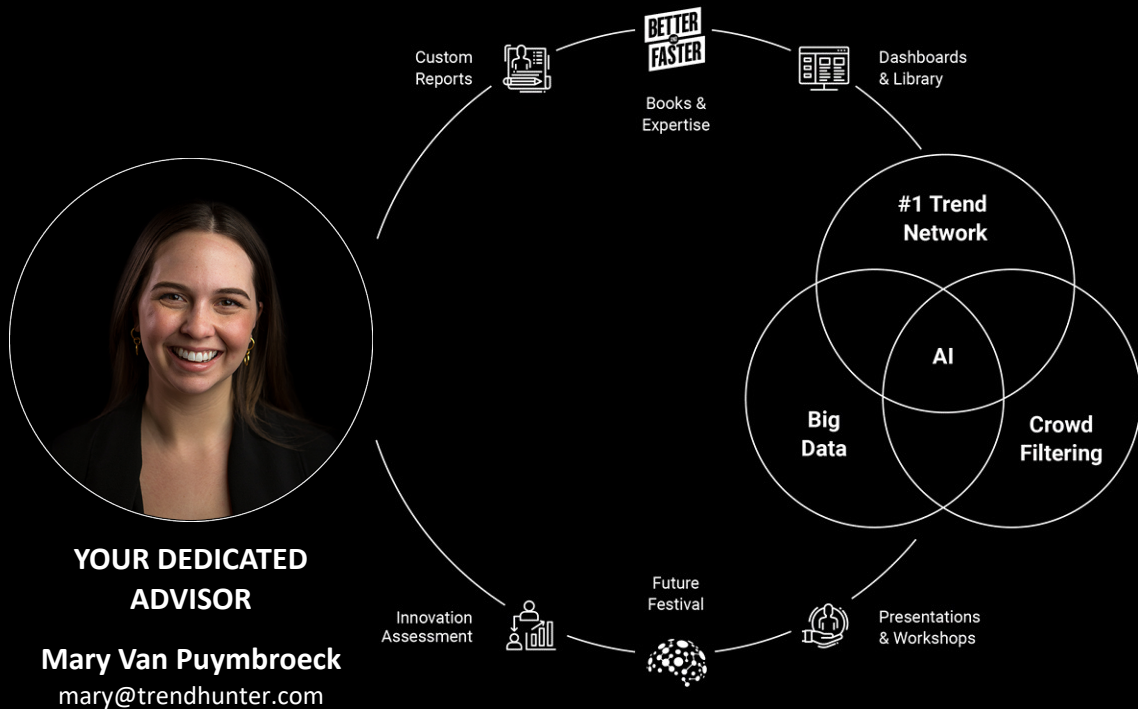
4 Featured, 30 Examples
54,779 Total Clicks
URL: Hunt.to/434699

Appendix

Get More From Your Experience

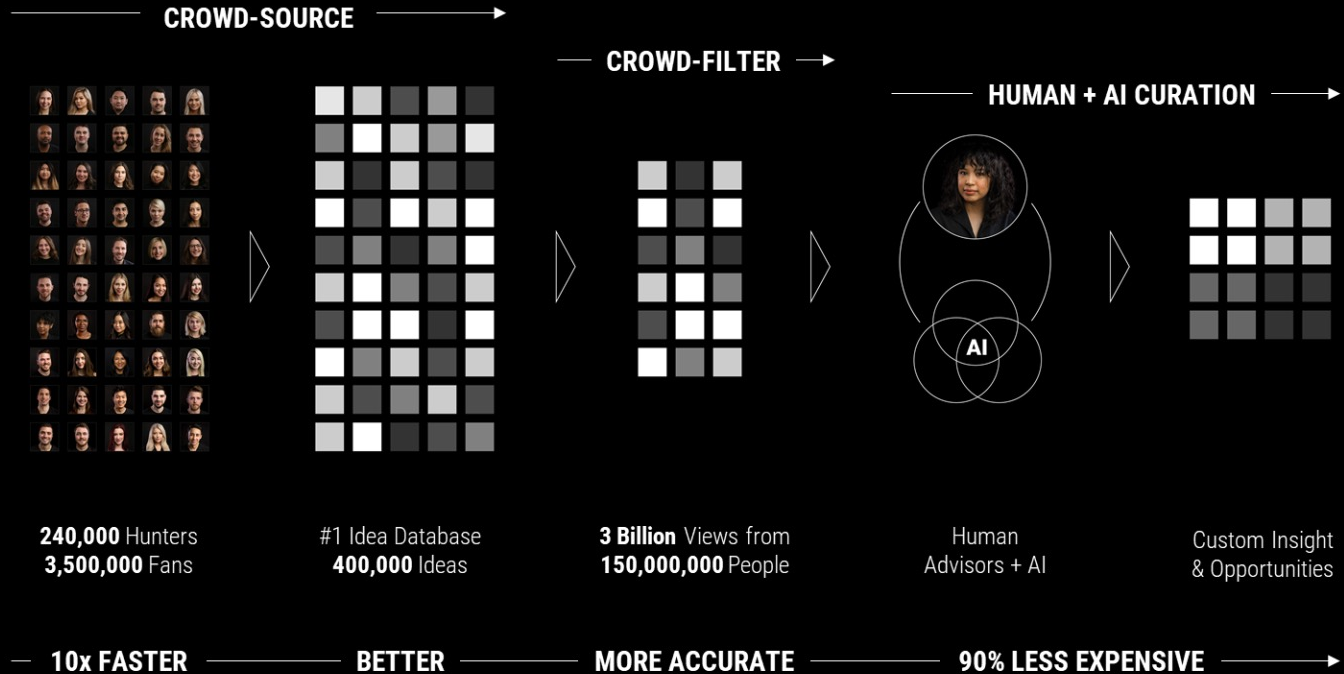
Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service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

 Acceleration 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	 Prosumerism From user-generated content to maker culture, today's consumers are content creators and experts.	 Cyclicity 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles	 Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.
 Catalyzation Brands have taken a role of accelerating the personal development of consumers.	 AI We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.	 Naturality The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.	 Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.
 Reduction 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription	 Instant Entrepreneurship New services make it easier than ever to conceptualize, fund, launch and companies.	 Redirection 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	 Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.
 Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.	 Simplicity In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.	 Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging.	 Experience In a world abundant with 'stuff', experience becomes a more important currency and life priority.
 Convergence 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical+ Digital	 Multisensation Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.	 Divergence 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion	 Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.
 Co-Creation Brands, products, services and consumers are increasingly co-creating an interdependent world.	 Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences	 Personalization Small batch production technologies and more personalized media are creating an expectation for personalization.	 Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

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.

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

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

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

8.8
Score

Popularity

Activity

Freshness

Popularity

Activity

Freshness

Demographics:

Freshness:

Activity:

Popularity:

Overall Score:

8.8
Score

Popularity
The target audience. This value is determined by the researcher, not by site statistics.

Activity
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Freshness
The relative newness of an article.

Demographics:
The relative newness of an article.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

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.

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and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**