

2018

TRENDS

BRIEF



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YOUR WORLD IN 2018

Our world is moving at an accelerated pace, and so is our culture. From lifestyle changes to broader reaching and sometimes turbulent events that touch on all our lives, the upcoming year is a marker in time that prods us to look at where we've been — and where we're going in the future.

For 2018, we've selected cultural shifts in our 2018 Trends Brief that will emerge or continue to shape our behaviors, capture our aspirations and impact industries across culture.

These trends represent some of the most important influences in the zeitgeist of the year ahead. More so than in previous years, our research took us on a roller-coaster journey where polarization, technological advancement and evolving social norms constantly intersect to play an outsized role in the year ahead.

In a world where our perceptions of reality are challenged with the blurring of truth and fake, trends such as Truth Labs have far-reaching impact across culture. The walls that withhold biases and discrimination are more visible than ever, intensifying polarization, filter bubbles and creating tensions as we adjust to evolving social norms, such as with the trends of Detoxing Masculinity and the 67% Movement.

A polarized world is also fueling a desire to better understand ourselves, as we seek to quantify the very essence of humanity. This is seen in trends such as Stunt Math, Mind Rights and Armour Therapy.

At the same time, our understanding of cultural norms is ever-evolving, as shown in trends such as Adaptive Communities, Disaster Design, Mind Rights, Pretty Bias and Scientist Celebrities, as are the nuances of aspirational lifestyles with Biodosing and Asynchronous Meals trends.

We're also seeking out a connection to nature, through the heightened acceptance of natural lifestyles and sustainability, as seen in the trends of Au Natural and Clean Chic. Countering these trends is the growing debate around our role in intruding nature's processes, from GMOs to climate change.

Read on for a glimpse of our near-future.

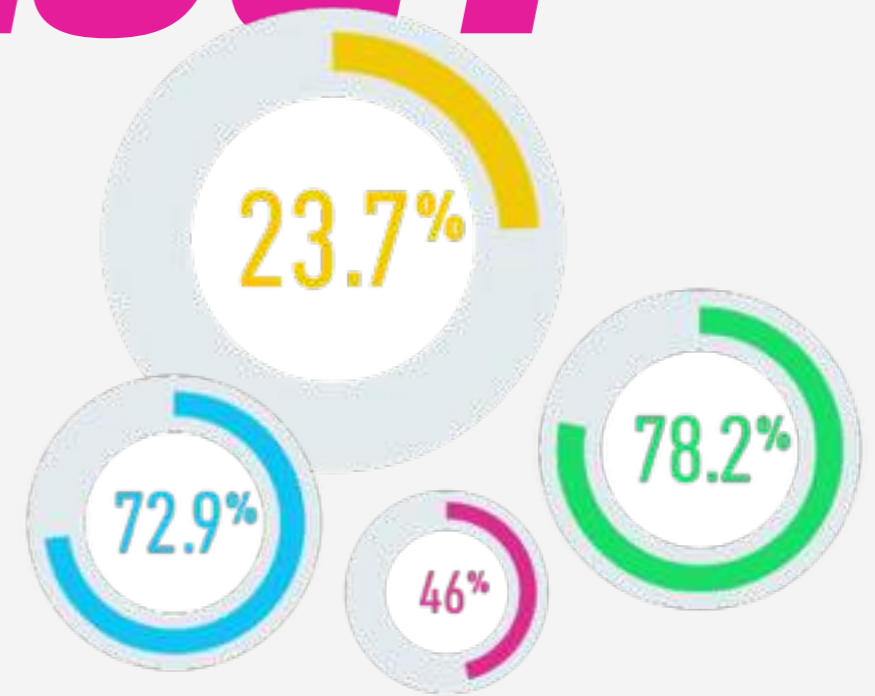


METHODOLOGY

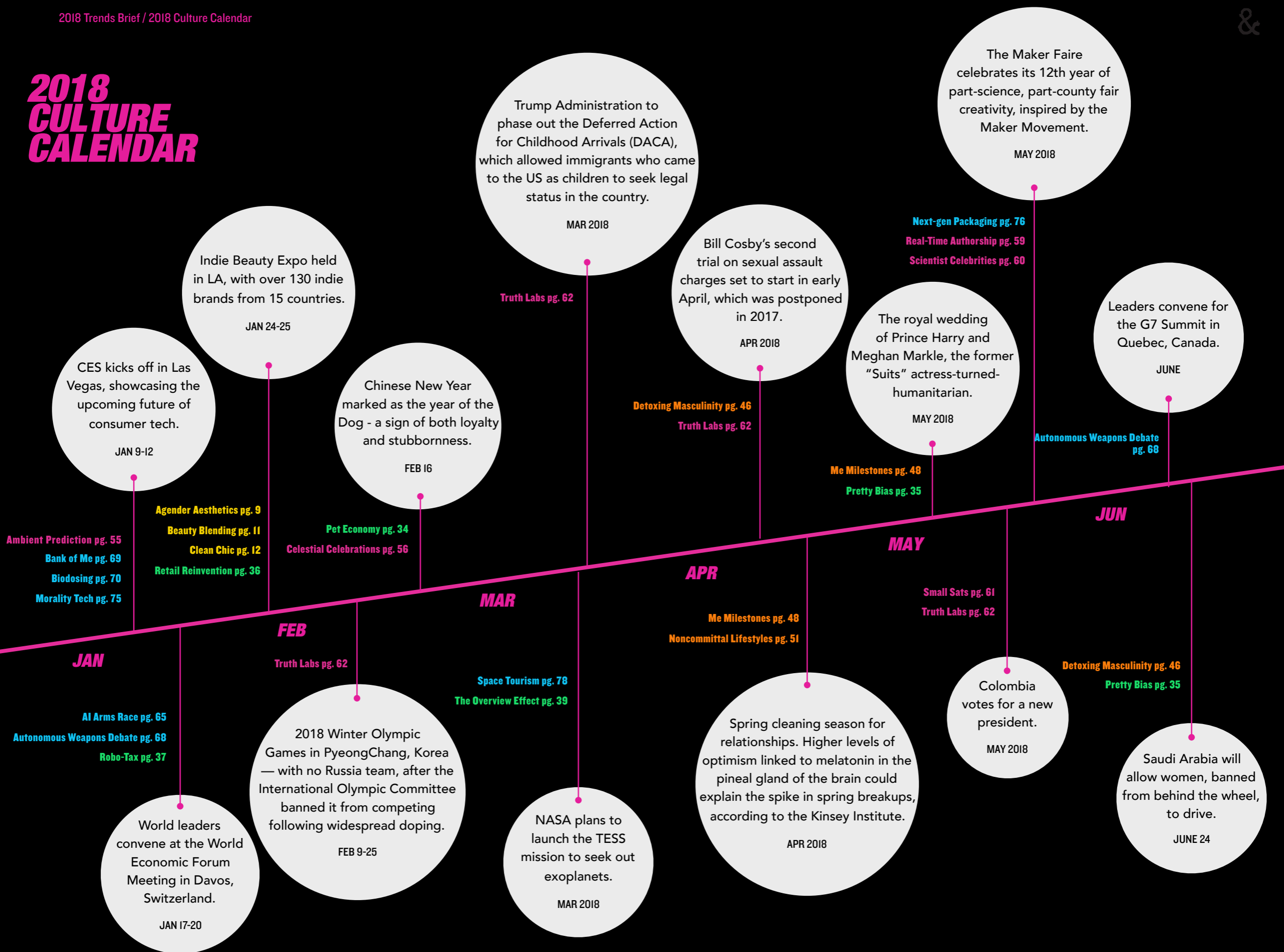
For this report, we applied a trend scoring methodology combining machine intelligence from our active learning system Q™ with human intelligence. Q™ helps us identify signals, structure data, score trends, and add bias into the system at great speed and much more accurately than humans alone.

Our data science team scored and identified the emerging trends of 2018, using methods that measured the trend energy, recent rates of change and forecast the future of these trends.

Out of a working list of 108 trends, 69 trends made the final cut. These represent a balance of cultural change across our five categories of analysis — Aesthetics, Humanity, Ideology, Media and Technology — as well as a range of potential impact on our lives and collective imaginations.



2018 CULTURE CALENDAR



CES kicks off in Las Vegas, showcasing the upcoming future of consumer tech.
JAN 9-12

Indie Beauty Expo held in LA, with over 130 indie brands from 15 countries.
JAN 24-25

Chinese New Year marked as the year of the Dog - a sign of both loyalty and stubbornness.
FEB 16

Trump Administration to phase out the Deferred Action for Childhood Arrivals (DACA), which allowed immigrants who came to the US as children to seek legal status in the country.
MAR 2018

Bill Cosby's second trial on sexual assault charges set to start in early April, which was postponed in 2017.
APR 2018

The royal wedding of Prince Harry and Meghan Markle, the former "Suits" actress-turned-humanitarian.
MAY 2018

The Maker Faire celebrates its 12th year of part-science, part-county fair creativity, inspired by the Maker Movement.
MAY 2018

Leaders convene for the G7 Summit in Quebec, Canada.
JUNE

Ambient Prediction pg. 55
Bank of Me pg. 69
Biodosing pg. 70
Morality Tech pg. 75

Agender Aesthetics pg. 9
Beauty Blending pg. 11
Clean Chic pg. 12
Retail Reinvention pg. 36

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Detoxing Masculinity pg. 46
Truth Labs pg. 62

Me Milestones pg. 48
Pretty Bias pg. 35

Autonomous Weapons Debate pg. 68

JAN

AI Arms Race pg. 65
Autonomous Weapons Debate pg. 68
Robo-Tax pg. 37

World leaders convene at the World Economic Forum Meeting in Davos, Switzerland.
JAN 17-20

FEB

Truth Labs pg. 62

2018 Winter Olympic Games in PyeongChang, Korea — with no Russia team, after the International Olympic Committee banned it from competing following widespread doping.
FEB 9-25

Space Tourism pg. 78
The Overview Effect pg. 39

MAR

NASA plans to launch the TESS mission to seek out exoplanets.
MAR 2018

APR

Me Milestones pg. 48
Noncommittal Lifestyles pg. 51

Spring cleaning season for relationships. Higher levels of optimism linked to melatonin in the pineal gland of the brain could explain the spike in spring breakups, according to the Kinsey Institute.
APR 2018

MAY

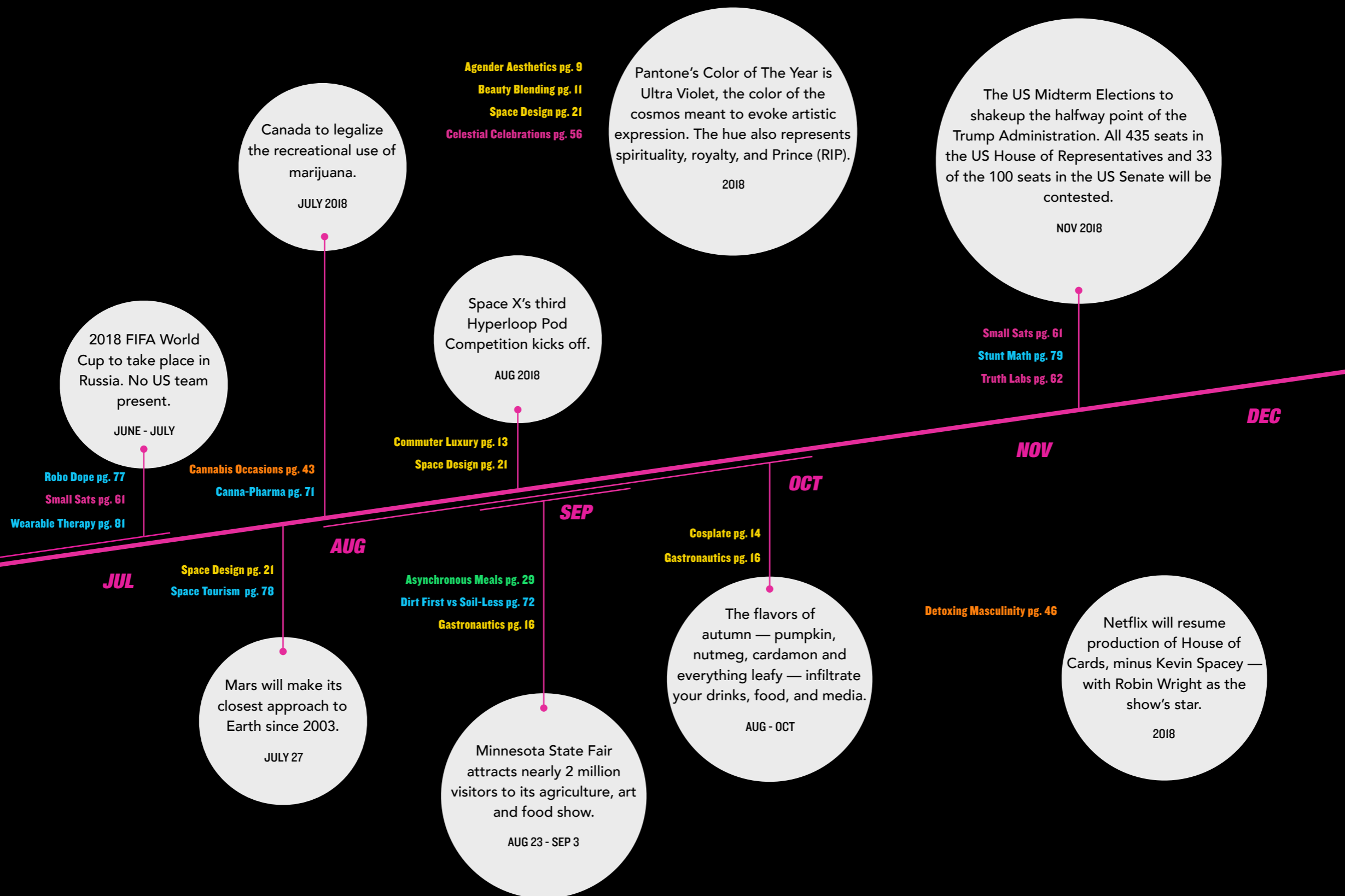
Small Sats pg. 61
Truth Labs pg. 62

Colombia votes for a new president.
MAY 2018

JUN

Detoxing Masculinity pg. 46
Pretty Bias pg. 35

Saudi Arabia will allow women, banned from behind the wheel, to drive.
JUNE 24



2018 FIFA World Cup to take place in Russia. No US team present.
 JUNE - JULY

Robo Dope pg. 77
 Small Sats pg. 61
 Wearable Therapy pg. 81

Cannabis Occasions pg. 43
 Canna-Pharma pg. 71

JUL

Space Design pg. 21
 Space Tourism pg. 78

Mars will make its closest approach to Earth since 2003.
 JULY 27

AUG

Canada to legalize the recreational use of marijuana.
 JULY 2018

Space X's third Hyperloop Pod Competition kicks off.
 AUG 2018

Commuter Luxury pg. 13
 Space Design pg. 21

Asynchronous Meals pg. 29
 Dirt First vs Soil-Less pg. 72
 Gastronautics pg. 16

SEP

Minnesota State Fair attracts nearly 2 million visitors to its agriculture, art and food show.
 AUG 23 - SEP 3

Agender Aesthetics pg. 9
 Beauty Blending pg. 11
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 Celestial Celebrations pg. 56

Pantone's Color of The Year is Ultra Violet, the color of the cosmos meant to evoke artistic expression. The hue also represents spirituality, royalty, and Prince (RIP).
 2018

OCT

Cosplate pg. 14
 Gastronautics pg. 16

The flavors of autumn — pumpkin, nutmeg, cardamon and everything leafy — infiltrate your drinks, food, and media.
 AUG - OCT

The US Midterm Elections to shakeup the halfway point of the Trump Administration. All 435 seats in the US House of Representatives and 33 of the 100 seats in the US Senate will be contested.
 NOV 2018

Small Sats pg. 61
 Stunt Math pg. 79
 Truth Labs pg. 62

NOV

Detoxing Masculinity pg. 46

Netflix will resume production of House of Cards, minus Kevin Spacey — with Robin Wright as the show's star.
 2018

DEC

AESTHETICS

AGENDER AESTHETICS

Agender communication has stuck to old tropes veering on the masculine. We'll see a refined definition of agender from style to substance in shapes, textures, colors and in people who identify as agender, expanding our understanding of its norms.



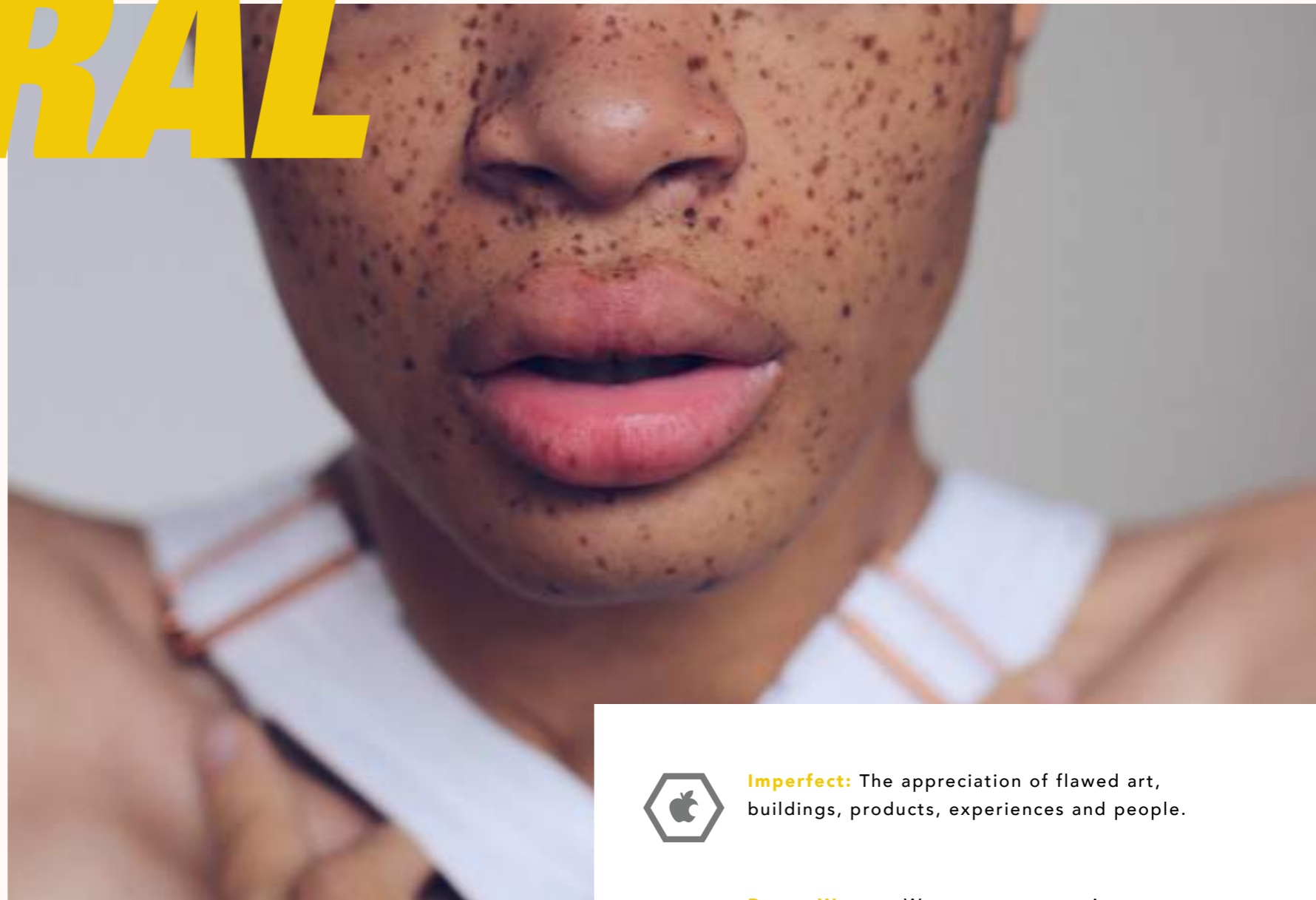
Blurred ID: People are challenging the idea of gender, race, ethnicity and sexuality in binary terms, instead seeing those identities on a spectrum.



Visceral: Designed to evoke a physiological response from the viewer, such as disgust anxiety or pleasure.

AU NATURAL

Our tastes in beauty standards are evolving from a perfect to an imperfect aesthetic. The desire for flawless skin will be replaced by the desire to look cutely unique. Makeup will be used to mimic the appearance of natural beauty, such as highlighting blemishes and freckles.



Imperfect: The appreciation of flawed art, buildings, products, experiences and people.



Power Woman: Women are expressing socioeconomic and cultural power, breaking out of stereotypes.

BEAUTY BLENDING

Beauty-care routines are being blended with rituals and items of religious or spiritual importance, such as holy water toner, soap infused with-ritual flower or incense charcoal scrub. In this way, holistic and meditative experiences become part of the daily routine.



Ancient Wisdom: Turning to traditional ingredients and spiritual practices, including pagan spirituality and the occult.



Wellness Design: Products, spaces and experiences designed for physical or mental wellbeing and health.

CLEAN CHIC

The pursuit of a clean lifestyle — free from additives, toxic ingredients, excess sugar or anything deemed “bad” — will spur the creation of more upscale products and foods, such as clean meat and pollution-free makeup.



Ancient Wisdom: Turning to traditional ingredients and spiritual practices, including pagan spirituality and the occult.



New Sobriety: The decrease in participation of illicit behaviors and consumption of illegal drugs.

COMMUTER LUXURY

Getting from one place to another is becoming less of a drag and more of a luxury. For the time-starved and lifestyle-hungry, on-the-move services are popping up, from cars offering manicures to trains like the Hyperloop Hotel, a design concept that bridges hotel-room luxury with a high-speed rail system.



Aspiration: Mass goods and services are upscaling, introducing premium and luxury options.



Urbanization: People are moving to cities, and megacities are being built vertically.

COSPLATE

Food isn't just for eating: your dinner plates are being used as a form of self-expression. Cosplate is where culture meets the food you eat. We'll see a rise in dressing up food to look like cultural icons or as art, where the meal plays the starring role.



Camera Culture: Creating and redesigning products and experiences to put visual enjoyment first, while changing behaviors due to constant surveillance.



Kidult: Prolonging childhood, while kids act like adults (generational role reversal).

DISASTER DESIGN

Turmoil in the world — from terrorism to climate change — is resulting in growing disaster areas and temporary habitation, such as refugee camps. Designers, brands, NGOs and public-private partnerships are stepping in with innovations for relief infrastructure that also have legs for everyday use.



Climate Change: Coping with severe weather events and water stress.



Wellness Design: Products, spaces and experiences designed for physical or mental wellbeing and health.

GASTRO- NAUTICS

The design of food for consumption in space or on Earth as an aspirational bite. A job of the future for food scientists, gastronautics is the creation of meals and snacks for other-worldly enjoyment, with supercharged flavors and textures that add to their enjoyment in confined spaces.



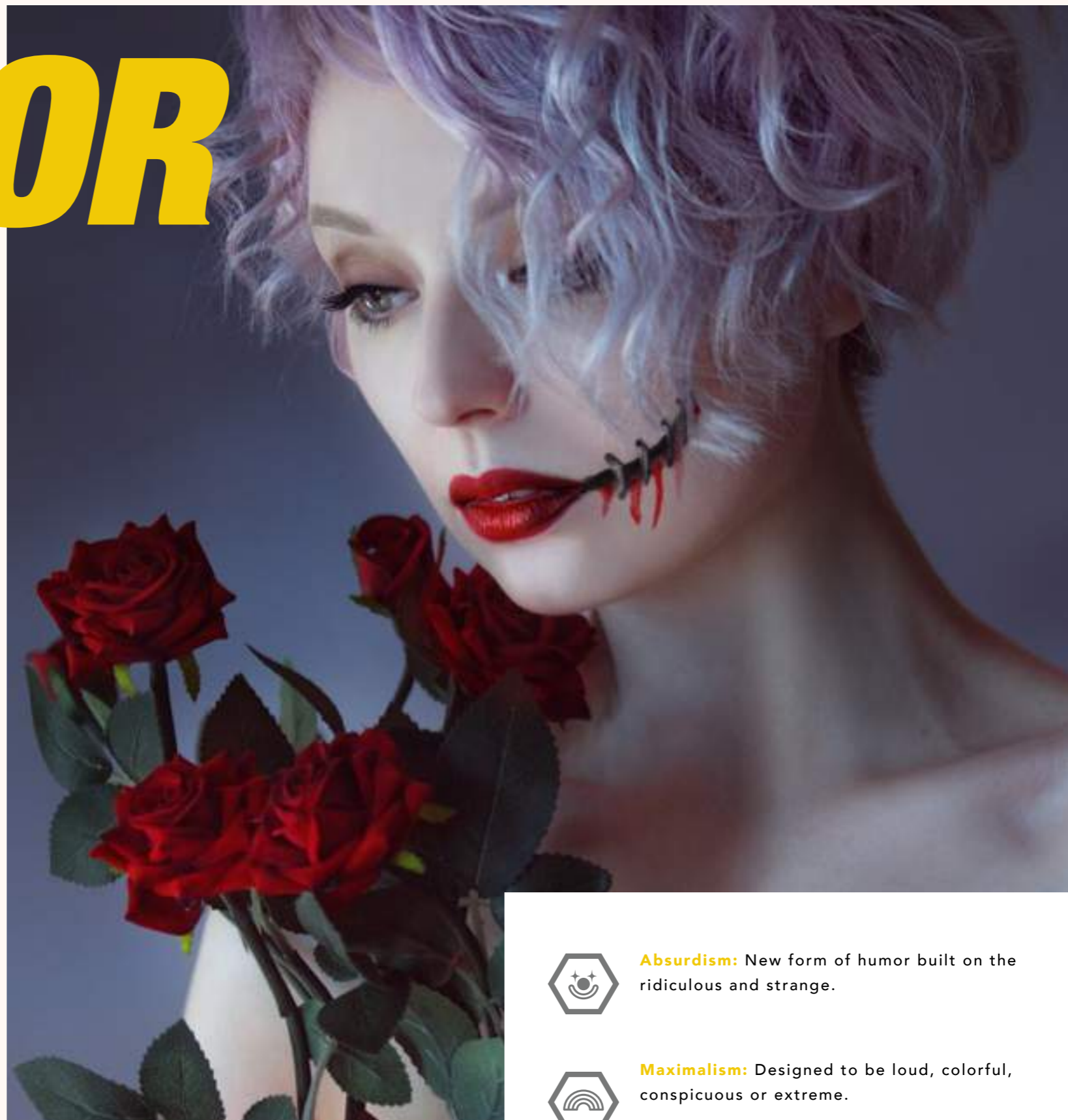
Defictionalization: Bringing the world of fiction to life in the real world.



Shifting Soils: Living on new land due to desertification, flooding, deforestation, dams and mining.

HORROR CHIC

Designers will be putting the gore in gorgeous across the beauty and fashion industries. The curious acceptance of death and a growing fascination with body modification — tattoos, piercings and implants — are bringing the thrilling aesthetic of horror chic to the forefront.



Absurdism: New form of humor built on the ridiculous and strange.



Maximalism: Designed to be loud, colorful, conspicuous or extreme.

MUSHY MECHANICS

We feel more comfortable with interactive technology when it reflects who we are. As robotics expands into a wider range of consumer-facing industries, soft robotics players will be under more pressure to develop technologies with humanizing details — such as Harvard University's multi-material fluid actuators — to replicate the textures, expressions and warmth of a human.



Robots Everywhere: Our jobs are being displaced by technology.



Warm Tech: Design that adds emotion, humanity and feeling to previously sterile technology.

SHAPESHIFTING STIMULANTS

Intoxicants that are transformed into new formats that focus on flavor, portability and socially accepted ways of ingesting. In unexpected forms, rosé gummy bears, snortable chocolate and cannabis-infused drinks and foods offer small or potent doses of intoxicants.



Kidult: Prolonging childhood while kids act like adults (generational role reversal).



New Sobriety: The decrease in participation of illicit behaviors and consumption of illegal drugs.

SONIC SEASONING

Enhancing an activity or product by infusing the unexpected element of sound at specific intervals. Taken in with our ears, extra audio creates new moods, sensory reactions and even therapeutic values to any experience.



Extrasensory: Reimagining the world through an emphasis of one or more of the five senses.



Magic: Belief in the magical, mystical and mysterious workings of the universe.

SPACE DESIGN

Space design inspires creativity and helps us think differently about ourselves and our future. Designing for space is pervasive across culture, from fashion and entertainment to advertising and design. Even the perceived sound of space, or sonic space, is an extrasensory ingredient that can add to a design or experience. Designing products for use in severe environments like space opens up a new framework for innovating designs that ease our lives on Earth, as we overpopulate the planet and become conscious of dwindling resources and susceptible to radical weather patterns.



Defictionalization: Bringing the world of fiction to life in the real world.



Sustainability: Struggling with resource shortages, seeking alternatives.

TECHNO BEAUTY

Tech, lights and makeup are blending to highlight individuality on the face and body. As tech decreases in size, we're using it as a beauty enhancer — and LED eyeliners are just the beginning. Bringing us a step closer to robots, a new Techno Beauty industry is emerging with projection makeup, color-changing applications and discreet wearables.



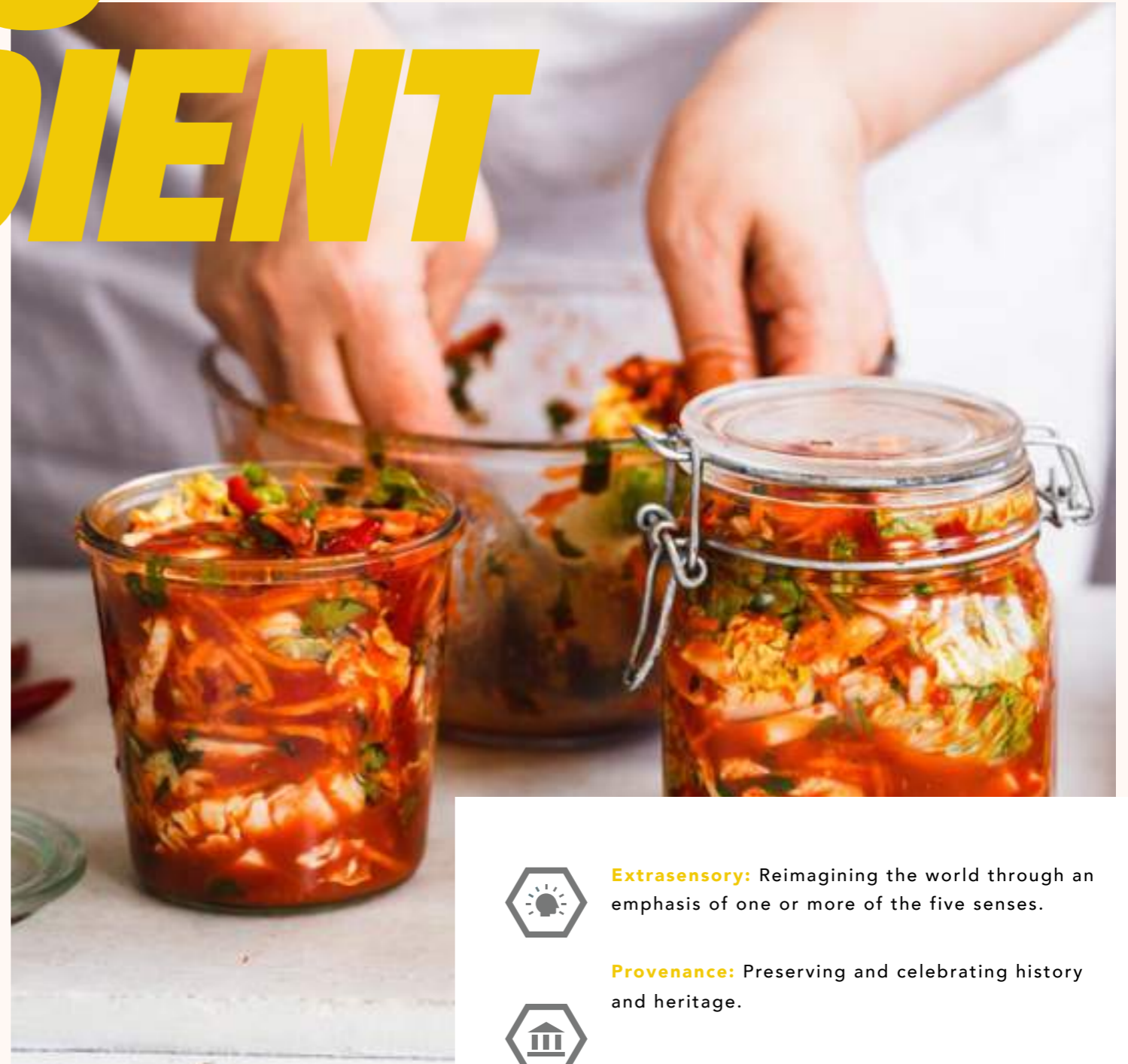
Camera Culture: Creating and redesigning products and experiences to put visual enjoyment first, while changing behaviors due to constant surveillance.



Maximalism: Designed to be loud, colorful, conspicuous or extreme.

TIME AS INGREDIENT

An increased emphasis on the qualities and provenance of food to make edible items more exciting in a competitive landscape driven by research and online discovery. Food that has been grown, fermented or produced over a long period of time will become popular, as “time” is more frequently introduced as an ingredient.



Extrasensory: Reimagining the world through an emphasis of one or more of the five senses.



Provenance: Preserving and celebrating history and heritage.

HUMANITY

ADAPTIVE COMMUNITIES

Products and experiences designed for people of all abilities solve the routine small frictions in all our lives. Whether it's a kitchen cabinet, packaging design or voice-commanded technology, user experience designs inspired for adaptive communities are touching all our lives.



Perceptual Diversity: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.



Wellness Design: Products, spaces and experiences designed for physical or mental wellbeing and health.

AGEIST

A growing population of Boomers are redefining the very nature of aging, and the expectations of life after 50. A bold signal of a generation that will push to transform our ideas about aging, the *Agei.st* publication with its “Live fast, die old” mantra, is just one example the shifting focus on the strengths, optimism and thriving lives of Boomers.



Longevity: People are living longer, engaging in more vital lives and being kept alive.



Self Made: People are building their own livelihoods.

APPRENTICESHIP

Companies are seeking skillsets from workers that can be gained from traditional apprenticeships. The next growing workforce, Gen Z's declining perception of the value of expensive college degrees will accelerate viable alternative paths to learning and occupations.



Life Logic: Leveraging the interconnected ecosystem of life.



Work Shift: People are working in new ways, new places and different times.

ARMOUR THERAPY

Mind management and meditation exercises are becoming sought-after therapies to help counter a constant flow of stressors and anxiety. From unstable politics to terrorism and climate change threats, people are seeking ways to train their minds and emotions, whether with meditation apps or breath work guides.



Nones: People are rejecting organized religion and incorporating alternative beliefs.



Unapologetic: Boldly owning one's choices and behaviors without concern for judgment.

ASYNCHRONOUS MEALS

A meal is no longer confined to breakfast, lunch, brunch, dinner or late-night snacking. Eat what you want, at the time of your choosing, with food tailored to your individual needs. The rhythm of our meals and the contents on our plates are defined by the individual tastes of a growing population of singletons whose daily schedules defy traditional meal times.



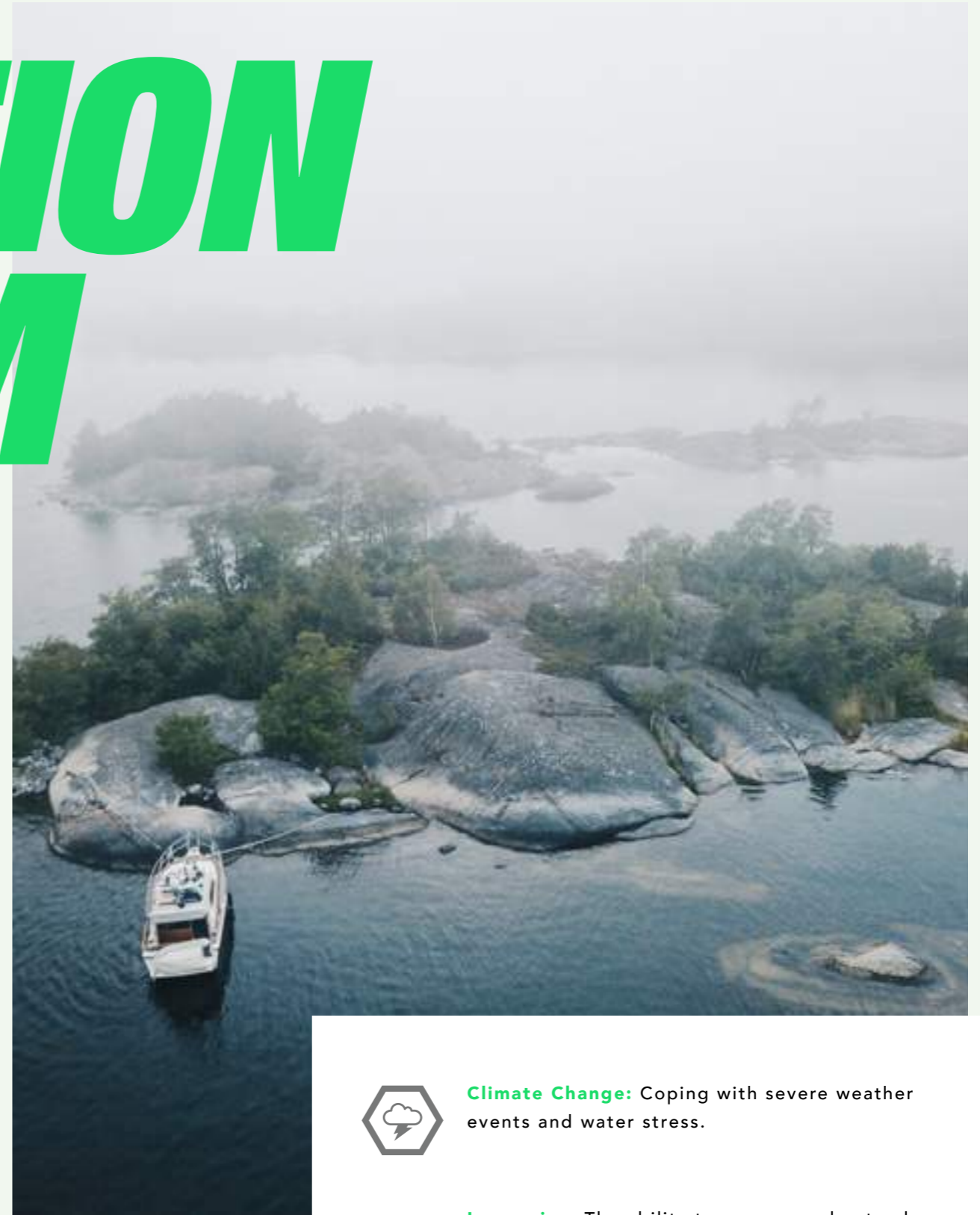
Work Shift: People are working in new ways, and at new places and different times.



Time Poverty: Increasingly busy work and personal schedules are repositioning time as the most valuable resource.

EXTINCTION TOURISM

Our landscapes, neighborhoods and tourist destinations are rapidly changing due to the effects of urbanization and climate change. At the same time, people want experiences that are extraordinary and unique. These forces will spawn a proliferation of pop-up and limited-time-only activities, particularly in travel and hospitality, along with the creation of memorabilia to commemorate the occasion.



Climate Change: Coping with severe weather events and water stress.



Immersive: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.

GREEN PET FOOD

We are about to have a serious conversation about the environmental impact of our pets' diets. While humans are eating less meat over environmental concerns, the pet food industry continues to push for premium meat. Experts warn that premium meat is not just unnecessary for pet health, but a burden on the environment. Green pet food could become the next status symbol of 2018.



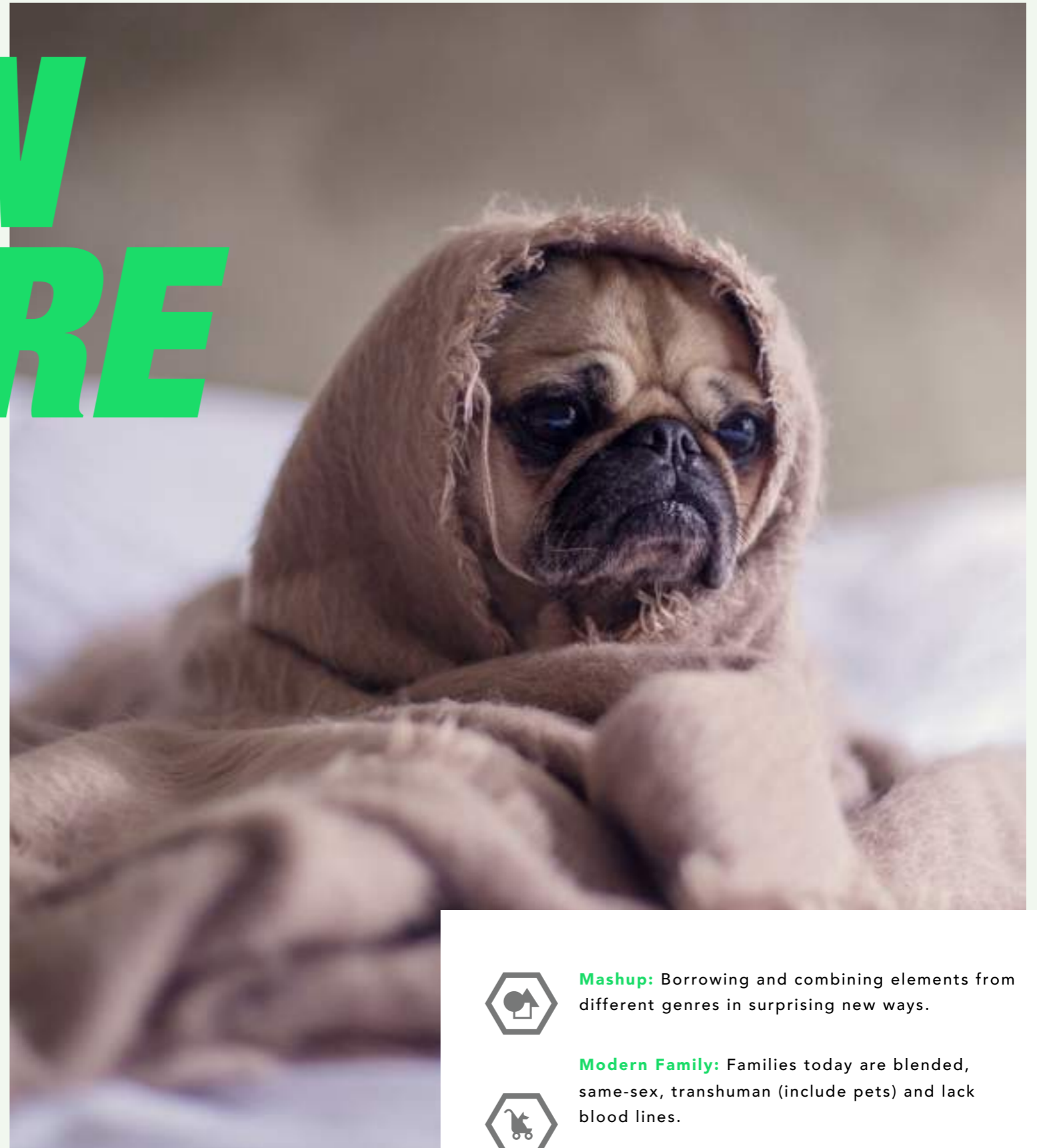
Sustainability: Struggling with resource shortages, seeking alternatives.



Waste Positive: A drive and desire to eliminate or repurpose waste to create new things.

HUMAN PETCARE

Our pets are becoming part of us, quite literally. People are projecting their own behaviors and psychological needs onto their pets, caring for their wellness across the physical and emotional spectrum. If you need a glass of wine and a day at the spa, your cat does, too.



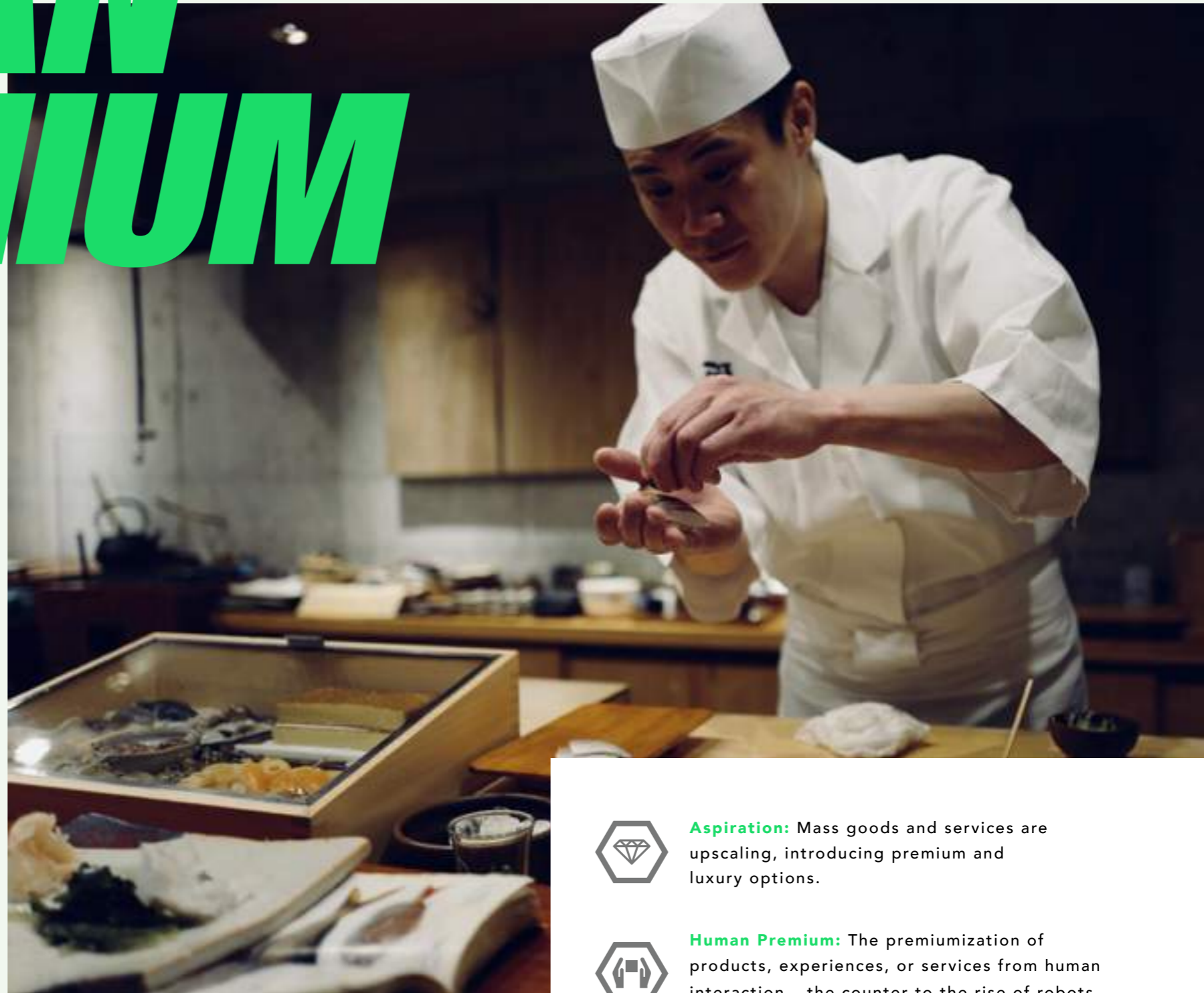
Mashup: Borrowing and combining elements from different genres in surprising new ways.



Modern Family: Families today are blended, same-sex, transhuman (include pets) and lack blood lines.

HUMAN PREMIUM

The advent of automation and robot workers in the service industry is highlighting the need for activities and jobs that require the traditional hand of a human. From storytelling to creativity and advice, the human premium will become ever more lauded.



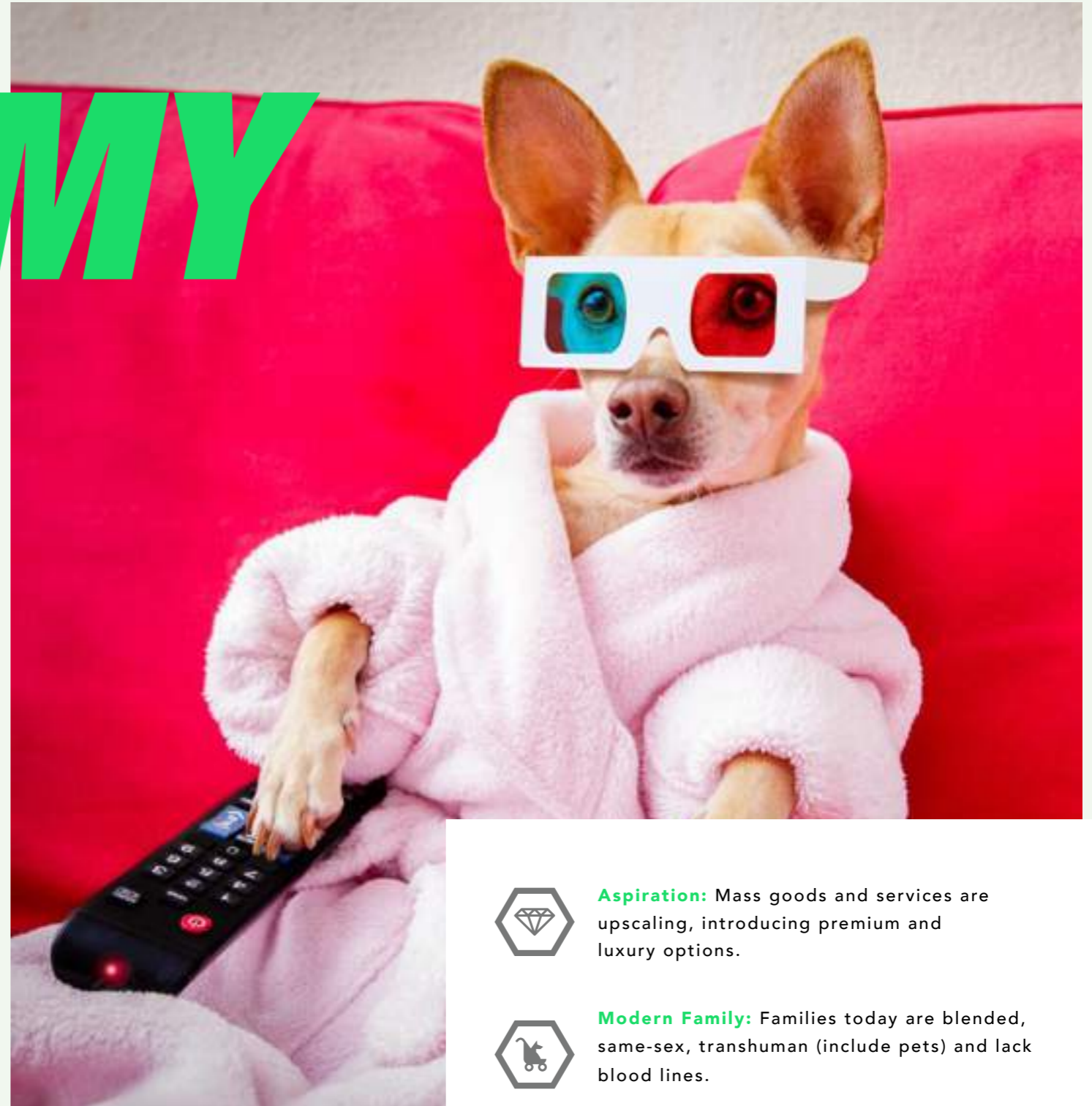
Aspiration: Mass goods and services are upscaling, introducing premium and luxury options.



Human Premium: The premiumization of products, experiences, or services from human interaction – the counter to the rise of robots, drones and IOT.

PET ECONOMY

We will be spending more on our pets in the coming year, as fur-babies are becoming prime members of our families. Sixty-eight percent of all US households owned pets in 2017, a growing number that is spurring an industry of pet-focused entertainment, fashion and accessories. Dogs, cats and iguanas don't just need a walk in the park, they need a trip to the museum and an outfit for the occasion.



Aspiration: Mass goods and services are upscaling, introducing premium and luxury options.



Modern Family: Families today are blended, same-sex, transhuman (include pets) and lack blood lines.

PRETTY BIAS

TV comedy writer Gary Janetti wrote, “God helps those who help themselves. And models.” What is perceived as pretty privilege has longstanding roots, and now those biases will become hotly debated as we transfer our human biases to the inner workings of machines. Pretty Bias will intersect with other markers of identity, such as race, gender, socioeconomic status and sexual orientation.



Blurred Responsibility: People are augmenting minds and bodies, wearing prosthetics with pride.



New Semantics: Communicating in new, mostly visual ways.

RETAIL REINVENTION

Brick-and-mortar stores are reinventing their spaces as they struggle to survive. Focusing on experiences that include surprise and serendipity — such as yoga classes in supermarkets, airports as malls and restaurants designed for coworking — are a necessity for new retail locations. Brands like Best Buy and Walmart are blending brick-and-mortar experiences to fuel online shopping, and vice versa.



Mashup: Borrowing and combining elements from different genres in surprising new ways.



Play: Unstructured play, games, game principles or gamification as a strategy for better education, engagement and entertainment.

ROBO-TAX

Leaders of the industrial and scientific communities argue that, to offset the social costs created by the displacement effects of automation, either robots should pay income tax or their owners should pay a tax for replacing a worker with a robot.



Moral Imperative: People are relying on traditional, humanistic moral codes.



Robots Everywhere: Our jobs are being displaced by technology.

ROLLING HOMES

Mobile homes are moving away from traditional definitions of trailer parks and RVs into a wider range of concepts that redefine what it means to live in a modular and flexible space.



Hack Life: Making new choices, breaking stereotypes and expectations.



Smallscaling: People are downsizing, streamlining and simplifying.

THE OVERVIEW EFFECT

Through the lens of satellites and drones, we're creating large-scale canvases on the ground — which can only be viewed in whole from above. These include structures such as China's solar-panel farm in the shape of a large panda or art projects carved into rolling hills. More pervasive views of Earth from above could also have a much-needed unifying effect amid divisive times, as detailed in Frank White's 1987 book *The Overview Effect — Space Exploration and Human Evolution*.



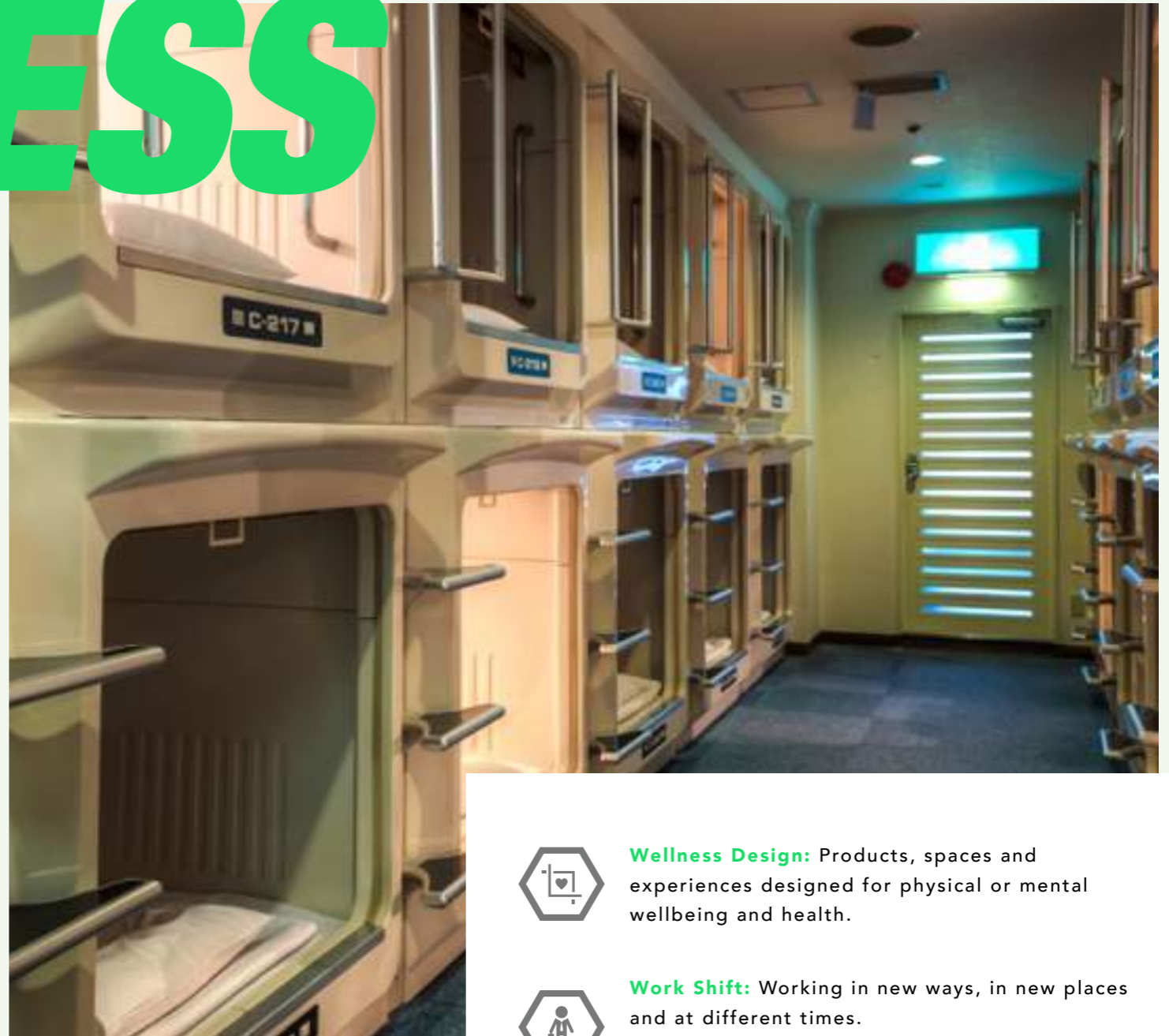
Oneness: A feeling of more togetherness, with renewed focus on the collective.



Perceptual Diversity: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.

WORKING AT WELLNESS

The workplace is changing from a place of deadlines and multitasking to a locale for imposed relaxation. We are spending more time at the office than ever before, and 54% of Americans didn't even take their full vacation in 2016, according to a US Travel Association study. The consequent stress on our physical and mental health is being countered by workplaces offering practices aimed to relax the mind and body, from yoga and meditation spaces to sleep pods.



Wellness Design: Products, spaces and experiences designed for physical or mental wellbeing and health.



Work Shift: Working in new ways, in new places and at different times.

IDEOLOGY

%

67

MOVEMENT

From the runway to retail, size inclusivity is becoming the norm and not the exception. In the US, 67% of women wear size 14 or over. We'll see a growing tide of high street to haute couture creating fashion lines designed for people of a variety of a shapes.



Icon Toppling: A mistrust authority, leadership and institutions.



Perceptual Diversity: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.

CANNABIS OCCASIONS

As cannabis buds out in the open, cannabis-inspired microtribes are cropping up to infuse the plant into ritualistic needs and spiritual experiences. From nuns who breed weed to the colorful International Church of Cannabis, cannabis is a revived element of open spirituality.



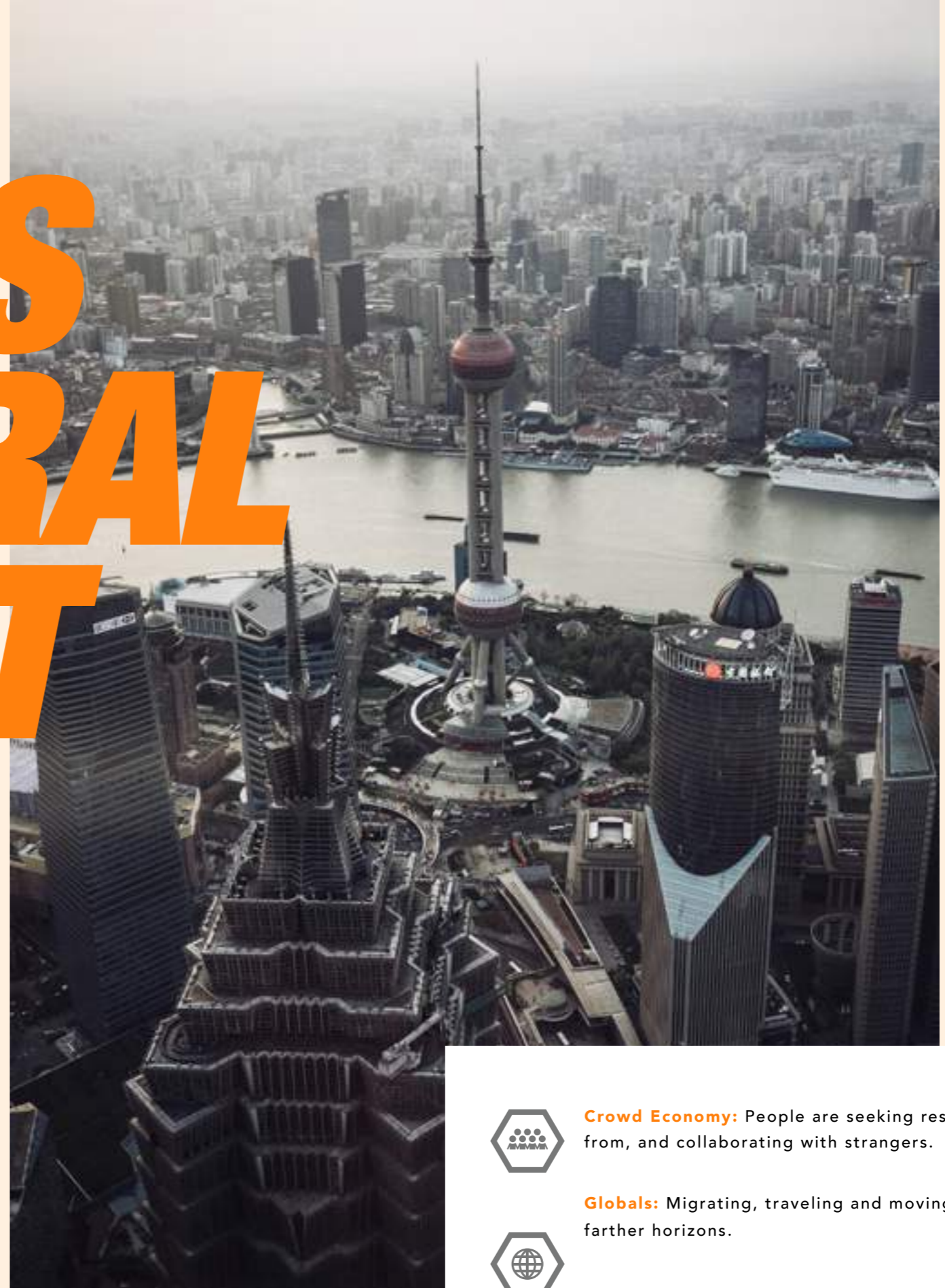
Ancient Wisdom: Turning to traditional ingredients and spiritual practices, including pagan spirituality and the occult.



Mainstream Marijuana: The legalization and proliferation of marijuana use out in the open.

CHINA'S CULTURAL EXPORT

From South Asia to Europe, China is accelerating a process of investments overseas to continue its pace of economic growth, and to gain economic influence on the international stage. This tide of economic influence could see more cultural exports coming out of China, and a growing and more diverse set of Chinese ideas influencing our collective aspirations.



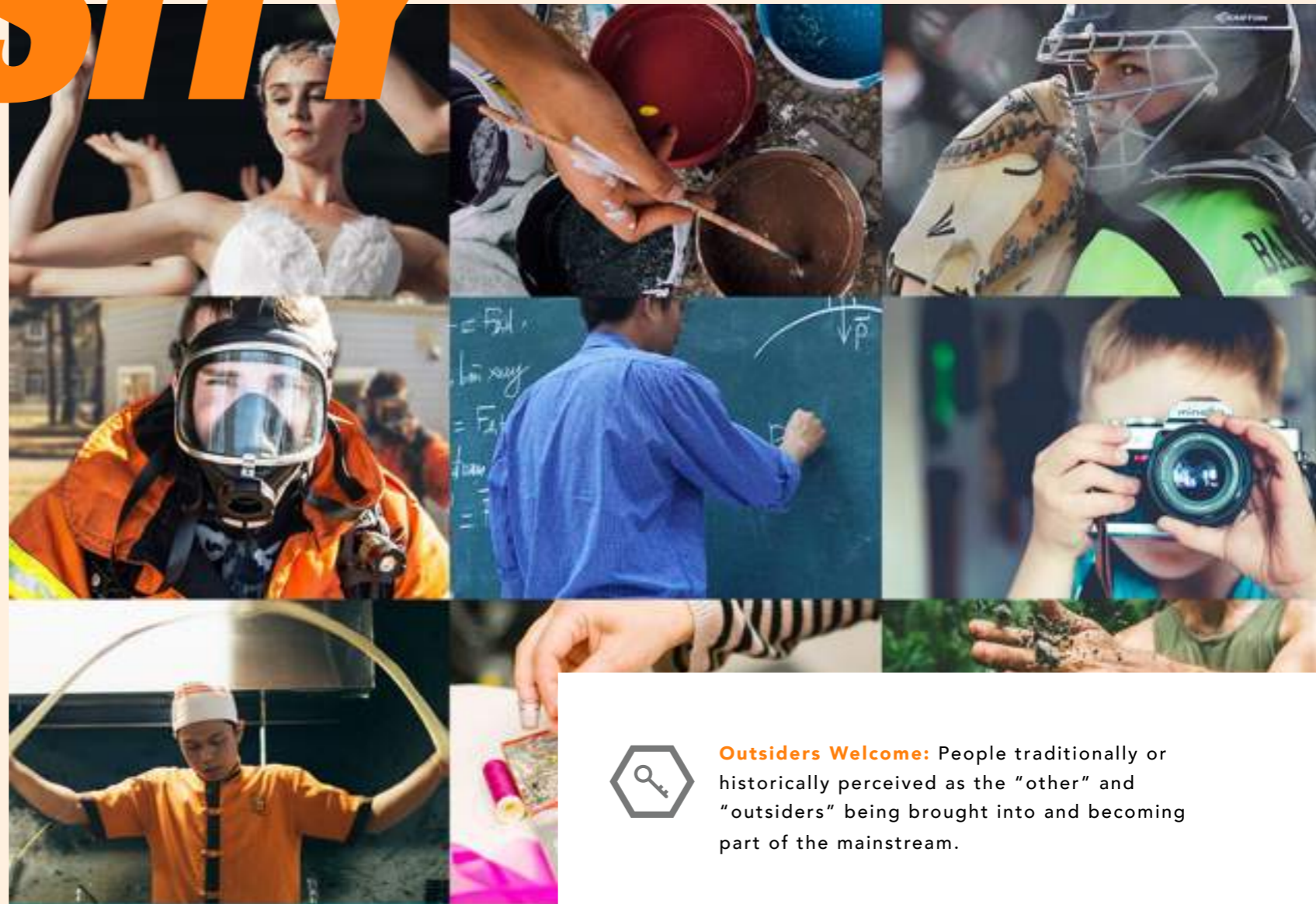
Crowd Economy: People are seeking resources from, and collaborating with strangers.



Globals: Migrating, traveling and moving to farther horizons.

COGNITIVE DIVERSITY

Proponents of cognitive diversity recommend bringing people of all different disciplines and thinking and working styles together to boost innovation and creativity. This term will bubble up amid controversy as opponents see it as a way to water down real diversity, while those who embrace it argue that Cognitive Diversity is inclusive of all forms of diversity.



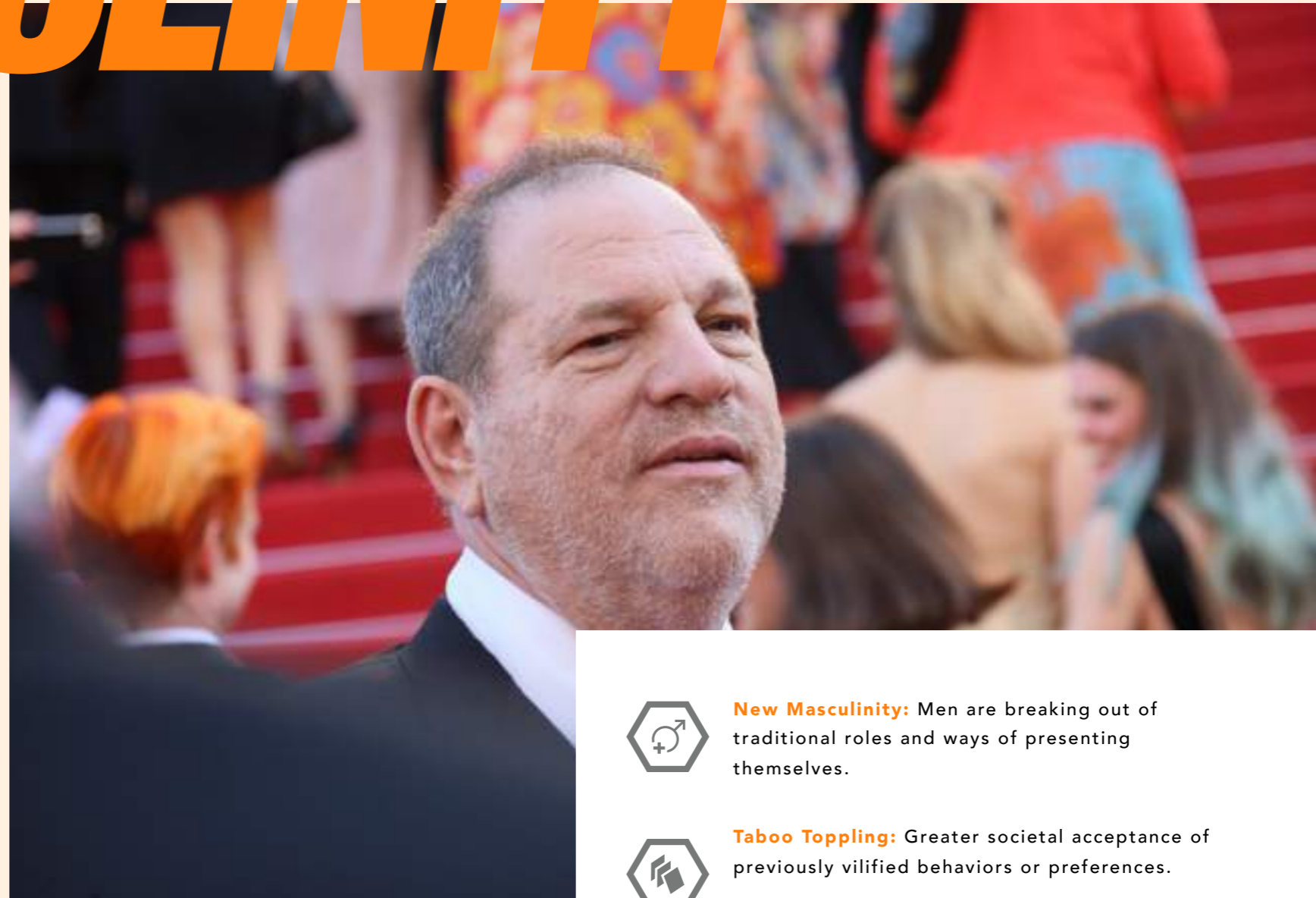
Outsiders Welcome: People traditionally or historically perceived as the “other” and “outsiders” being brought into and becoming part of the mainstream.



Warped Perception: Seeking new perspectives and different angles.

DETOXING MASCULINITY

In a world of evolving outrage against toxic masculinity, the traditional man is making way for other tropes of masculinity. We will rethink the many facets of men and their portrayals in marketing, advertising and other forms of media.



New Masculinity: Men are breaking out of traditional roles and ways of presenting themselves.



Taboo Toppling: Greater societal acceptance of previously vilified behaviors or preferences.

INFORMATION SYMMETRY

In a world that demands radical transparency in every aspect of our lives, we will see a growth in hyped technologies such as Blockchain that provide information symmetry, a digital record that no one can disrupt. In 2018, we will seek to understand how we got to the trust crisis, which will stir a debate on information asymmetry as its driving contributor. In the book *Who Can You Trust?* author Rachel Botsman explains how opaque institutions breed mistrust because people are left on the outside.



Icon Toppling: People mistrust authority, leadership and institutions.



Radical Transparency: Rejecting secrets in favor of clarity and truth.

ME MILESTONES

The best relationship you may have is with yourself. Instead of striving for coupledness and its related traditions, individuals are creating and celebrating their own milestones markers, whether it's toasting a new job or inviting guests to celebrate a marriage of one — to oneself.



Major Minorstone: The reframing of traditional celebrations by turning small, mundane, and even invented moments into new traditions.



Modern Family: Families today are blended, same-sex, transhuman (include pets) and lack blood lines.

MIND RIGHTS

With greater neuroscience capabilities and BCI (brain-computer interfaces) interpreting brain waves as emotions, thoughts and images, issues like mental privacy and mental integrity are arising as brands try to tap consumer mindsets in realtime.



Neural: Mapping, understanding, emulating and manipulating the human brain for research and development efforts.



Moral Imperative: Relying on traditional, humanistic moral codes.

NEAR NOSTALGIA

We used to turn the clock back a generation or two for inspiration and nostalgia. While we are inundated with a flurry of videos, images, news, updates, tweets, emails and notifications, our perception of nostalgia is changing with such fast-moving culture. Instead of 10 or 20 years past, we now look to music, products, food or fashion inspiration from five to seven years past.



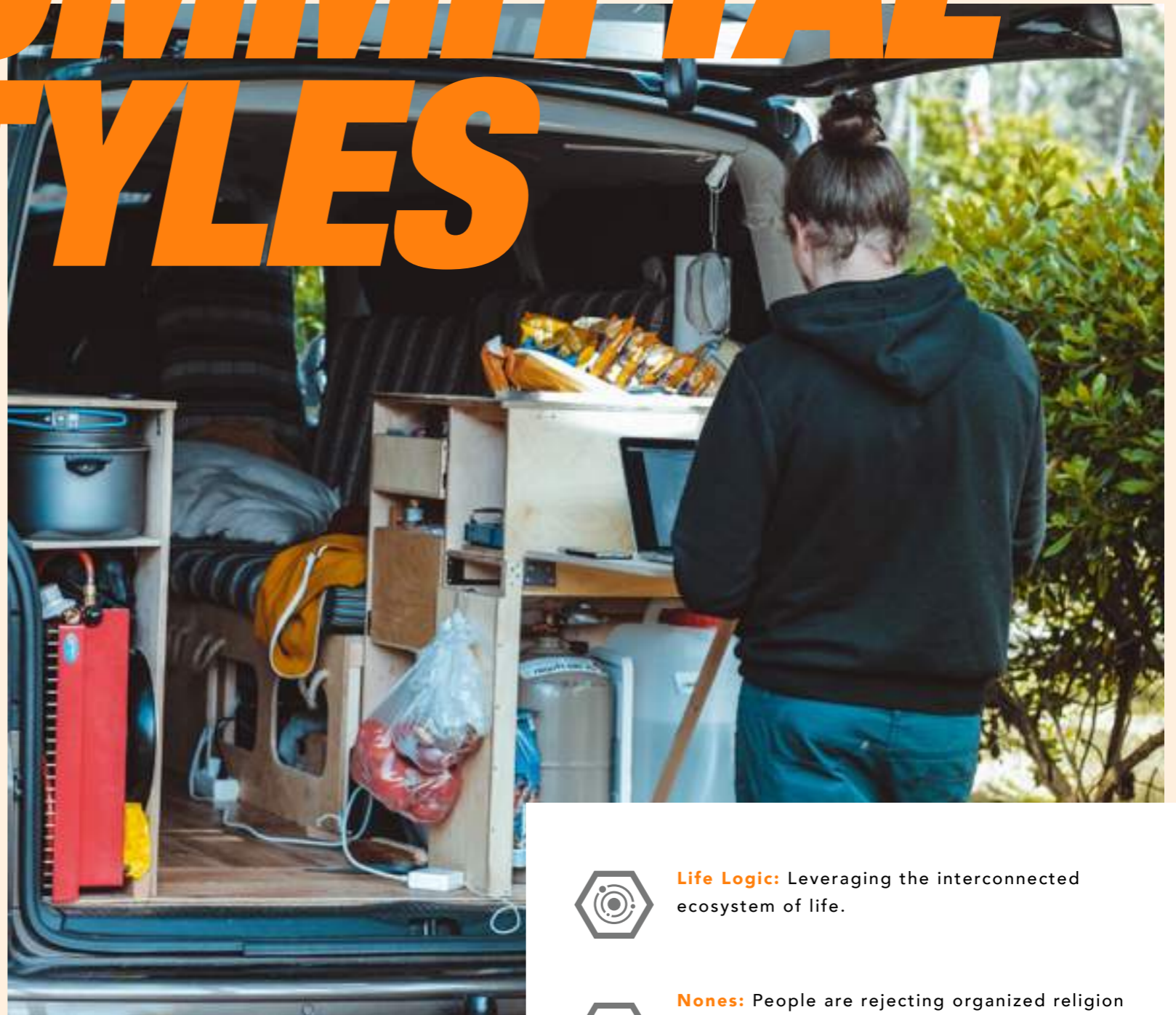
Ephemeral: Content, experiences or platforms designed to eventually disappear.



Kidult: Prolonging childhood while kids act like adults (generational role reversal).

NONCOMMITTAL LIFESTYLES

Vegetarian today, breatharian tomorrow. People are trying out different lifestyles out of curiosity but not fully committing to a long-term process of transformation. Manifestations of these short-term aspirations could be Sober October, Vegan with Exceptions or Monogamish.



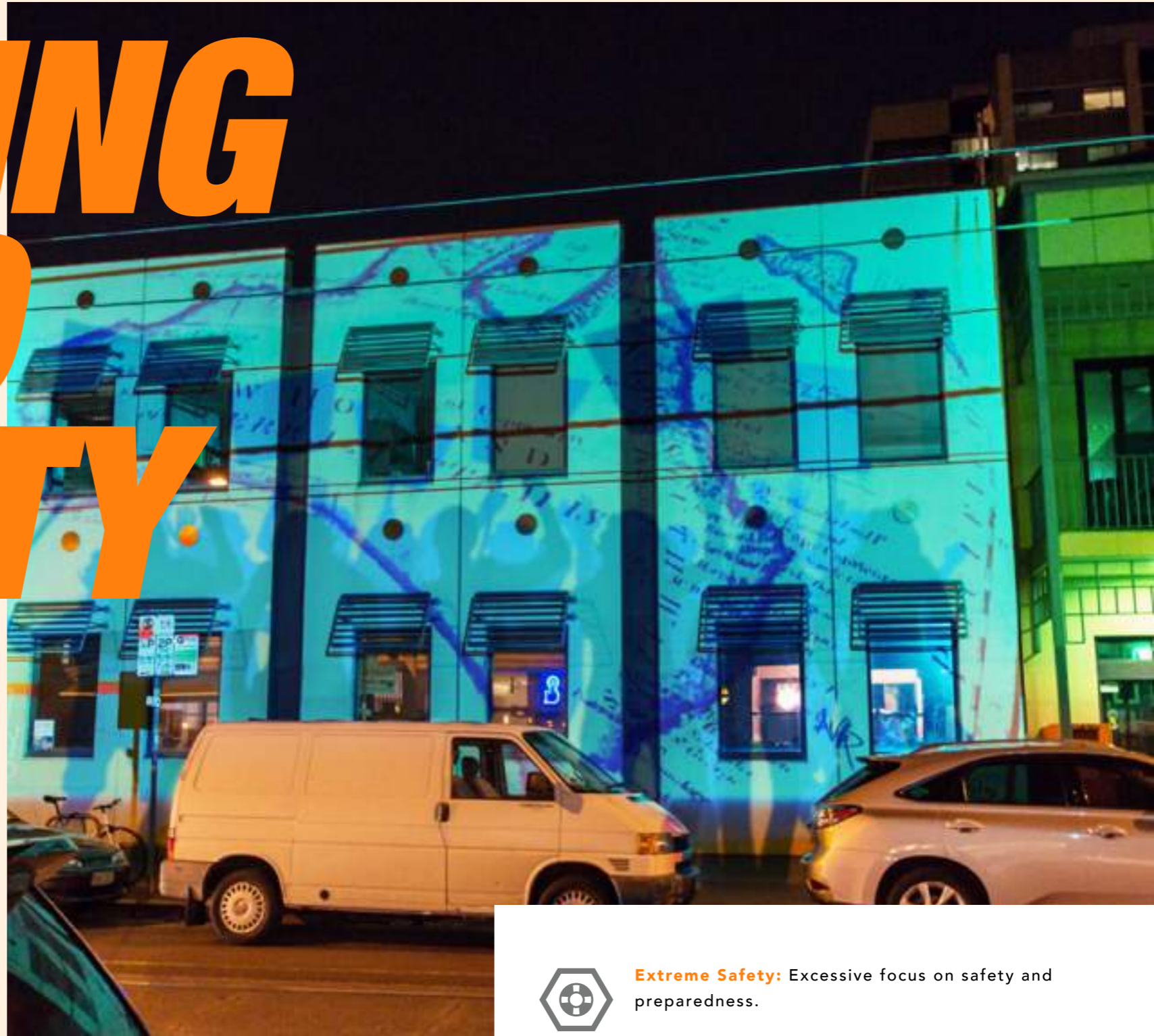
Life Logic: Leveraging the interconnected ecosystem of life.



Nones: People are rejecting organized religion and incorporating alternative beliefs.

POLICING MIXED REALITY

New security and policing efforts will take place in virtual demonstrations and spaces, such as holograms and VR. To protect users and these spaces, a police force will be created to reinforce ethics and appropriate behaviors in mixed reality.



Extreme Safety: Excessive focus on safety and preparedness.



Moral Imperative: People are relying on traditional, humanistic moral codes.

ETERNAL LIFE SCIENCE

The promise of eternal life is no longer exclusive to religious institutions. As part of the Silicon Valley agenda, the idea of eternal life — extreme longevity — is now in the hands of science and technology. This pursuit of eternal life marks the blurring of lines with religion, organized and otherwise. Some experts believe we will live in this Eternal Life Science space for decades to come, with a profound influence on the very fabric of humanity.



Digital Immortality: Collecting personal data and/or aspects of life and personality that can live on beyond human life.



Longevity: People are living longer, engaging in more vital lives and being kept alive.

MEDIA

AMBIENT PREDICTION

Just as predictive text anticipates our next words, we will see the proliferation of voice-commanded devices and services that know what we want to say next, and what we need before we say it. Today's 4 billion voice-enabled devices are expected to grow to 7 billion over the next two to three years. An extension of ourselves, our voice-commanded assistants are becoming part of us.



Smart: Welcoming artificial intelligence and autonomous, sentient technologies



Warm Tech: Design that adds emotion, humanity and feeling to previously sterile technology.

CELESTIAL CELEBRATIONS

More people watched the 2017 total solar eclipse than brushed their teeth that day. Consumed by our own on-demand schedules of 24/7 content, our fragmented media consumption is resulting in a scarcity of shared experiences and events — such as the eclipse. Whether it's a super moon or exploring dark skies in places like Joshua Tree, celestial events are rare shared experiences in an age of fragmented media and declining TV ratings, seized by everyone from your neighbor to your favorite brand.



Digital Detox: Disconnecting from technology and hiding/protecting oneself from technology.



Major Minorstone: The reframing of traditional celebrations by turning small, mundane, and even invented moments into new traditions.

CYBERCHONDRIA

High healthcare costs and instability with insurance are causing more people to turn to online medical advice instead of going to real doctors. Diagnosing ailments from Dr. Google is fueling concerns over missed diagnoses and paranoia over common symptoms.



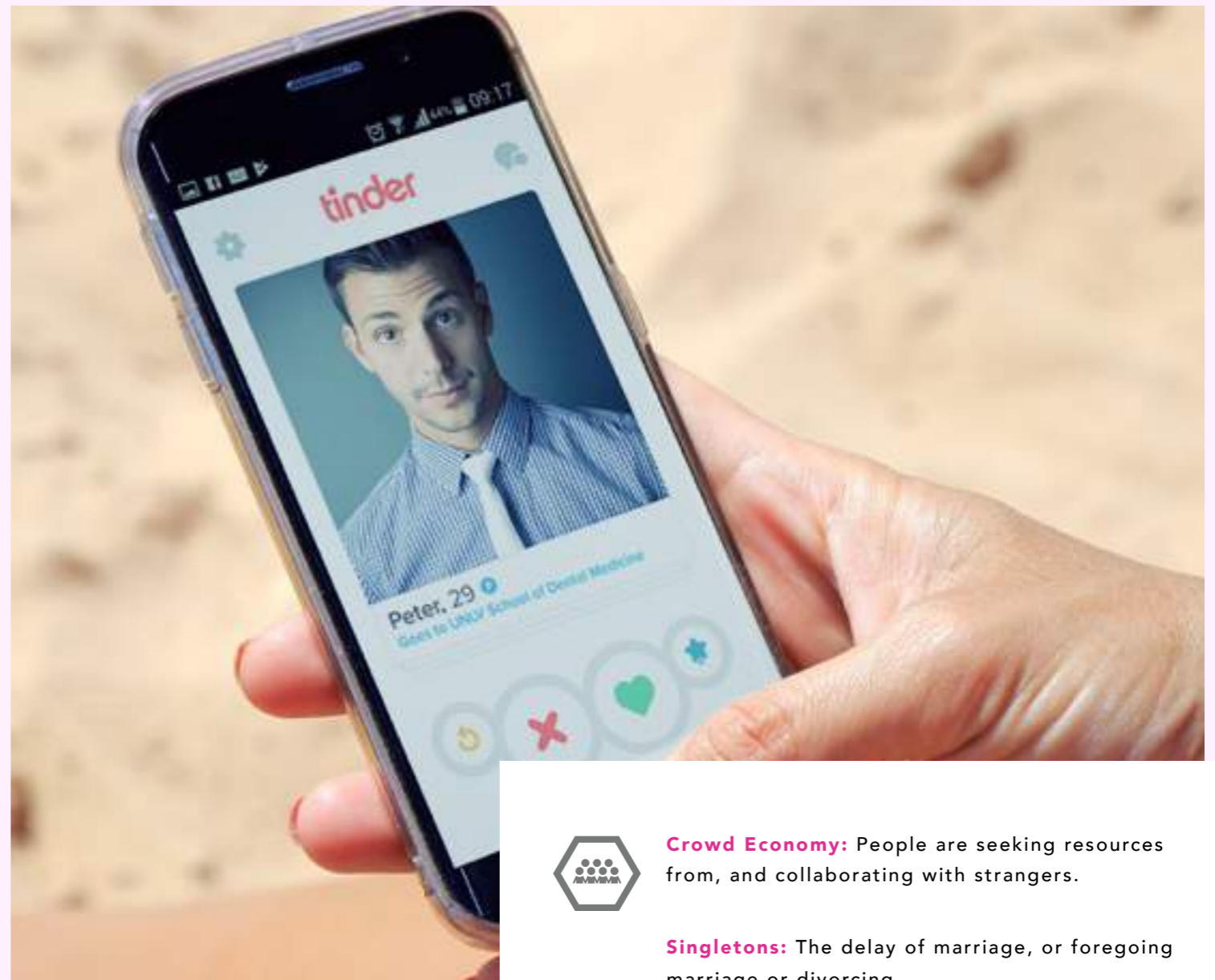
Wage Inequity: Generating and leveraging big and small data in new ways.



Perceptual Diversity: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.

OPEN DATING

Visible to the world, social currency is a construct of our online identities. Beyond likes, followers and heart-imprinted comments, we will see a rise in social currency from online dating, as swipes and matches are more publically shared and endorsed — or not — by our friends and networks.



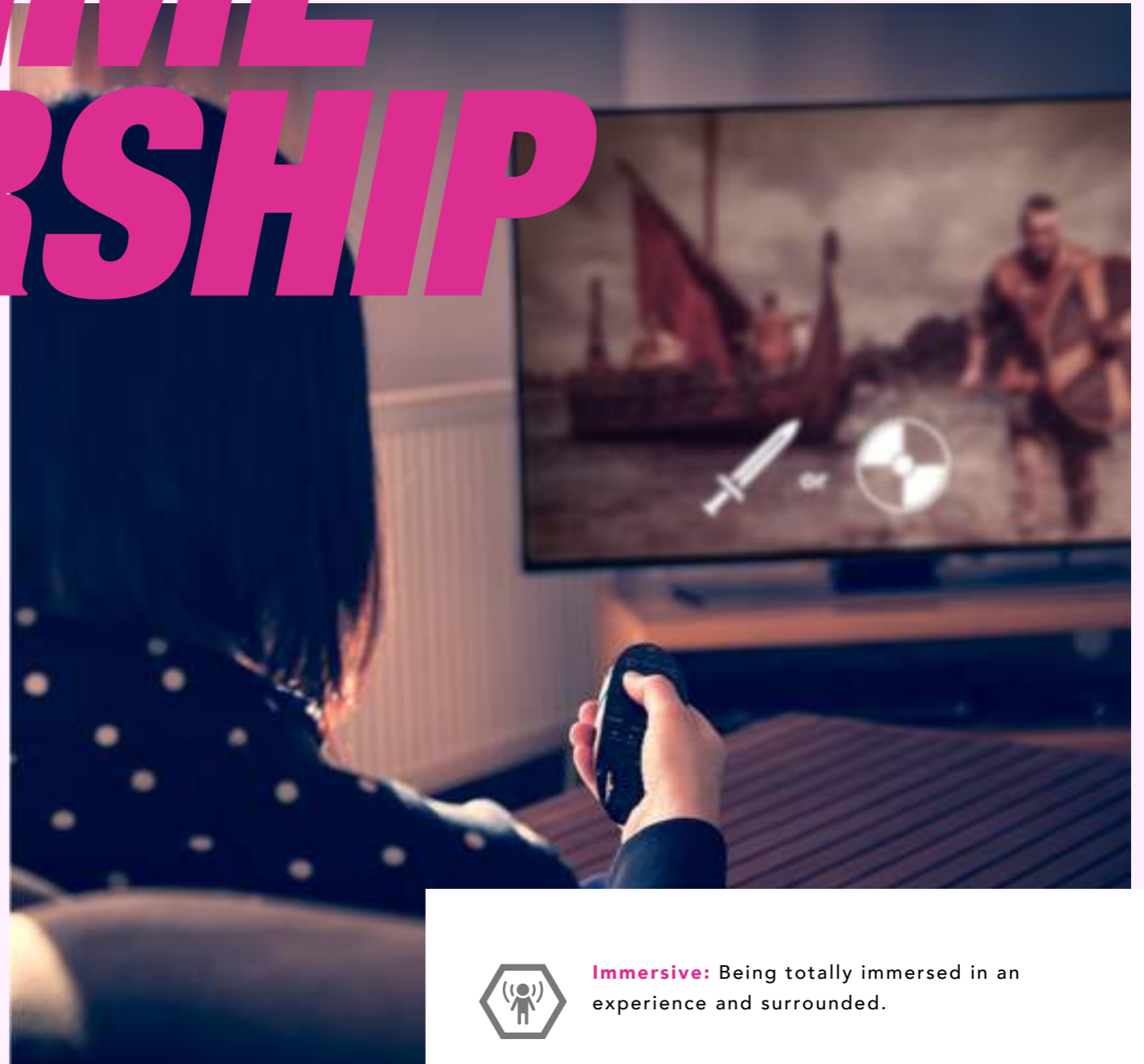
Crowd Economy: People are seeking resources from, and collaborating with strangers.



Singletons: The delay of marriage, or foregoing marriage or divorcing.

REAL-TIME AUTHORSHIP

We have a choice in everything, including how stories end. From films to video and audio content, new technology will allow audiences to choose the path stories take, creating unique endings. Viewers, listeners and audiences will become their own authors.



Immersive: Being totally immersed in an experience and surrounded.



Simulation: Leveraging advanced computational power to create reinterpreted versions of reality.

SCIENTIST CELEBRITIES

At a time when our faith in truths is wavering, being an expert is the new celebrity status. The popularity of science minds such as Neil de Grasse Tyson and astronauts such as Buzz Aldrin is carving out a space for a new wave of scientist rockstars to emerge in unexpected disciplines.



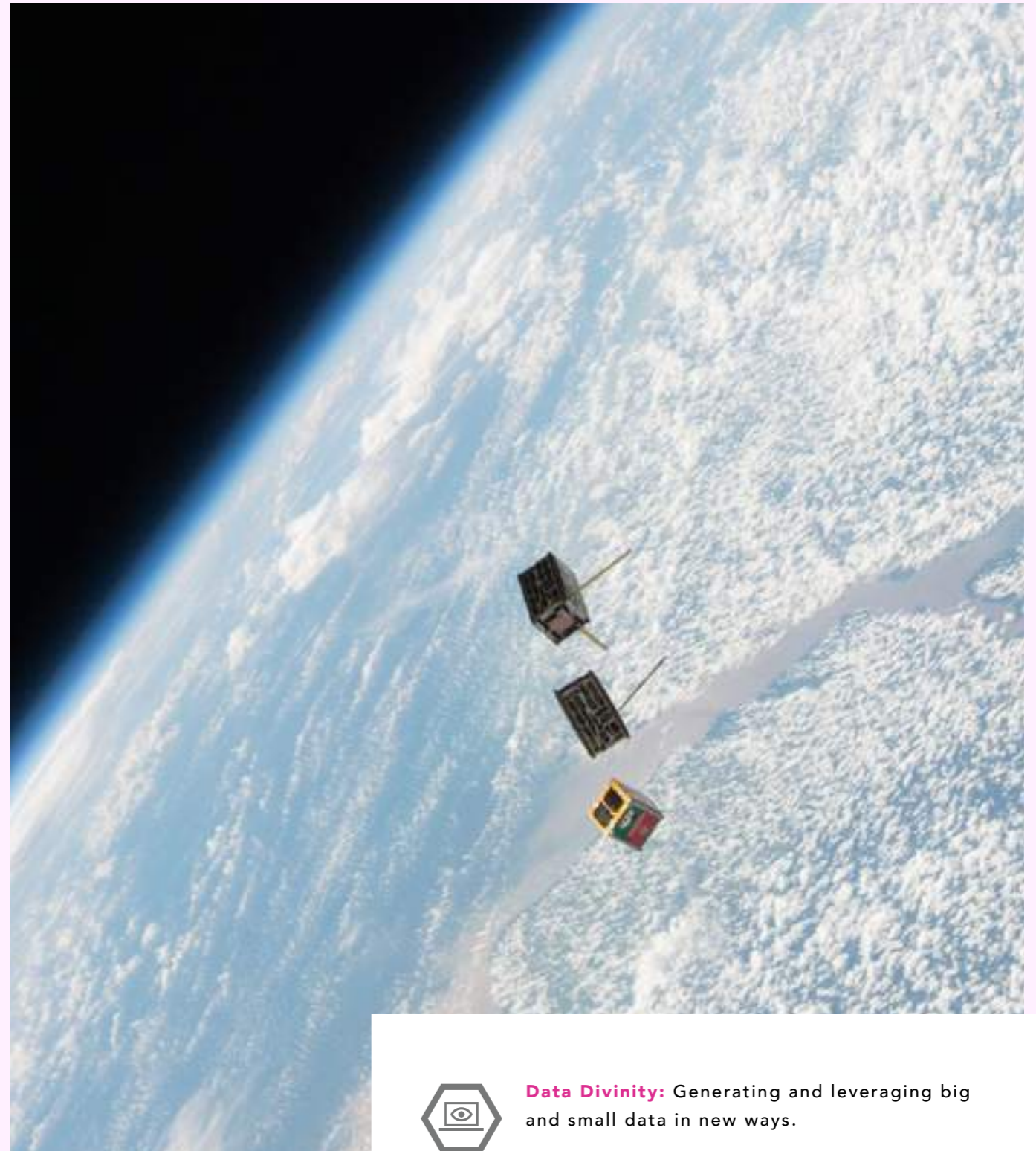
Human Premium: The premiumization of products, experiences or services from human interaction – the counter to the rise of robots, drones and IOT.



Neo-Celebrity: Using a variety of platforms to elevate or create status and celebrity.

SMALL SATS

The growing footprint of small satellites and the cheaper costs of launching them are opening up a vast world of data and vantage points that have the potential to change industries and the way we live. Over the next 10 years, Euroconsult projects that 6,200 small sats will be launched into orbit. Having eyes up in space helps us see the world and understand human behavior through a new lens.



Data Divinity: Generating and leveraging big and small data in new ways.



Perceptual Diversity: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.

TRUTH LABS

Methods and strategies aimed at neutralizing fake news. From individuals to companies such as Google, Chinese news app Toutiao and Facebook, we are under pressure to battle the spread of misinformation. Despite recent failures, tech giants will double down on experimenting with teams comprised of humans and machines to address the issue from multiple angles.



Data Divinity: Generating and leveraging big and small data in new ways.



Shadow World: Approaching black markets, back alleys and the dark corners of society as opportunities to learn and experiment.

WELLNESS ENTERTAINMENT

Sports and art meet in entertainment forms such as hiplet, rage and beer yoga and rock-n-roll meditation. Pop-up fitness and wellness experiences that blend entertainment, exercise, and retail are set to expand in countries where brick-and-mortar is disappearing from the streetscape.



Ancient Wisdom: Turning to traditional ingredients and spiritual practices, including pagan spirituality and the occult.



Mashup: Borrowing and combining elements from different genres in surprising new ways.

TECH

AI ARMS RACE

Intelligence, human and AI, is one of a nation's greatest assets. Global leaders are in an AI arms race to become the next super power of intelligence. As Russia's Vladimir Putin warns, the nation that leads in AI "will be the ruler of the world."



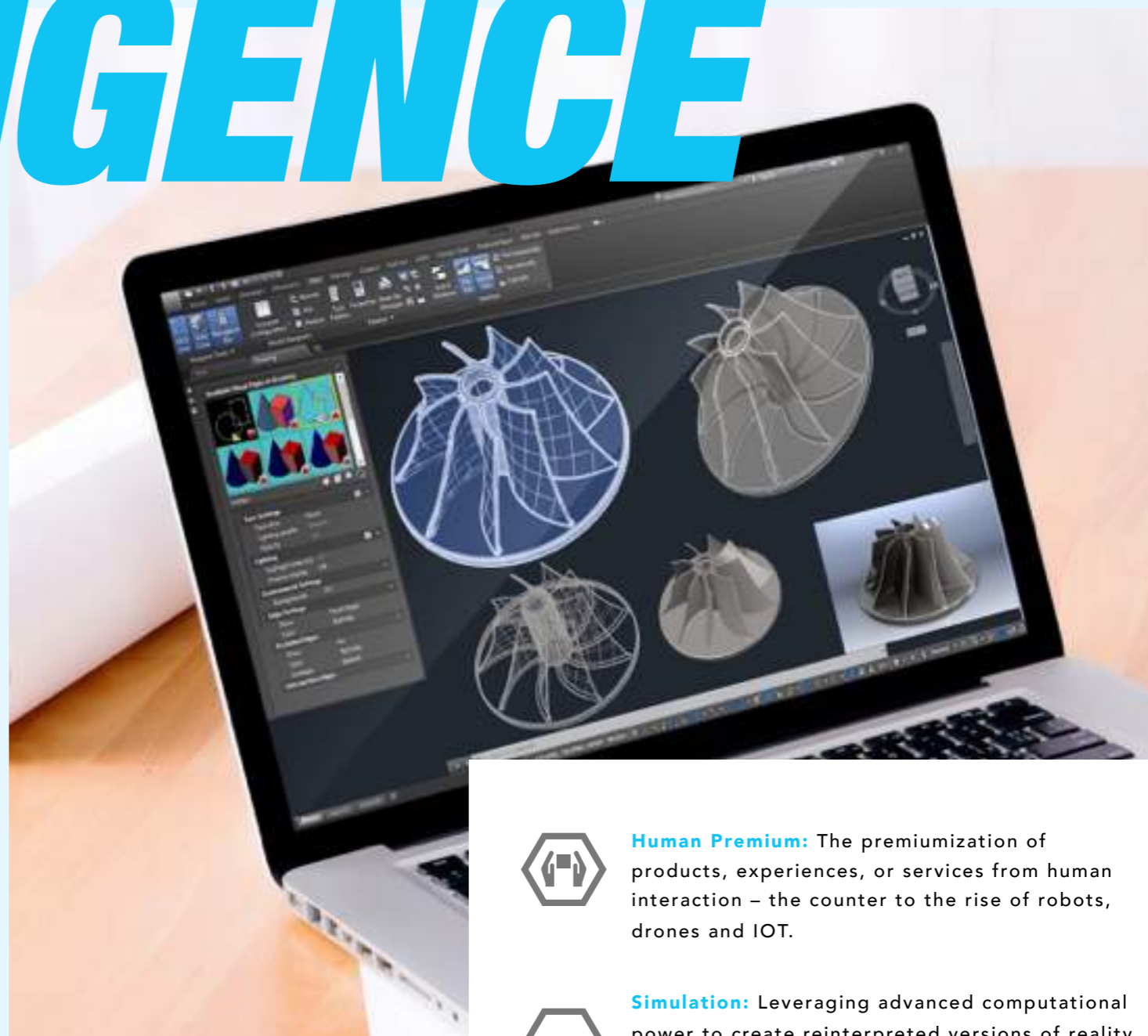
Robots Everywhere: Our jobs are being displaced by technology.



Shadow World: Approaching black markets, back alleys and the dark corners of society as opportunities to learn and experiment.

AUGMENTED INTELLIGENCE

AI and humans coexist in the workplace. In some cases, the human + AI collaboration is the precursor to full automation. These active learning systems are designed to augment the capabilities of human workers in fields previously considered off-limits for automation, such as medicine or design. One example is Dreamcatcher, a generative design system in which designers use fabrication tools to craft a definition of their design.



Human Premium: The premiumization of products, experiences, or services from human interaction – the counter to the rise of robots, drones and IOT.



Simulation: Leveraging advanced computational power to create reinterpreted versions of reality.

OUTSOURCED PARENTING

Parenting is increasingly being viewed as a skill that can be outsourced — not to humans or your pet, but to technology that is fulfilling empathy and learning purposes. Innovations, such as the X Prize tablet that can teach any child in the world via AI, are the tip of the Augmented Parenting iceberg. The development of home assistants and toys that teach will be raising kids as soon as they can tap the home button.



Foster Tech: Technology influencing the way we learn behaviors, information and manners through digital interactions and new technologies.



Modern Family: Families today are blended, same-sex, transhuman (including pets) and lack blood lines.

AUTONOMOUS WEAPONS DEBATE



The coming year will highlight a strong need to discuss the ethics of using autonomous weapons for combat, debating the extent of international regulation. Drones were just the tip of the iceberg; the cyber soldier is underway.



Drone Economy: Proliferation of drones impacting consumption, legislation, warfare, farming, art and entertainment.



Shadow World: Approaching black markets, back alleys and the dark corners of society as opportunities to learn and experiment.

BANK OF ME

DNA from your saliva or hair is more than a person's identifier — it can be used to grow biomaterial to replicate their gut bacteria. The prevalence of genetic biomaterial will ignite debate about bio-rights and cause people to take action to protect the replication of their own DNA.



Biomimicry: Design that copies nature or is inspired by natural forces, behaviors, patterns and structures.



Data Divinity: Generating and leveraging big and small data in new ways.

BIODOSING

Instead of looking to external remedies to make ourselves feel better, we're turning inward for health and wellness. Biodosing is the extraction of your own biological material for medical or therapeutic purposes. Examples include performance-enhancing biodosing, such as using elite athletes' gut bacteria to make probiotics, or isolating bacteria from breast milk to benefit the microbiome of adults.



Human Premium: The premiumization of products, experiences or services from human interaction – the counter to the rise of robots, drones and IOT.



Living Matter: Embracing the microbial world along with new organic ecosystems.

CANNA- PHARMA

The mainstreaming of cannabis and its consumption out in the open will fuel a growing use of marijuana compounds and extracts for wellness products. Cannabis innovators will create products that borrow from the medicinal aesthetic of pharmaceuticals to relay the wellness message of the budding herb.



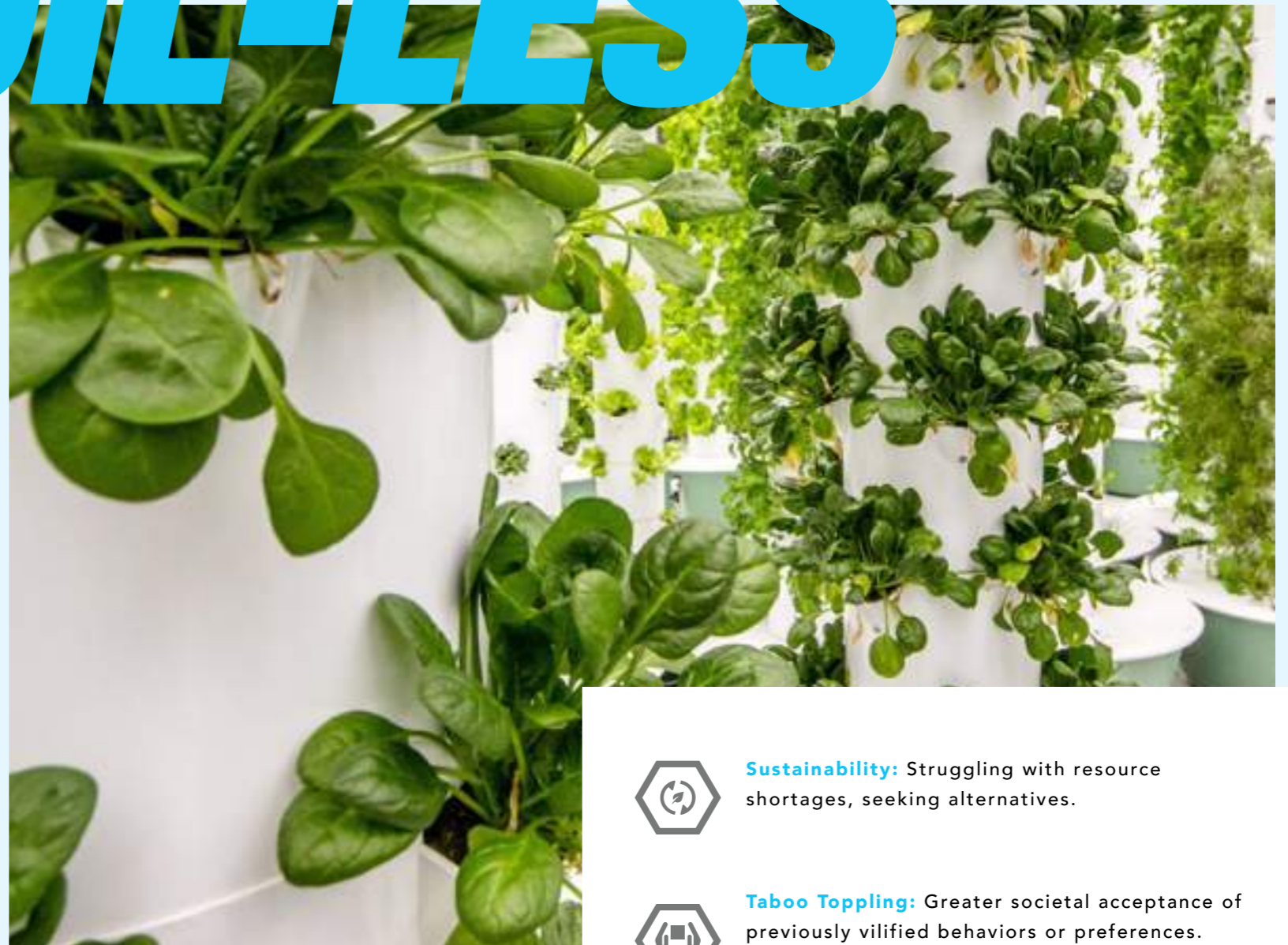
Mainstream Marijuana: The legalization and proliferation of marijuana use out in the open.



Provenance: Preserving and celebrating history and heritage.

DIRT-FIRST VS. SOIL-LESS

The “organic” label is coveted for every carrot and head of lettuce at grocery stores. But behind the scenes, the labeling of “organic” produce is set to be a growing area of contention. The “dirt-first” farmers who contend that organic must be grown in soil, and the “soil-less” farmers whose hydroponics and aeroponic methods, they claim, are just as valid.



Sustainability: Struggling with resource shortages, seeking alternatives.



Taboo Toppling: Greater societal acceptance of previously vilified behaviors or preferences.

LAB GROWN

What was once natural is now being grown in labs. Gene manipulation and more affordable bio-reactor technology are propelling an industry of lab-grown products to flourish in 2018. Designer cells and engineered nature are creating lab-grown proteins, milks, nutrients and building materials.



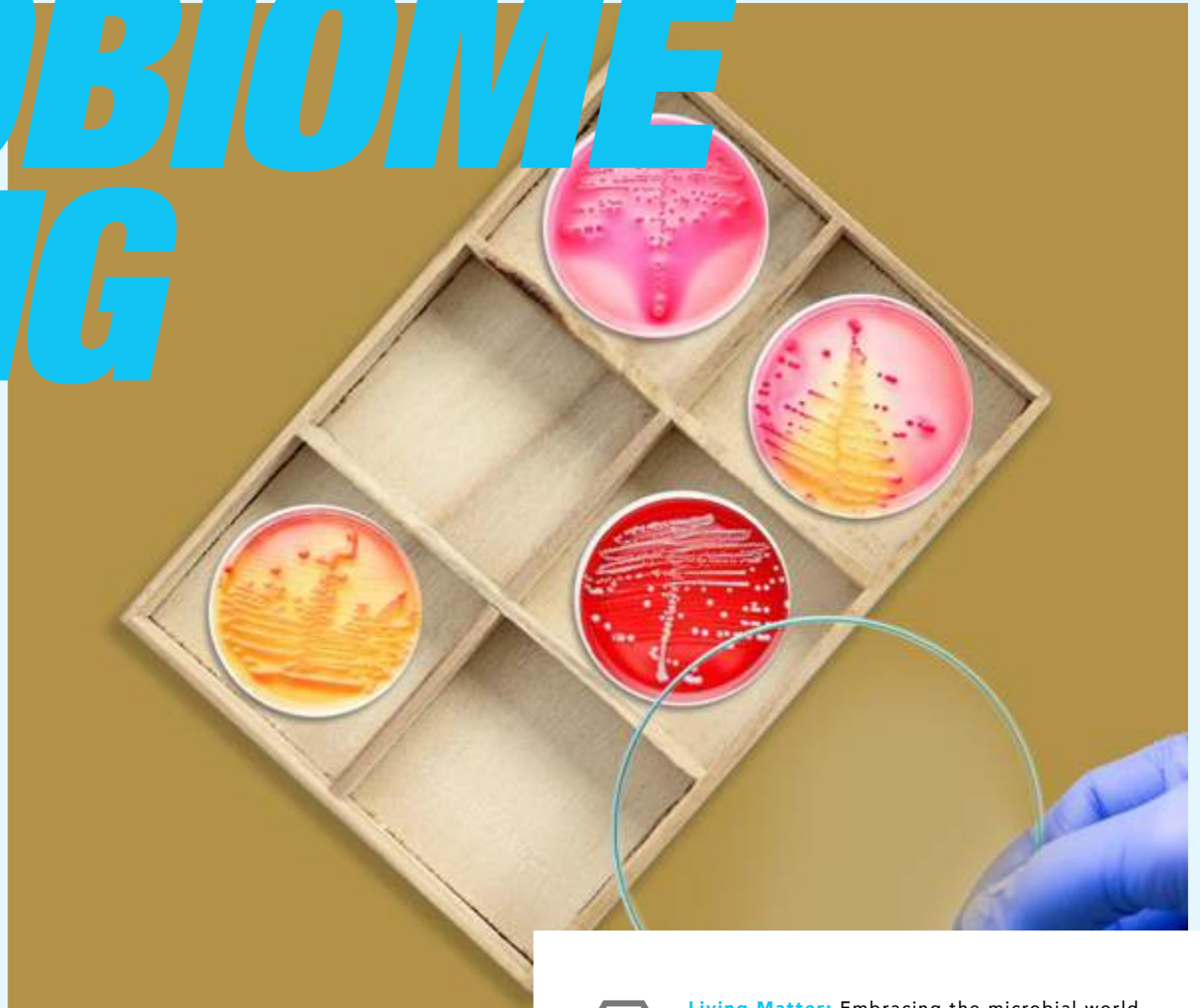
Biomimicry: Design that copies nature or is inspired by natural forces, behaviors, patterns and structures.



Smart: Welcoming artificial intelligence and autonomous, sentient technologies.

MICROBIOME PAIRING

What's the best match for my microbiome? That's the question we will be increasingly asking, as the microbiome and its bacterial makeup is an indicator of our health and future wellness. Companies like U-Biome will help us track our microbiome history and forecast its future based on foods, environments and activities that are good for our microbial profile.



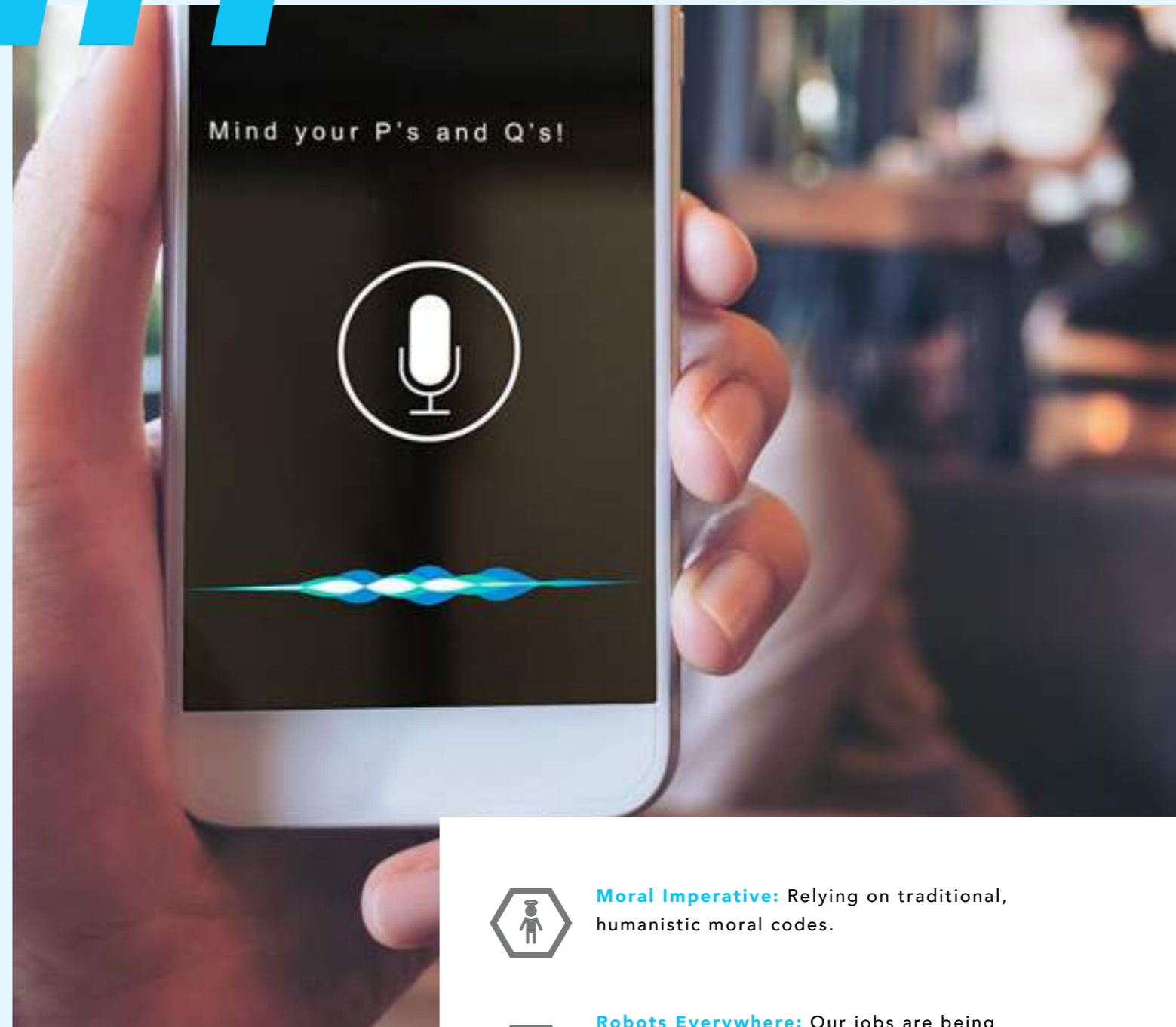
Living Matter: Embracing the microbial world along with new organic ecosystems.



Wellness Design: Products, spaces and experiences designed for physical or mental wellbeing and health.

MORALITY TECH

The more our devices and voice-assistants are ingrained in our daily lives, the more we will turn to them as our moral compass — for advice and as our voice of common sense. As our technology blends into our habits and is able to read and learn our emotions, fears and anxieties, it will tell us to waste less food or remind us to call mom more often. We can expect to see a rise of people objecting to the moral judgments imposed by the likes of Alexa.



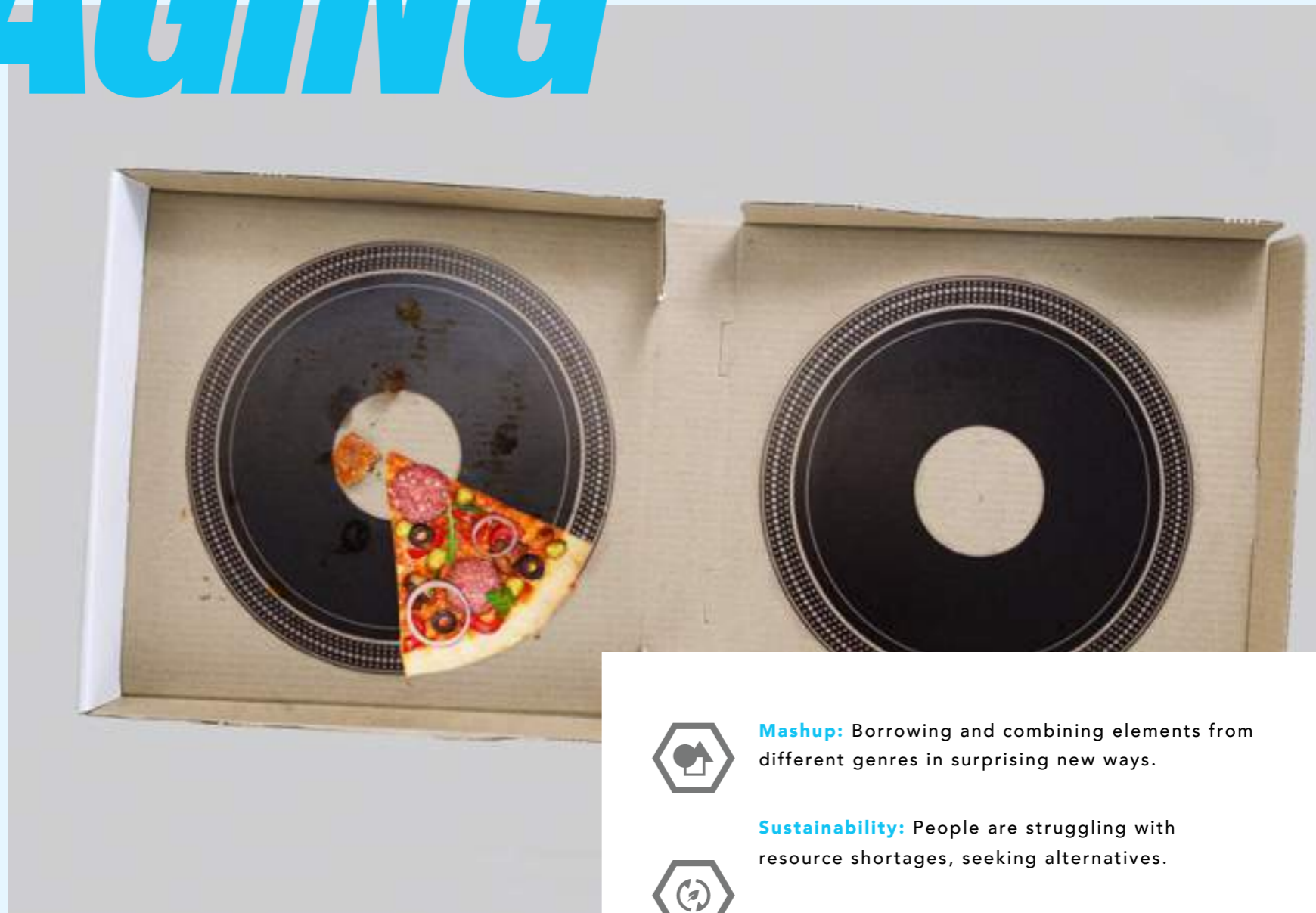
Moral Imperative: Relying on traditional, humanistic moral codes.



Robots Everywhere: Our jobs are being displaced by technology.

NEXT-GEN PACKAGING

Materials created to encase a product that have a second life beyond their initial use. This includes packaging that is upcycled and made from sustainable materials, like tomato skins or beeswax; responsive packaging, such as changing color when a food is near its expiration date; or packaging that transforms for a different use in the future, such as a pizza box turned into a playable DJ kit.



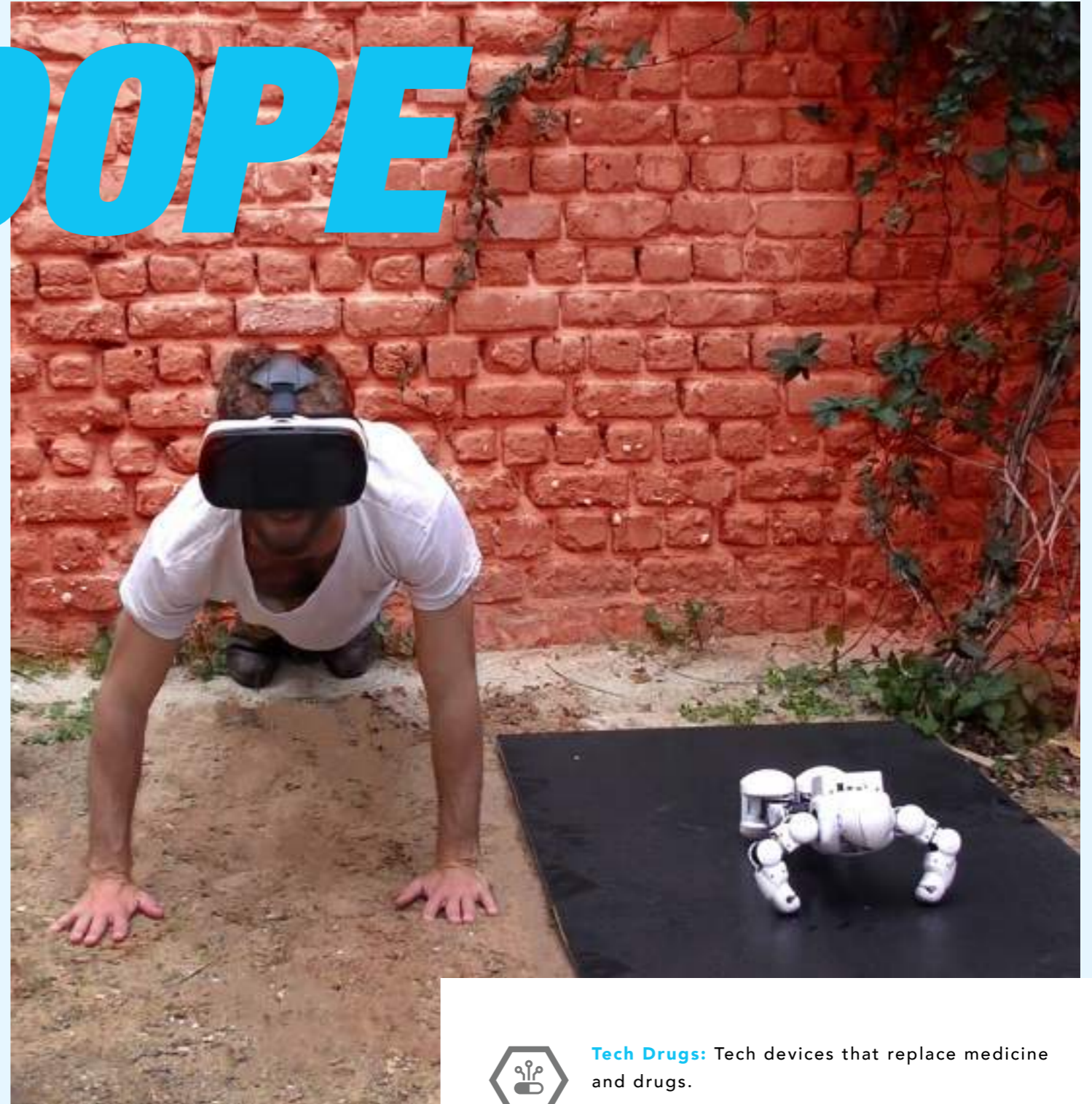
Mashup: Borrowing and combining elements from different genres in surprising new ways.



Sustainability: People are struggling with resource shortages, seeking alternatives.

ROBO DOPE

Technologies used to enhance human performance, such as brainwave-altering headsets, are gaining a foothold among athletes and the sports industry. We can expect to see a change in standards and ethics around the use of these technologies as performance enhancers, which could give teams unfair advantages over other competitors.



Tech Drugs: Tech devices that replace medicine and drugs.



Technomaladies: The growing body of disorders or ailments stemming from technology advancing at a faster rate than the human body can adapt.

SPACE TOURISM

The privatization of and growing investment in space travel is opening up orbit to everyone, including actual space travel to those who can afford the \$250,000 ticket for a spaceflight. The affluent may be the first to reach the stars beyond astronauts, but on the ground, it's also within reach via technology like VR, the International Space Station on Google Earth, zero gravity flights and a growing space tourism industry set to boom in 2018 and beyond.



Armchair Explorer: Passively exploring the world around you as a voyeur and observing a different perspective.



Immersive: Being totally immersed in an experience and surrounded.

STUNT MATH

The manipulation of graphs, charts and infographic data will proliferate, as the lines between truth and trust and real and fake blur. The appetite for exploiting incorrect math to validate subjective opinions as true facts is set to grow in the year.



Data Divinity: Generating and leveraging big and small data in new ways.



Perceptual Diversity: The ability to access, understand, empathize with and learn from different ways of perceiving the world across modalities and through belief systems.

UNDER THE SKIN TECH

We've grown comfortable enough with the pervasive use of technology to let it become part of us via implants, such as bio-tattoos or microchip implants for banking and biometrics. Elon Musk's Neuralink is on a mission to connect our brains to the cloud, and Emily Borghard is now recognized as one of the world's first true cyborgs, thanks to a Neupace chip implanted in her brain.



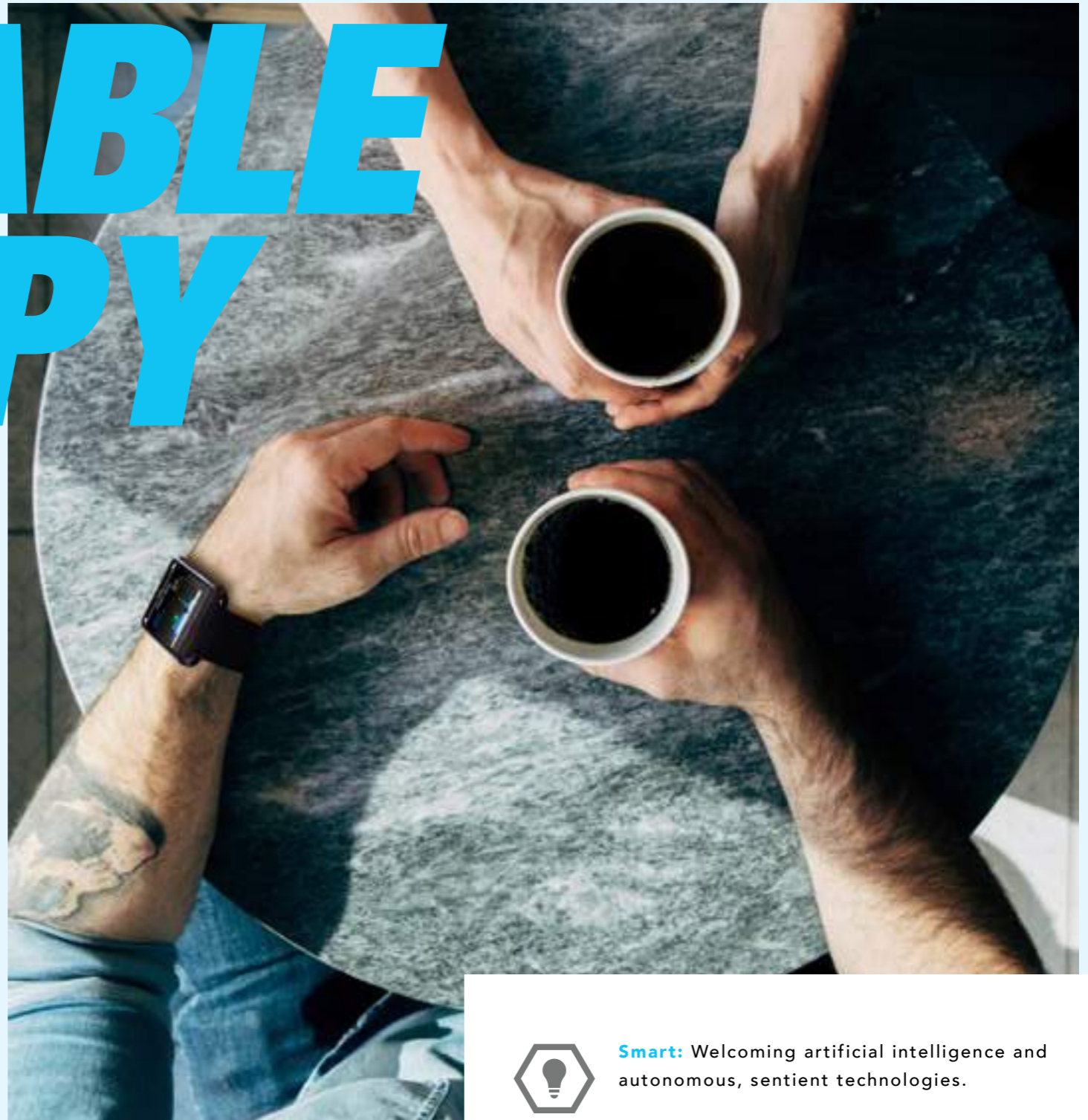
Immersive: Being totally immersed in an experience and surrounded.



Simulation: Leveraging advanced computational power to create reinterpreted versions of reality.

WEARABLE THERAPY

The growth of biometrics — the tracking of steps, heart rates and other bio-data — will be used to diagnose mental and emotional issues. We will use wearables to treat our relationships issues and other emotional concerns in place of traditional therapies. One is an empathy-building app, designed by MIT, that helps you detect emotion in a conversation. For those challenged with understanding others' emotions, such apps could mark the beginning of richer communication and a better understanding of one another.



Smart: Welcoming artificial intelligence and autonomous, sentient technologies.



Wellness Design: Products, spaces and experiences designed for physical or mental wellbeing and health.

2018 TRENDS

AESTHETICS

- Agender Aesthetics
- Au Natural
- Beauty Blending
- Clean Chic
- Commuter Luxury
- Cosplate
- Disaster Design
- Gastronautics
- Horror Chic
- Mushy Mechanics
- Shapeshifting Stimulants
- Sonic Seasoning
- Space Design
- Techno Beauty
- Time as Ingredient

HUMANITY

- Adaptive Communities
- Ageist
- Apprenticeship
- Armour Therapy
- Asynchronous Meals
- Extinction Tourism
- Green Pet Food
- Human Petcare
- Human Premium
- Pet Economy
- Pretty Bias
- Retail Reinvention
- Rabo-Tax
- Rolling Homes
- The Overview Effect
- Working at Wellness

IDEOLOGY

- 67% Movement
- Cannabis Occasions
- China's Cultural Export
- Cognitive Diversity
- Detoxing Masculinity
- Information Symmetry
- Me Milestones
- Mind Rights
- Near Nostalgia
- Noncommittal Lifestyles
- Policing Mixed Reality
- Eternal Life Science

MEDIA

- Ambient Prediction
- Celestial Celebrations
- Cyberchondria
- Open Dating
- Real-Time Authorship
- Scientist Celebrities
- Small Sats
- Truth Labs
- Wellness Entertainment

TECH

- AI Arms Race
- Augmented Intelligence
- Outsourced Parenting
- Autonomous Weapons Debate
- Bank Of Me
- Biodosing
- Cannapharma
- Dirt-First vs. Soil-Less
- Lab Grown
- Micro biome Pairing
- Morality Tech
- Next-Gen Packaging
- Robo Dope
- Space Tourism
- Stunt Math
- Under the Skin Tech
- Wearable Therapy

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