



# **A-Z CULTURE GLOSSARY 2017**

*The trends you need  
to know to be relevant*

# **CULTURAL LITERACY STARTS HERE**

To help the curious class stay relevant, we've assembled an A-Z glossary of what we predict to be the 100 must-know terms and concepts for 2017.

We hope this cultural crib sheet will help prepare you for the year ahead.

Enjoy!

# CULTURAL ACCURACY

**80%**

## **Accuracy of A-Z Culture Glossary 2016**

As “superforecasters” we measure the accuracy of our predictions. Trend analytics and performance metrics are an important part of what we do.

Using social listening tools, we measured the accuracy of our A-Z Culture Glossary from 2016 and have achieved a prediction accuracy of 80%. We aim to improve our prediction skills to 85% accuracy in 2017.

# ELEMENTS OF CULTURE

sparks & honey uses a taxonomy of trends called the Elements of Culture to organize trends that fall into five major categories:

**Aesthetics** **Media** **Tech & Science** **Humanity** **Ideology**

## a

Audio UX  
Ableism  
Added Sugar  
Agendered Iconography  
AI Morality  
Air Real Estate  
Archiving Intangibles  
Athletic Makeup

## b

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Bedless Hospitals  
Blurred Responsibility  
Boozy Fragrances  
Brand-Built World  
Breaking Female Body Taboos  
Broadcast Social Media  
Brunchification

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Carbon Dioxide  
Clean Data  
Cold Destinations  
Crystals  
Climate Change Refugees  
Convict Economy  
Crowdsourced Science

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Death Positivity  
Digital Immortality  
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Downscaling  
Dirt  
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Drone Economy  
Drone Racing

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Ear Makeup  
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Face Fitness  
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GIF-First Mindset  
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Halal Beauty  
Hydration

## i

Immersive Literature  
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Insect Food Debate  
Intersectionality

## j

Judicial AI

## k

Killing Privacy

## l

Latino Mainstreaming  
Lazy Economy  
Leftovers  
Library Libre

## m

Major Minorstones  
Millennial Fatigue  
Minimalism Backlash  
Mobile Third Spaces  
Mood Architecture  
Museumification

## n

Naturalistas  
New Modesty  
New Sobriety

## o

OS Education  
Overloaded Emoji

## p

Poké Places  
Premium Friction  
Pet Society  
Plant Power  
Playsuasion  
Polyamory  
Premium Nature  
Prankstivism

## q

Quota Tourism

## r

Recycle Chic  
Robot Art  
Refugee Economy

## s

Screenshot Culture  
Self-Sufficient Energy  
Silicon Valley  
Sleep Economy  
Social Eating  
Stealth Tech  
Speedfactories  
Store Lab  
Surveillance Dating  
Sustainable Supply Chain  
Sexual Healing

## t

Tech Drugs  
Troll Hunting  
Technosexuals

## u

Universal Basic Income  
Untruths as Facts

## v

Vegan Leather  
VR Education

## w

Waste Bullying  
Wine Remix

## x

XXX for Good

## y

Yuppie Destruction

## z

Zones for AR



## ABLEISM

Ableism, the discrimination and social prejudice against people with disabilities, will become a growing form of discrimination in 2017. Expect an increased focus on equal rights and experiences for people with disabilities, from transportation to sexuality to fashion. An expanded body of research will likely lend insights to support the issue, with an eye to developing a more inclusive society.

**15%**

*The world's population that lives with some form of disability.*

- WHO



a

## ADDED SUGAR

Sugar, the villain of a healthy lifestyle. In 2016, anti-sugar sentiment led to sugar being taxed, new laws for sweet-advertising and an increased vigilance by consumers over corporations - propelled by the resulting scandal from the sugar industry manipulating research to hide its effects on health. Our grip on sugar will tighten in 2017, along with other substances that are less than good for us.

**50%** *of consumers rated chemicals in food as the most important food safety concern.*  
- Business EDF



a

## AGENDERED ICONOGRAPHY

Agendered iconography is the shift away from using the shape of a physical body as signage and symbols. Long hair, straight pants, puffed dresses, curves and eye lashes are no longer representative of gender, as we rethink the symbolism of the gender continuum. Instead of a half man/ half woman icon relaying "gender inclusivity," toilet icons should visually read as a "toilet."

// //

***Androgyny is not a trend anymore, it's a shift in behavior and expectation.***

- Eric Korman, Founder of Phlur



a

## AI MORALITY

AI morality reflects the moral and ethical compass that stems from programming AI to make our decisions. When self-driving cars recognize a life-and-death situation, who lives and who dies? Expect more public debate around the moral principles for designing a future in which artificial intelligence makes decisions that shape our public space and social life.

|| ||

***People seem to believe that these robotic systems know more about the world than they really do, that they would never make mistakes or have any kind of fault.***

- Alan Wagner, a senior research engineer in the Georgia Tech Research Institute (GTRI)





a

## AIR REAL ESTATE

Look up, air real estate is above your head. As urban environments grow in density, city governments will start to embrace design principles for vertical urbanity and the design. As many cities prepare for drone aviation, air space is the new real estate that we will want to inhabit in 2017. But first, the mystery of managing air rights will have to be cracked.

**\$300**

*The price per square foot for space over a low-rise building in New York City real estate.*



a

## ARCHIVING INTANGIBLES

Archiving intangibles is the collection of sounds, smells, and even flavors to pass on to future generations. In a world of mashup and ephemerality, intangible experiences evoke a desire to capture the extrasensory uniqueness of a moment in time. The preservation of these cultural nuances will inspire the innovation of products and infrastructures focused on provenance, an edge that will resonate with niche consumers, or what we call microtribes.

///

***People would harvest mummies from Egypt, and extract the brown resin material that was on the wrappings around the bodies and turn that into a pigment.***

- Narayan Khandekar, Director of the Straus Center for Conservation and Technical Studies at the Harvard Art Museums



a

## ATHLETIC MAKEUP

Athletic makeup reflects the demand of functionality in the makeup industry, particularly for the power women who live an active lifestyle. This time poverty solution fills the need for all-natural makeup that does not dissolve on the face during workout. As both men and women transition between work and workout, we'll see more brands leaning into athletic cosmetics, a natural pairing with athleisure apparel.

|| ||

*We looked very carefully at what women were saying about why they felt sports and exercise were not for them...one of the strongest themes was a fear of judgment.*

- Jennie Price, Chief Executive of Sport England



a

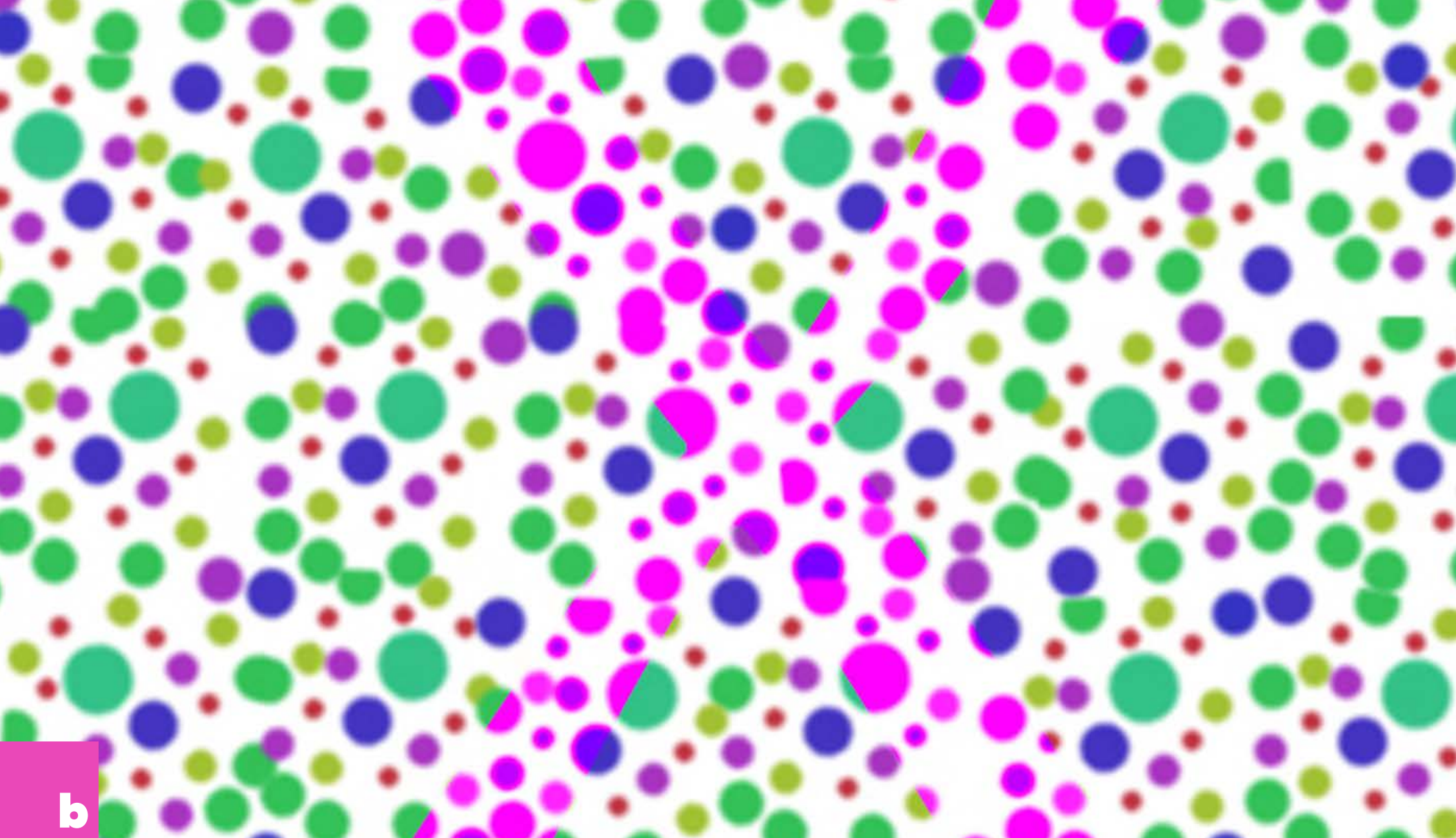
## AUDIO UX

Audio UX will prevail as design thinking in 2017. In 2016, message-based digital assistants, or chatbots surfaced, along with the continued push by tech giants into voice-command services, such as Amazon's Alexa and Google's Home. As innovation continues to steer toward AI-powered services that rely on voice control over screens, 2017 will require UX designers to rethink audio-controlled user experiences.

**3<sup>M</sup>**

*Amazon Alexas were sold in the United States in the past two years.*

- CIRP



b

## BACKGROUND AS FOREGROUND

Background as foreground is about attention in the age of distraction. From the Trump nacho bros to the internet's hunt for a same-sex partner for Disney's Dory, fans are demanding narrative control - and they're finding it in the background. In 2017, more brands and content creators will give a knowing wink their keen fans, rather than exposing the message in a more direct manner.

**37** yrs

*since the first "Easter egg" was programmed into Atari's open world video game Adventure in 1979.*

- Atari



**b**

## **BEDLESS HOSPITALS**

Bedless hospitals is healthcare without the hospital overnight. Outpatient healthcare is on the rise, as treatments get less invasive and recovery times shrink. We'll see increasingly changing financial strategies to address bedless hospitals, such as reimbursement granted to better care at lower cost and more effective and streamlined treatments to build leaner medical facilities.

**// //**

***It reduces cost, and it reduces the risk of infection. People go home to a less-risky environment, where they tend to get better faster.***

- Dr. Akram Boutros, CEO of MetroHealth System



**b**

## **BLURRED RESPONSIBILITY**

As environmental issues increase in force around the world, people are questioning whether larger nations like the US have a responsibility to step in. The world has yet to determine a collective solution to tackle the forced migration caused by climate change, likely to pick up in the coming year. Expect more popular debate around climate change actions required from governments and brands offering to assist.

**25<sup>M</sup>**

*people have been displaced by climate change every year since 2008.*

- Worldbank



**b**

## **BOOZY FRAGRANCES**

Booze is the secret ingredient in today's fragrance world - a new, yet still intoxicating way to indulge in alcohol (without living through an unbearable hangover). Maison Margiela's Replica Eau de Toilette Spray in Jazz Club mystically transports you back in time to a twenties' New Orleans speakeasy with its unique blend of whiskey, leather, and tobacco. Expect to see many more fragrant and alcoholic concoctions hitting the stores in 2017.

**41<sup>B</sup>**

***Worth in US dollars of the global fragrance market in 2017.***

- Statista





## BRAND-BUILT WORLD

Brands are stepping in to provide public space and infrastructure for people to socialize, learn, and explore - a role formerly associated with governments. Facebook built a giant internet drone to provide internet access, Microsoft's authenticated video-calling program aims to facilitate communication with local authorities and New Balance cleans the running paths during Boston winters. We expect more brands to expand their definition of experiential marketing and build lasting connections with consumers by providing services that meet basic needs.

© sparks & honey 2016



***There is the increasing belief that companies have a responsibility to make everything better.***

- Tim Maleeny, CSO of Havas Worldwide



b

## BREAKING FEMALE BODY TABOOS

2016 was the year of the period: underwear startup Thinx spearheading the fight against period bashing, fueling an openness and acceptance of the female body. The Period Game teaches tweens about menstruation and Brown University started stocking free tampons and pads across campus bathrooms. Beyond the period, the bodily functions of women are being celebrated, from lotion and jewelry made from breast milk jewelry, to repurposing umbilical cords and placenta as food.

// //

***While women consistently report being more dissatisfied with their bodies than men as far as thinness is concerned, that dissatisfaction has decreased over the 31-year period we studied.***

- Bryan Karazsia, PhD, The College of Wooster



b

## BROADCAST SOCIAL MEDIA

TV is meeting its interactive audience on social platforms, transforming both its production and the audience experience. Livestreaming on Facebook, finance-focused network Cheddar is embracing a much more informal tone. The NFL broadcast the 2016 Football season on Twitter - because that's where the conversation is. 2017 will see a merging of TV and social media, as more formats are adapted to mobile streaming.

|| ||

***The need to see sporting events in real time is one of the reasons networks have been immune to the changes timeshifting technologies - streaming, on demand or DVR - have wrought on network schedules of scripted programs.***

- Amanda Lotz, Professor of Communication Studies and Screen Arts & Cultures at the University of Michigan



b

## BRUNCHIFICATION

The rest of the world is discovering the beauty of pancakes and avocado toast: Brunch is amazing. Starbucks is testing out brunch options, Jack in the Box has trademarked "brunchfast," and there's brunch-flavored candy corn. Breakfast is becoming a flavor, rather than an occasion. Brunchification describes how breakfast items are going to alter menus across the country in 2017.

© sparks & honey 2016

**5%**

*Breakfast occasions, in- and away-from-home, are forecast to grow by 5 percent through 2019, ahead of the expected population growth of 4 percent.*

- NPD Group



## CALIBRATED PILLS

The evolution of sophisticated soluble 3D printing materials enable pharmaceuticals and nutrition supplements to be printed. Multiply Labs is printing capsules with a patent-pending pharmaceutical polymer to control the release of the nutrients at given intervals throughout the day. This allows for combinations of vitamins that would otherwise compete with each other, and it's also designed for custom combinations. In 2017, this technology will likely be used for more than just the release of vitamins.

© sparks & honey 2016



***This new tablet fabrication method is a game changer – it is technically simple, relatively inexpensive and versatile. It can be applied at individualised settings, where physicians could produce customized pills on the spot for patients, or in mass production settings by pharmaceutical companies.***

- Soh Siow Ling, Assistant Professor from the National University of Singapore



## CAMPUS RAGE

Controversy around political correctness is fueling free speech debates on campuses, mostly around racist, sexist, homophobic or transphobic language. Some institutions like Clark University conduct tutorials about the code of conduct, others such as the University of Chicago declare that interventions, such as trigger warnings and safe spaces, are inimical to free speech. 2017 will see increased awareness and cultural conversation surrounding the idealist righteousness characteristic of undergraduate students on campus.



***It's not new for college students to indulge in self-righteous certainty, to be so intoxicated by a grand moral mission that they can't see any value in hearing what the other side has to say. What is new: administrators who bend to their will.***

- Rob Montz, 2005 Graduate of Brown University and a Documentary Filmmaker



## CARBON DIOXIDE

From cars to fashion, companies are finding ways to capture carbon dioxide and turn it into new products. 'Diamonds from the sky' are essentially diamonds made from air pollution. Ford began collaborating with Novomer to put gas into foam to be used in car seats. This pragmatic approach to dealing with global warming will manifest in new products, and likely shape the debate on climate change in 2017.



***Proposed methods of extraction such as bioenergy with carbon capture and storage (BECCS) or air capture of CO2 imply minimal estimated costs of \$104–570 trillion this century, with large risks and uncertain feasibility. Continued high fossil fuel emissions sentences young people to either a massive, possibly implausible cleanup or growing deleterious climate impacts or both.***

- James Hansen, Climate Scientist led a 12 authors study



C

## CLEAN DATA

Artificial intelligence needs our data in massive quantity and quality. AI algorithms can parse huge data sets, but for neural networks to learn accurately and without bias requires clean data. As we rely more and more on AI to interpret situations, we can expect intense debate on clean data and the start of the AI learning cycle.

9M

*Images in Google's Open Image Dataset, used by programmers everywhere for machine learning image recognition.*

- Google





C

## CLIMATE CHANGE REFUGEES

Climate Change Refugees, Environmental Migration or Climate Exodus are all about the same issue: global communities that will be displaced because of climate change. Rising sea levels, stronger storms, increased flooding, harsher droughts and dwindling freshwater supplies could drive the world's most vulnerable people from their homes. Prepare to discuss the identity, food and culture that might erode with the land of these communities.

**200<sup>M</sup>**

*People in coastal communities globally who could be displaced by 2050.*

- The New York Times



## COLD DESTINATIONS

The idea of vacation usually evokes images of sun and sand. But following the 2016 outbreak of the Zika virus throughout the southern US, Latin America, and Southeast Asia, increasing numbers of tourists will turn to destinations in colder climes in 2017. Thanks to Copenhagen's emerging fashion scene, New Nordic cuisine, and interest in The Nordic Theory of Everything, we expect to see the Nordic region spark high interest from travelers.

© sparks & honey 2016



***The Scandinavian concept of “hygge” has been translated as everything from the art of creating intimacy, to coziness of the soul and finding pleasure from the presence of soothing things. My personal favorite is cocoa by candlelight.***

- Meik Wiking, CEO, Happiness Research Institute in Copenhagen



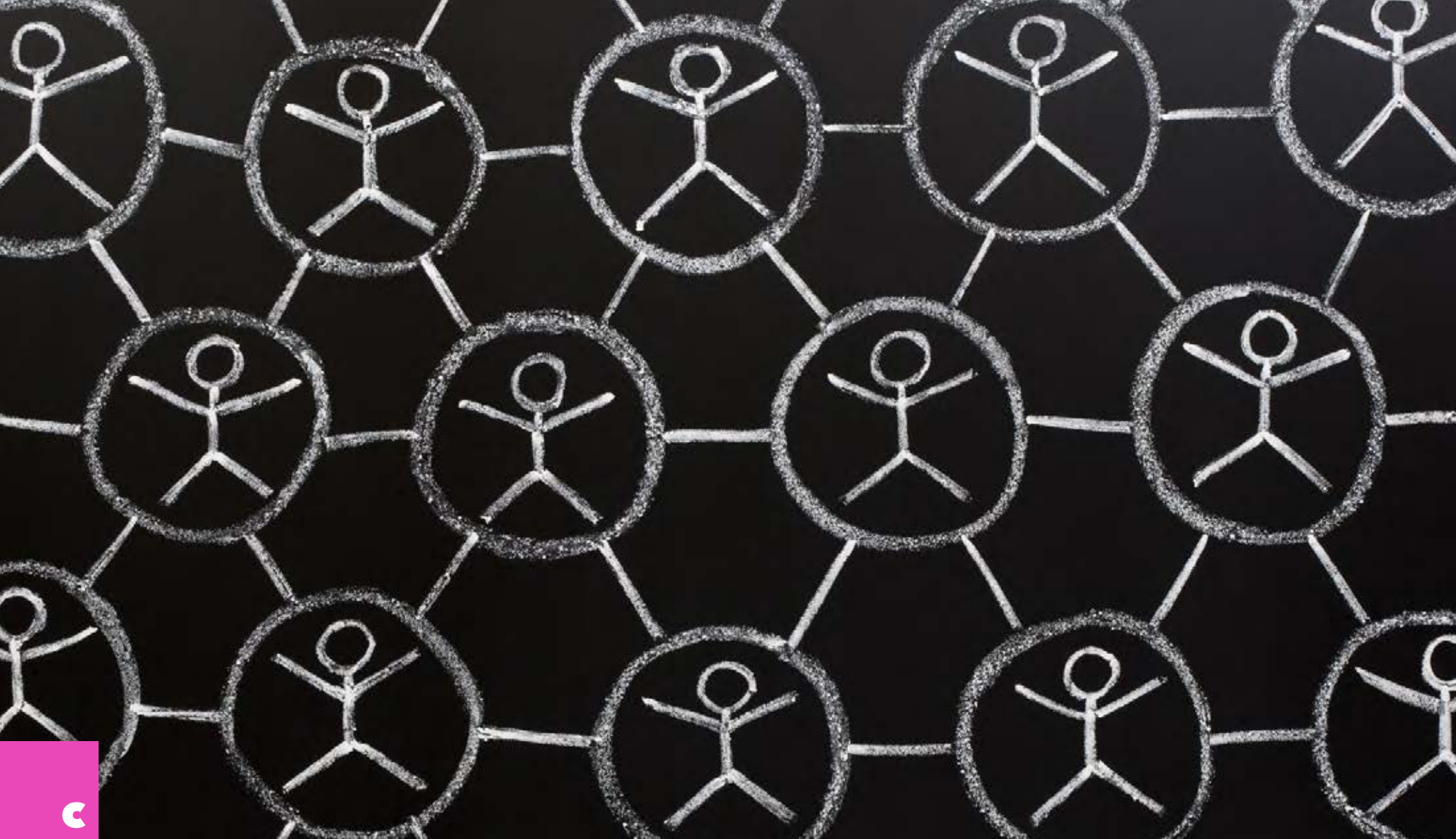
## CONVICT ECONOMY

More than 600,000 ex-cons are released from prison every year in the US, making their reintegration into society fundamental. In 2016, we saw a photography exhibition by an ex-con point of view, ex-con fitness gurus and entrepreneurs such as Richard Branson watching this new work force as an opportunity. In 2017, we can expect a new economy around the reintegration of ex-cons into society.

**10<sup>K</sup>**

*Ex-prisoners released from America's state and federal prisons every week.*

- Justice.gov



## CROWDSOURCED SCIENCE

Scientific advancements are being discovered thanks to the power of many instead of a lone genius. Crowdsourced science can solve problems quickly, like the gamers that beat scientists in a protein discovery contest that might help fight Alzheimer's disease, or SpaceX that will crowdsource the investigation of its rocket explosion. Expect breaking news and innovation coming from crowdsourced discovery.



***By utilizing volunteers, so called citizen-scientists, we were able to bring a much greater scale of human curation and quality control than we could have performed alone.***

*- Dr. Avi Ma'ayan, PhD, Professor of Pharmacological Sciences and Director of the Mount Sinai Center of Bioinformatics*



C

## CRYSTALS

Cultures less immersed in ancient spiritual wisdom tend to view inanimate objects as soulless and purely functional. As an 'East meets West' mindset takes hold, more Western cultures are exploring a greater breadth of spiritual practices. One particular manifestation of this trend is a growing curiosity about the properties of crystals. In 2017, we can expect people to carry and use crystals for their believed benefit to our wellbeing.

© sparks & honey 2016

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***This cultural construction, which includes everything from crystals and chakra meditations to yoga and #cleaneating, could be seen as part of a bigger shift in attitudes. For 'spiritual but not religious' millennials, witchcraft is yet another expression of our movement away from the conventional and conservative to the mystical and alternative.***

- Tamsin Crimmens, Writer



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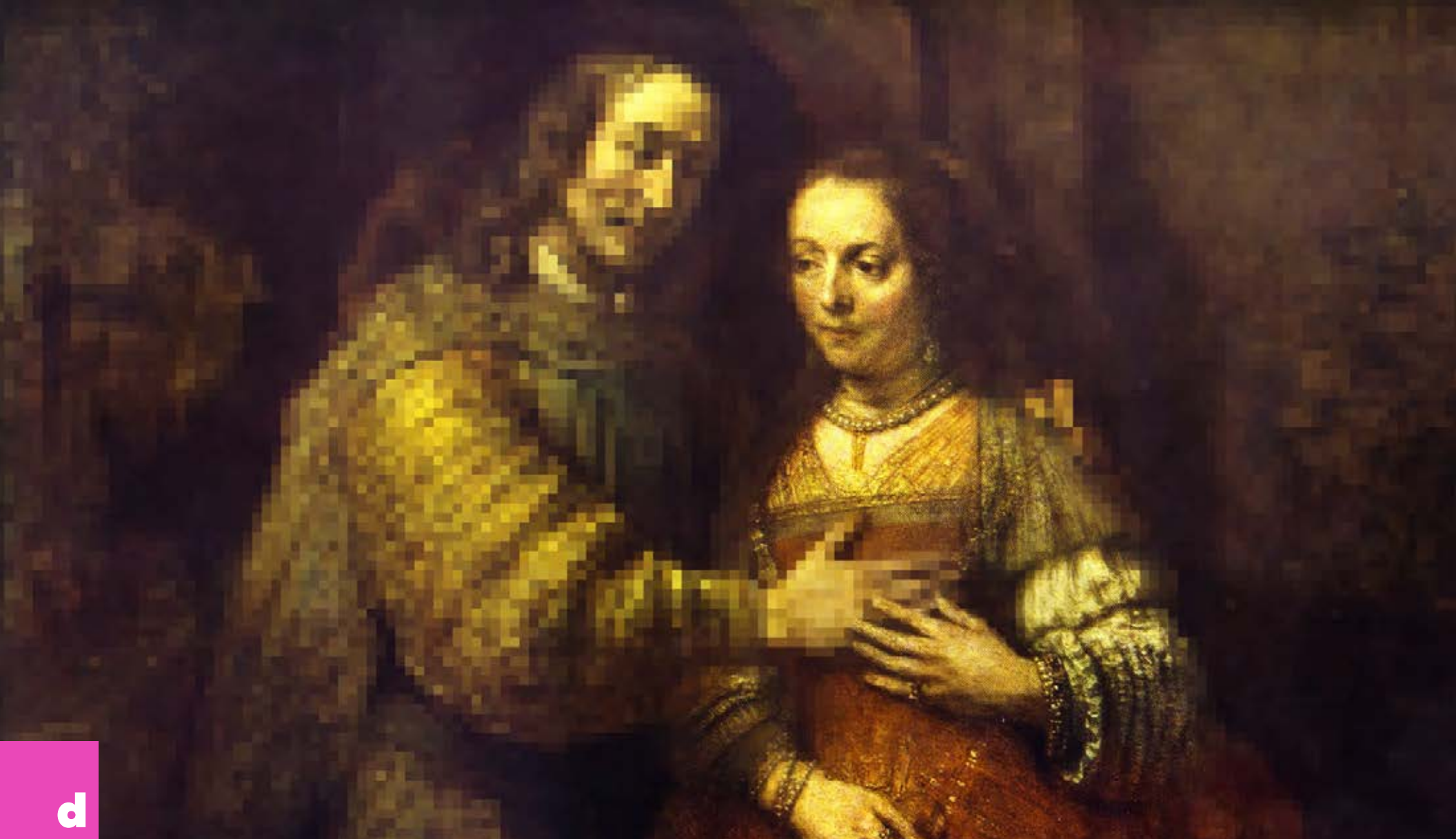
## DEATH POSITIVITY

Death is historically shrouded in taboo, secrecy, and sadness. But there's a shift happening in the way we think about our place in the world as mortals, including our treatment of the material world beyond the here and now. Many traditional western practices around death are psychologically and environmentally unsound, but we're engaging in more open and positive conversations around death, which is driving innovation around it. Columbia University's Death Lab and start-up Coeio are making burial practices less damaging to the environment, while nonprofit Death Over Dinner is facilitating open dialog about the end of life.

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***When Peter died, the only thing that kept me sane was writing about grief. Blogging about grief morphed into my new vocation. I recognized that by spewing out my emotions with honesty, I was helping others which meant it was work that made me satisfied.***

- Laurie Burrows, *Grad Cookbook* author, blogger, activist/fundraiser



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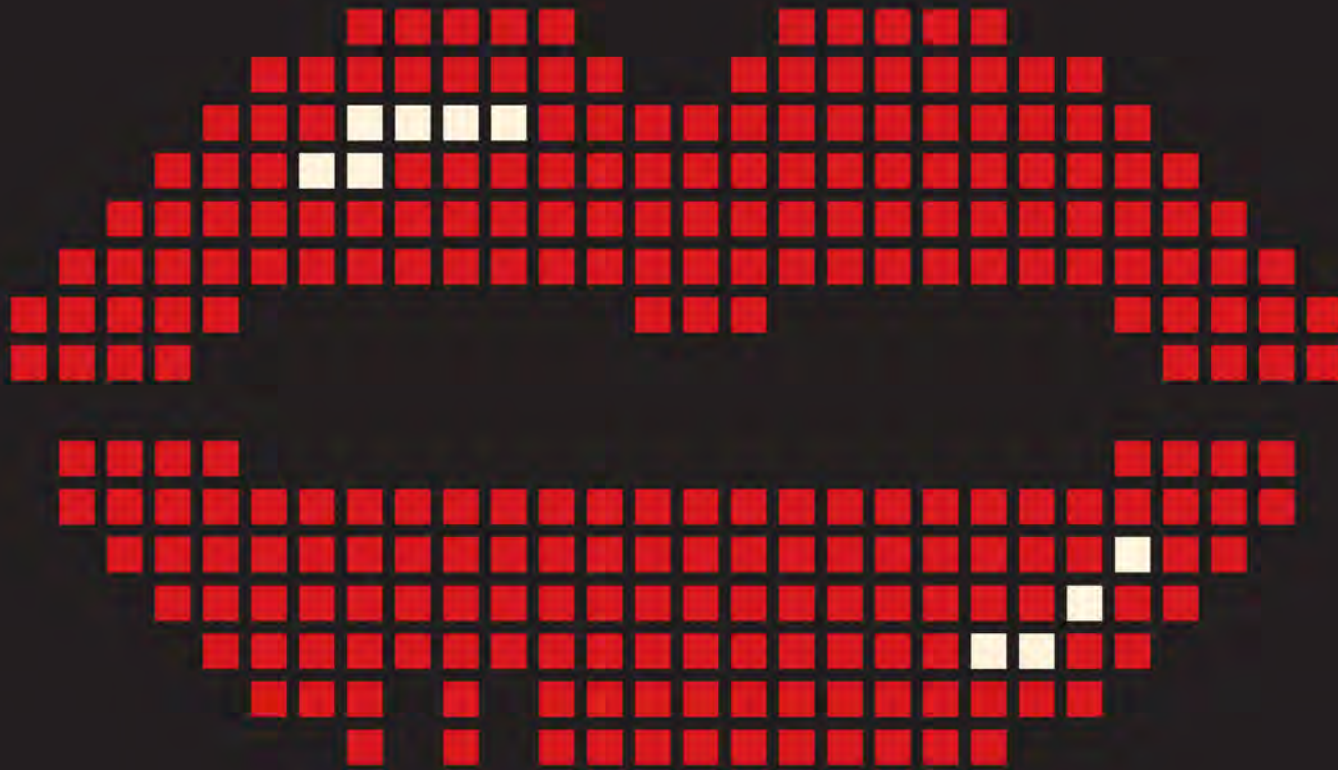
## DIGITAL IMMORTALITY

You'll never die. Everything we create and consume online has a life beyond this moment, and it's this digital footprint that will live beyond your expiration date. Digital death managers will be employed to manage our forever-digital imprints. And AI systems will be used to bring the work of the dead back to life in the digital. Thanks to machine learning, long gone artists are getting new voices, such as at the Hereafter Institute art installation at LACMA. In 2017, VR and machine learning will give life to the dead, along with heated conversations around the ethics of doing so.

**5.5<sup>B</sup>**

*Estimated worth in dollars of the digital holography market by 2020.*

- Markets & Markets



d

## DIGITAL SAMPLING

Despite skyrocketing ecommerce growth, shoppers struggle with the inability to try on products when they shop online. That's now starting to change, with L'Oréal upgrading their Makeup Genius app, and the debut of services such as Urban Decay's Vice Lipstick app, so you can sample 100 shades of lipstick on your face. In 2017, expect to see similar digital sampling move from niche to industry norm.



***Virtual makeover apps are another take on existing strategies retailers use to push customers to try new things, like free samples and subscription services.***

- Diana Smith, senior research analyst, Mintel





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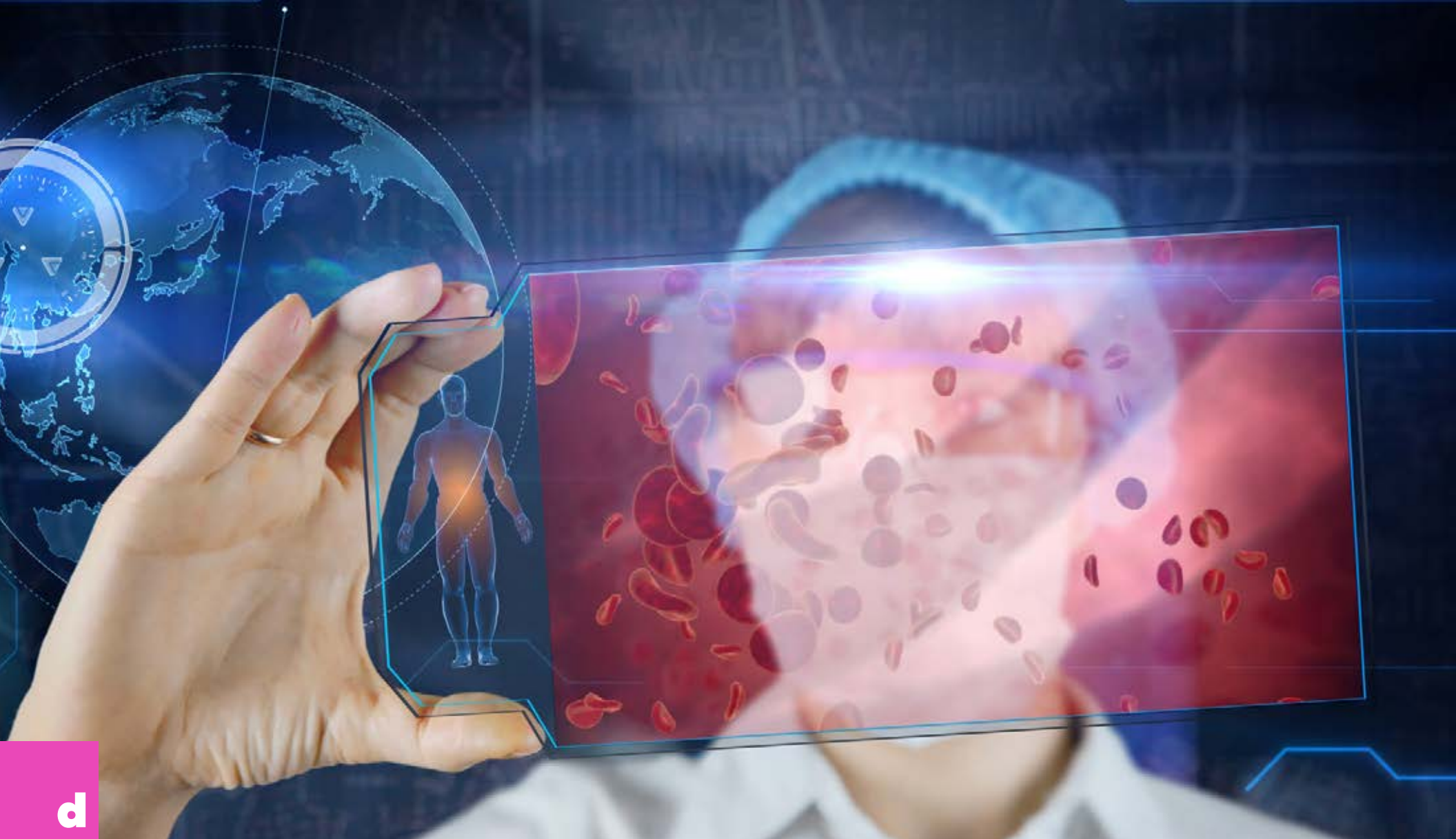
## DIRT

Dirt and bacteria have historically been regarded as enemies of health and cleanliness, but growing research on their wellness benefits is triggering us to embrace the good in the dirty. More aware of our own microbiomes, we're seeing the benefits of microbes and ingesting dirt, such as for antidepressant effects or allergy-prevention. And cleanser manufacturers are reformulating products in anticipation of a ban on many common antibacterial soap ingredients. In 2017, look for more products like Mother Dirt, a line of probiotics intended to cultivate good bacteria on the skin, rather than blast it away.

**50%**

***Reduction in allergic occurrence in farm children across North America and Europe.***

*- The Journal of Allergy and Clinical Immunology*



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## DOCTOR ROBOT

Health professionals are working in collaboration with artificial intelligence systems. AI robot White Jack interviews patients at Japan's Jichi Medical University to suggest possible diagnoses and treatments. An AI system developed by Harvard researchers analyzes Instagram posts to diagnose depression - with a better accuracy rate than human general practitioners. As the healthcare system faces increasing challenges to make care accessible and affordable, expect AI to take off as a prime ingredient in medicine.

**\$4.6<sup>B</sup>**

***Estimated market size of the medical robotics and computer-assisted surgical equipment by 2019.***

*- The Surgical Robotics Forum*



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## DOWNSCALING

Premium and high end brands will embrace the low end: consider Alexander Wang serving 7-11 and McDonald's at a recent fashion show. We've seen upscaling of previously low-end products, as with the exclusive Speakeasy serving bespoke dishes with Spam as the star. In 2017, the high-low tables will be turned. Expect more of this low-browsing of premium items, as untouchable products become more accessible to the general public.

© sparks & honey 2016

**40%**

*The market for off-price fashion has grown dramatically, reaching \$45 billion in 2015 in the US alone, up more than 40 percent since 2009.*

- RBC Capital Markets



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## DRONE ECONOMY

We've heard about how the great drone economic revolution is coming, but many consumer-facing industrial applications of drones have been simply pilots or PR stunts. In 2017, we'll see the drone economy begin to emerge as a new force. Pilots will give way to drones used to solve business challenges, in areas such as delivery, farming and entertainment content production.

**77%** of US respondents would be willing to pay more for drone delivery if their order arrives within the hour.

- Statista



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## DRONE RACING

Drones are already making their mark in sports, with broadcasters turning to drones as cameras during games. Now drones are being used for a sport of their own: drone racing is quickly gaining both popularity and legitimacy, with ESPN soon to kick off a multiyear deal with the Drone Racing League. Unlike most established sports, drone racing is best viewed online or on TV, from the drone's perspective. Look out for more coverage of this emerging sport in 2017.

**12<sup>M</sup>**

*Amount received by the Drone Racing League in investment from the likes of RSE Ventures, backed by Miami Dolphins owner Stephen Ross, and Courtside Ventures.*

- ESPN



e

## EAR MAKEUP

Makeup isn't just for your face any more. Ear makeup has adorned the digital and real world, from Instagram to the runways at NY Fashion Week. Seeing a subtle glimmer on the ear was all it took for this beauty trend to take off. In 2017, expect to see more minimalist beauty trends that defy gender, including the shimmering ear lobe.

© sparks & honey 2016

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***Ear makeup started two years ago, thanks to makeup artist Tom Pecheux at Paris Fashion Week; since then it's been seen at Louis Vuitton, Opening Ceremony, and Proenza Schouler shows. The trend has also shown up on Instagram accounts, such as makeup artist @violette\_fr, who demonstrated a gorgeous metallic gold version of the trend.***

- Bustle



e

## EMPATHY TECH

Technology is typically associated with precision and science, and not feelings. But technologies such as VR evoke both visceral emotional responses and allow us to see the world from a different perspective. The UN is using VR to build empathy with refugees, while psychologists are experimenting with VR to treat people with post-traumatic stress disorder. In 2017, growing numbers of NGOs will turn to tech to foster empathy in their campaigns.

|| ||

***I think that's where VR has been really terrific, because it bridges the gap that numbers and statistics make just guilt-tripping. This is the first time they can actually feel like they can go into that person's space.***

- Gabo Arora, founder and president, LightShed



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## ETHNOBOTANY

Ethnobotany mines the complexity and ingenuity of plants, and it could be the next solution to a growing number of disease-causing bacteria. These germs are evolving immunity to every antibiotic, deemed by the WHO to be a “fundamental threat to humanity.” To counter this, the pharmaceutical industry will become more open to developing complex botanicals, and we can expect to see medicine derived directly from their natural antibiotics.

© sparks & honey 2016

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***We’re at the end of the current era of antibiotics, and it’s getting really scary. We’ve gotten all of the low-hanging fruit, and we’re going to have to work a lot harder. We have to go to the ends of the earth — the ocean, the ice shelf, the rain forest — anywhere we possibly can to find new natural products.***

- Kendra Rumbaugh, microbiologist, Texas Tech University





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## EXTREME PROVENANCE

We assign great value to items with an unique or storied provenance, such as wines from Burgundy's fabled terroir. Beyond associations with a specific moment or place in time, our very bodies will be the next frontier of extreme provenance: art made from umbilical cords, pearls made from breast milk, and beer brewed from beard yeast. Such hyper-personalized keepsakes and products will be in greater demand, a reflection of our desire to leave a personal imprint on the world.

// //

***Placenta encapsulation was traditionally seen as a pretty crunchy or natural mama thing to do, but in recent years, mothers from all walks of life are choosing encapsulation and love the keepsakes that accompany it.***

- Ashly McClough, director, Blissful Womb Birth Services



## FACE FITNESS

Exercising your body is no longer enough to be a holistically healthy individual. Working out just got a new face with in face fitness—that is, exercising the face with forehead lifts, chin presses and facial massages. These exercises even come at a price, and there are “gyms” that make money off of this need to have a “fit face.” These rigorous facial exercises are set to become more common in 2017, as people workout to get their face in shape.

© sparks & honey 2016



***When you stimulate pressure receptors under the skin, as you do in a moderate pressure massage, you increase the temperature of the skin, you slow down the physiology, you reduce the release of stress hormones and enhance immune function.***

- Tiffany Field, Ph.D., director, The Touch Research Institute at the University of Miami School of Medicine



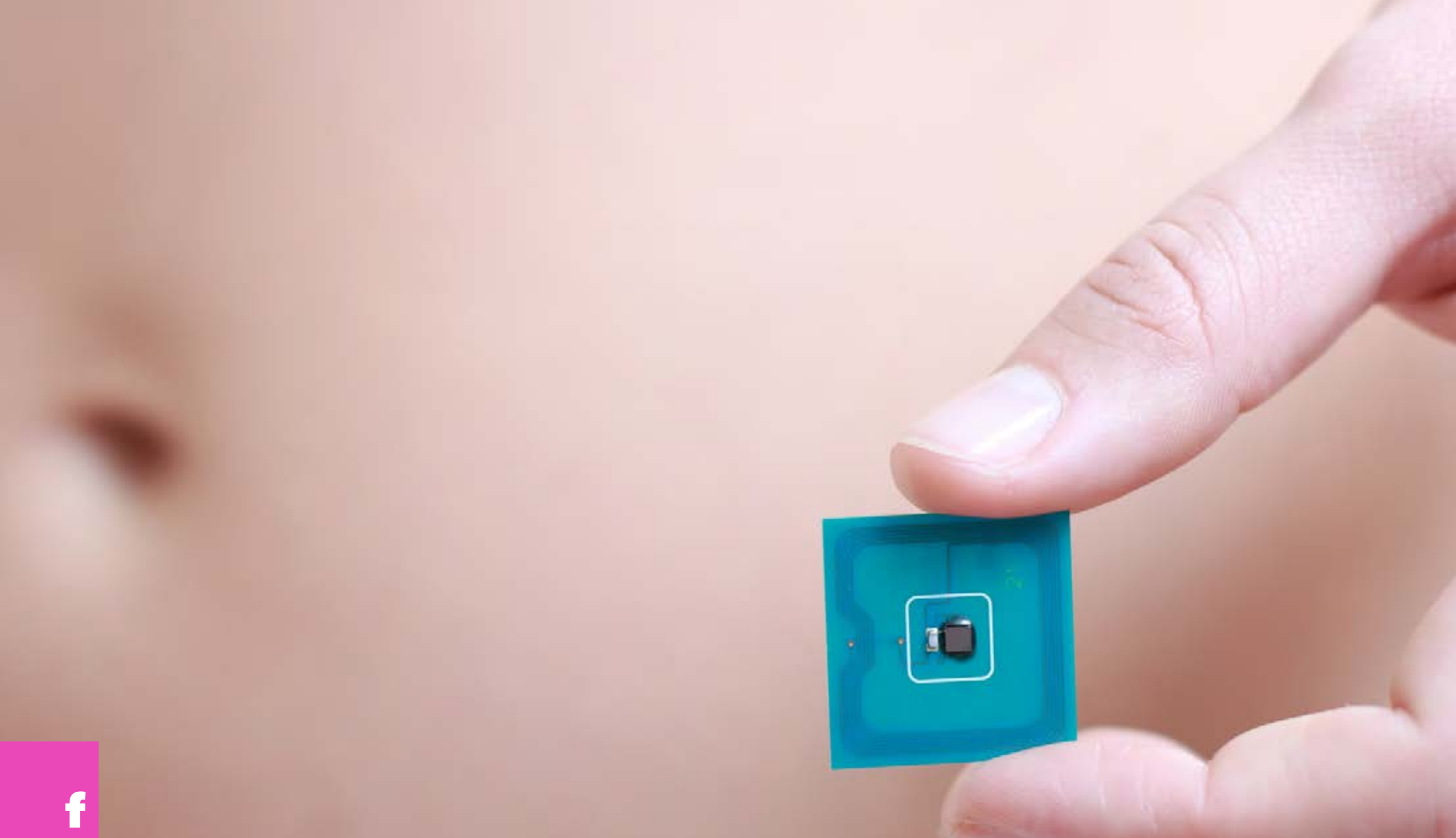
## FEMALE GAZE

In 2017, we'll see more women taking charge of how they're represented in both high and mass culture - and behind the camera. Women are often depicted by men, whether in photographs, film or art, and often in skewed, sexist portrayals that offer limited perspectives of a woman. Female photographers such as Zoe Ghertner and Petra Collins, and directors like Ava DuVernay are gaining ground in their fields, among more vocal support of putting women in the director's chair.



***I've heard people say that you'll sit down with networks, and they'll be like, 'Oh yeah we can't find any female directors. And I'm like, 'Really. They can't find any?'. We are here.***

*- Tina Mabry, renowned indie filmmaker*



## FRICITIONLESS BODY MODS

Piercings and tattoos seem like old school body modifications in light of people around the world experimenting with the possibilities of functional and often invisible body modification. They play with implanting devices, tattooed or pierced into the skin, which allow them to receive notifications, feel magnetic north, or even detect earthquakes around the world. Expect increased discourse and ideology surrounding this topic next year, along with a number of professionals willing (and perhaps even certified) to modify our bodies.



***We have been picking up things like rocks and sticks forever and used them as tools. That is nothing new and this is just a natural progression of that. We are just now putting our tools inside of our bodies.***

- Amal Graafstra, CEO, Dangerous Minds





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## GIF-FIRST MINDSET

GIFs have long been the fodder of internet culture, used to appropriate and re-contextualize moments as reactions, jokes and commentary. In 2017, mass media outlets will recognize and join the GIF entourage, too. News channels and award shows will increasingly curate and create GIF-friendly moments, and public figures will be trained to seize opportunities for the perfect GIF.

**\$300<sup>M</sup>**

*Evaluation for the Giphy company,  
the biggest GIF search engine.*

- Newsweek



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## HALAL BEAUTY

The ingredients commonly found in cosmetics include alcohol, pig-derived collagen or gelatin, or pig fat, which are forbidden ingredients for Muslims. Halal beauty is drawing in audiences beyond religion, as people seek a healthier and ethical alternative to beauty. In 2017, we'll see growing popularity of halal beauty products as people are increasingly conscious about what they consume without harming the body or the environment.

**\$20<sup>B</sup>** / *The value of the halal makeup industry.*  
- NDTV



# HYDRATION

Staying hydrated is an easy way to stay healthy, and we'll see an uptick of theories geared toward better understanding and staying well hydrated. In 2016, sales of bottled water dominated the beverages market for the first time ever. In 2017, expect to see creative new ways to stay hydrated, including services such as on-demand saline IVs.



***Most people believe proper hydration centers around how much water you drink per day. But now, a newly created “beverage hydration index,” developed from a British study published in December, can quantify how much more or less other beverages can hydrate you compared to water (pro tip: fat free milk is one of the top three).***

- Maughan et al., 2015





## IMMERSIVE LITERATURE

Books have largely been the same for centuries, with few major advancements in the of delivery and consumption of print. A growing desire for immersive experiences gives the humble book an opportunity to expand. In 2017, we can expect to see an increase in digital, virtual and real-life events that complement and deepen the reading experience.



***To help drive its accessibility to schools across the nation, Best Buy Education has become an official carrier of Google Expedition kits, so teachers can get everything in one kit to take their class on an immersive VR expedition on any subject matter, from history to science.***

*- THE Journal: Transforming Education Through Technology*



## INCLUSIVE ECONOMY

People with disabilities have been ignored as a consumer group, even though they make up a considerable population. Thanks to the work of disability rights activists and allies, brands are increasingly aware of filling this gap, as they work to adapt or invent products for the express needs of people with disabilities. In 2017, we'll see innovation burgeoning in this area, and growing criticism of brands that ignore them.

© sparks & honey 2016

**20%**

*of the Tommy Hilfiger children's business was driven by his adaptive-apparel collection.*

- PRI



i

## INSECT FOOD DEBATE

Insects are the unlikely hero in the rapidly growing market for alternative proteins. In 2017, we'll begin to consider the implications of consuming a species that outnumbers (and terrifies) humans. Expect conversations about the 'creepy factor' of eating bugs, debate about insects' role in a plant-based diet, and new insect recipes and products to build mass appeal.

© sparks & honey 2016

**21gms** / of protein are found in 100 grams of cricket, while ground beef contains about 26 grams per 100 grams of meat.  
- TheScientist.com



# INTERSECTIONALITY

Intersectionality describes the overlapping influence of social categories - such as race, gender, and class - on our lives, so that we experience society through their collective prism. Awareness of this intersection is a precursor to overcoming prejudice and disadvantage. In 2017, intersectionality will filter from academic and activist discourse to mainstream conversations about discrimination, privilege and justice.

© sparks & honey 2016



***Talking about racism, the default assumption is that you're talking about a black man. Talking about sexism, the default assumption is that you're talking about a white woman. And if you're talking about homophobia, the default assumption is that you're talking about a white, gay man. That leaves a lot of people out of the conversation.***

- Jennifer Eden, a peer navigator for the Gay, Lesbian, Bisexual, Transgender Community Center of Baltimore and Central Maryland





## JUDICIAL AI

The impact of AI and automation on the workforce is usually considered within the context of the service industries and manufacturing, but AI capabilities are now starting to be employed in knowledge professions like the law. ROSS, an AI lawyer, began work for law firm Baker & Hostetler this summer, and DoNotPay, an AI legal chatbot, has already successfully appealed over 160,000 parking tickets. In 2017, we'll see AI being leveraged to provide legal help to people who might not otherwise be able to afford it, and to enable human lawyers to work more efficiently.

© sparks & honey 2016

**70%**

*of Supreme Court case outcomes since 1953 that were predicted by a 2014 AI model developed by Josh Blackman, a professor at the South Texas College of Law.*

- ESPN



# KILLING PRIVACY

Our society is creeping closer to the end of privacy. AI is now capable of reversing identity-obscuring digital blurring effects, and advances in quantum computing are poised to upend cryptography. While 2017 won't see the end of privacy as we know it just yet, expect a high volume of conversation about what happens when keeping secrets from the truly determined becomes impossible.



***Simply owning a smartphone means you can't opt out of surveillance. 'There is no private life. Your government can control you now...You take your iPhone or Android phone and it has information about your behavior, your movements, about what you buy, and who you are talking to.***

- Alexander Kabakov, founder, facial recognition startup NTechLab



## LATINO MAINSTREAMING

The Latino population will see a more nuanced expression of its cultural differences across Latin American countries. One area ripe for evolution is Latino TV which has historically focused on telenovelas. Media outlets are already beginning to deliver richer, more complex storylines that reflect contemporary Latino issues and heritage, a trend that is set to continue in 2017.

© sparks & honey 2016

**3<sup>B</sup>**

*The number of YouTube views in 2016 by Pongalo, a US-based content aggregator that owns one of the world's largest IP libraries of digital rights to Spanish-language films and TV shows, licensed to streaming services like Netflix and Amazon.*

- NDTV



## LAZY ECONOMY

In past years we've seen innovative services aimed at making consumers more productive and active through wearable computing, brain training, and capabilities that allow nomads to work from anywhere. In 2017, however, we'll see innovation aimed at helping us all just be a little lazier – like Beach Bites, a start-up that delivers food directly to your beach towel.

© sparks & honey 2016

**40%**

*The percent of Millennials surveyed by Mintel who said cereal was an inconvenient breakfast choice because they had to clean up after eating it.*

- Washington Post





## LEFTOVERS

Taking a doggie bag home from a restaurant is deeply engrained in American culture, but other western cultures are less accustomed to saving their leftovers. As the food waste becomes more pervasive, other cultures will start saving and eating leftovers. We can expect to see new culinary creations in a fusion of local palates and leftovers.

© sparks & honey 2016



***French chef Fabrice Moya has no problems with doggie bags. "We've always been used to letting people take what they haven't finished, but it rarely happens." One doggie bag per week at most, out of 500 customers, he estimated. They were much more likely to take home what was left in their bottle of wine.***

- The New York Times



## LIBRARY LIBRE

Libraries are no longer just repositories for books, but they are finding new life as public spaces that serve as one-stop community centers, offering something for everyone. Instead of checking out books, try our coding classes, knitting groups, laptop rentals, and even groups for job replacement. In 2017, we can expect help from brands and local businesses to enhance these burgeoning third spaces.



***I'm a total leech of public libraries. It's my summer hangout. It's where I spend the majority of my time, and where I'm most productive.***

- Matthew Carter, adjunct professor of music, City College of New York



m

## MAJOR MINORSTONES

There is no such thing as oversharing. Small, mundane, even invented moments are being reframed as something to celebrate in a big way. A really great burrito is cause for an engagement-level announcement, with a photo shoot to boot. In 2017, we will see the celebration of even more of these personalized occasions - of nothing, really.

/// //

***Mobile moments of discovery on Facebook and Instagram per year - ordinary moments that can become extraordinary.***

- Facebook White Paper Moments That Matter: Finding the Extraordinary in the Ordinary



m

## MILLENNIAL FATIGUE

In 2016, even Millennials started to tire of hearing about themselves all the time. Constant speculation about millennial quirks and follies will begin to wane as mass media exhausts its ability to cover the generation. Curiosity about Gen Z will begin to percolate in 2017, as well as a growing acceptance that generations are becoming less siloed and distinct.

© sparks & honey 2016

/// //

***If Hannah Horvath from 'Girls' is the typical Millennial — self-involved, dependent, flailing financially in the real world as her expectations of a dream job and life collide with reality — then Alex Dunphy from 'Modern Family' represents the Gen Z antidote. Alex is a true Gen Z: conscientious, hard-working, somewhat anxious and mindful of the future.***

- Lucie Greene, Worldwide Director of the Innovation Group at J. Walter Thompson



m

## MINIMALISM BACKLASH

In the age of Marie Kondo, we're urged to declutter the home, and watch our lives reassemble into a happy, productive configuration. The promise that tidying up is life-changing – amidst a cascade of other domestic productivity hacks – is reaching the point of backlash. People are caving in and admitting they just can't be bothered to over-analyze yet another aspect of their lives. In 2017, expect this unapologetic, self-deprecating attitude to take flight.

// //

***Minimalists don't tell you how much effort is required to maintain a pristine and uncluttered life. It takes a lot of time and energy to roll up endless piles of tshirts, and to sort through the mismatching sock drawer.***

- Isabel Lo, "Embracing Clutter," Mama Mia blog



m

## MOBILE THIRD SPACES

Third spaces like cafes—places that are neither home nor office—provide us with opportunities for socializing and learning. In 2017, we can expect to see growing numbers of mobile third spaces emerge, such as My Scion Gallery, an art gallery located inside a car which drives its visitors around, or 1Rebel, a spin class that will be housed inside a London bus.

/// //

***Future vehicles will be more like a personalized hotel on wheels, and Lyft could offer as many as 10 different experiences for riders.***

- CNN Money



## MOOD ARCHITECTURE

Innovative designers and architects are realizing the detrimental effects of marching mindlessly through the same dull spaces. In fact, when the environment is altered in subtle, surprising ways, we're made more curious and alert. 2017 will bring a fresh approach to environmental design. New designs will include elements of serendipity, such as an office building whose lobby walls change depending on the weather.



***Buildings and urban spaces should be designed first and foremost around their occupants.***

- Dr Sergio Altomonte, associate professor, Department of Architecture and Built Environment, Nottingham University



m

## MUSEUMIFICATION

Artists and brands have begun curating and exhibiting everything, ranging from the abstract Museum of Broken Relationships to the esoteric 29Rooms, an art exhibit curated by Refinery 29. In 2017, expect museums nationwide to capitalize on this trend as an opportunity to engage new audiences. They'll perhaps host offsite pop-up exhibits to make the museum experience more accessible and less intimidating.

© sparks & honey 2016

// //

***[U.S. baller turned Beijing Ducks superstar Stephon Marbury] had already been honored with a statue, a musical based on his life and a series of postage stamps.... On Monday, Mr. Marbury, 38, presided over the opening in Beijing of a museum, the House of Marbury, devoted to his career.***

- The New York Times





n

## NATURALISTAS

Wearing hair naturally as it grows is being embraced among black and Latin women. Rather than using chemicals to change their hair texture, they take pride in an all-natural beauty routine, against the grain of mainstream definitions of beauty. Many naturalista enthusiasts share their natural hair journey through blogs and Youtube, such as Mo Knows Hair. And brands like SheaMoisture are driving this trend by breaking down the barriers in the beauty aisle between 'normal' and 'exotic' hair products.

**18.6%**

*Drop in hair relaxer sales, contrasting 26.8% growth in the natural haircare space in the last two years.*

- GCI Magazine



n

## NEW MODESTY

Less revealing silhouettes are taking off in the fashion world, often influenced by wealthy Muslim consumers' demand for appropriate, yet premium, clothing. This shift toward modesty is reverberating across culture, as seen in Playboy panning full nudity. In 2017, the semantics of modesty will also evolve: new language to allow women more agency in dressing modestly, and further discourse on the sexualization of the female form.

© sparks & honey 2016

|| ||

***A lingering tolerance for the objectification of women among liberals is finally disappearing, and many younger people have grown up imbued with identity politics and a difference-tolerant mentality that is extended to all sorts of other cultures — including more modest ones.***

- The New York Times Live



n

## NEW SOBRIETY

As fitness and well-being become more aspirational habits, we're losing the appeal of indulging in vices. The aftermath of excessive and binge-drinking is becoming less attractive in a culture that desires self-mastery and control. Instead, people are socializing in group fitness classes and juice bar crawls. In 2017, a heightened interest in achieving balance between healthy and indulgent choices will prevail.

© sparks & honey 2016

**11%** / *of youths admitted to smoking cigarettes in 2015, down from 28% in 1991 and the lowest level in 24 years.*

- Center for Disease Control and Prevention



## OS EDUCATION

Children born into a digital world are modeling behaviors, gestures, and cognitive patterns after technology. In some cases, they're losing elements of what older generations believe is uniquely human. Some parents report that their children are less polite to humans because they're so accustomed to voice commands. Or it's the toddler who tries to swipe the page of a magazine. In 2017, expect to see a proliferation of parenting advice to teach healthy, balanced relationships with technology.



***In past generations, eyes were up observing the social interactions around them all day long. Now, their eyes are on their electronic devices, missing all of those opportunities to learn manners and social skills. You can't use manners when you aren't attentive to others.***

- Darlene Sweetland, Ph.D. and author of "Teaching Kids to Think" Raisin



## OVERLOADED EMOJI

The iOS10 update has been criticized for ruining emoji because it created a way to prescribe what emoji you should use, based on the words being typed. It could be helpful—no more searching through long lists of tiny images—but on the other hand, it takes away from the individual's choice. A tiny emoji popping up dictates how you should be feeling. As people feel are losing their personalization options, we can expect to see a backlash to such updates in 2017.



***There is a danger that the more emoji that are added to an ever-growing bank of tiny images — that simply scrolling through to find the right one will become a chore and that the more complicated meanings we look to encapsulate in emoji form, the more boring and less intuitive they become to use.***

- Gavin Lucas, author of "The Story of Emoji"



P

## PET SOCIETY

Exclusively available for your pet: gluten-free food, wine, TV channels, radio stations and even art exhibitions. The animal world is expanding into our world. More than just adorable, animals are a part of your family - and an increasingly important audience to be targeted by any brand.



***Pets are becoming a replacement for children. They're less expensive. You can get one even if you're not ready to live with someone or get married, and they can still provide companionship.***

*- Jean Twenge, psychology professor, San Diego State University, Author of "Generation Me"*



## PLANT POWER

The world of vegans or vegetarians might seem niche and laden with stereotypes, but it is a growing market. Even people who don't identify as vegans are consuming plant-based or dairy-free products to live a healthier life. Diners of all kinds are choosing plants as a cuisine, even those who also eat meat. Expect to see a growing number of consumers looking for plant-based products to avoid cholesterol, saturated fat and allergic reactions.

**5%** *Estimated growth of the halal and vegan market by 2020.*  
- Euromonitor International



P

## PLAYSUASION

Playsuasion focuses on play that inspires and/or encourages us to explore new textures, colors, designs, even entirely new ways of thinking about the world and our place in it. We will see this trend across categories, especially when serious and sensitive subjects need engagement - in order to persuade, you will need to playsuade.

**19<sup>B</sup>**

*Number of Lego blocks  
manufactured each year.*

- LEGO





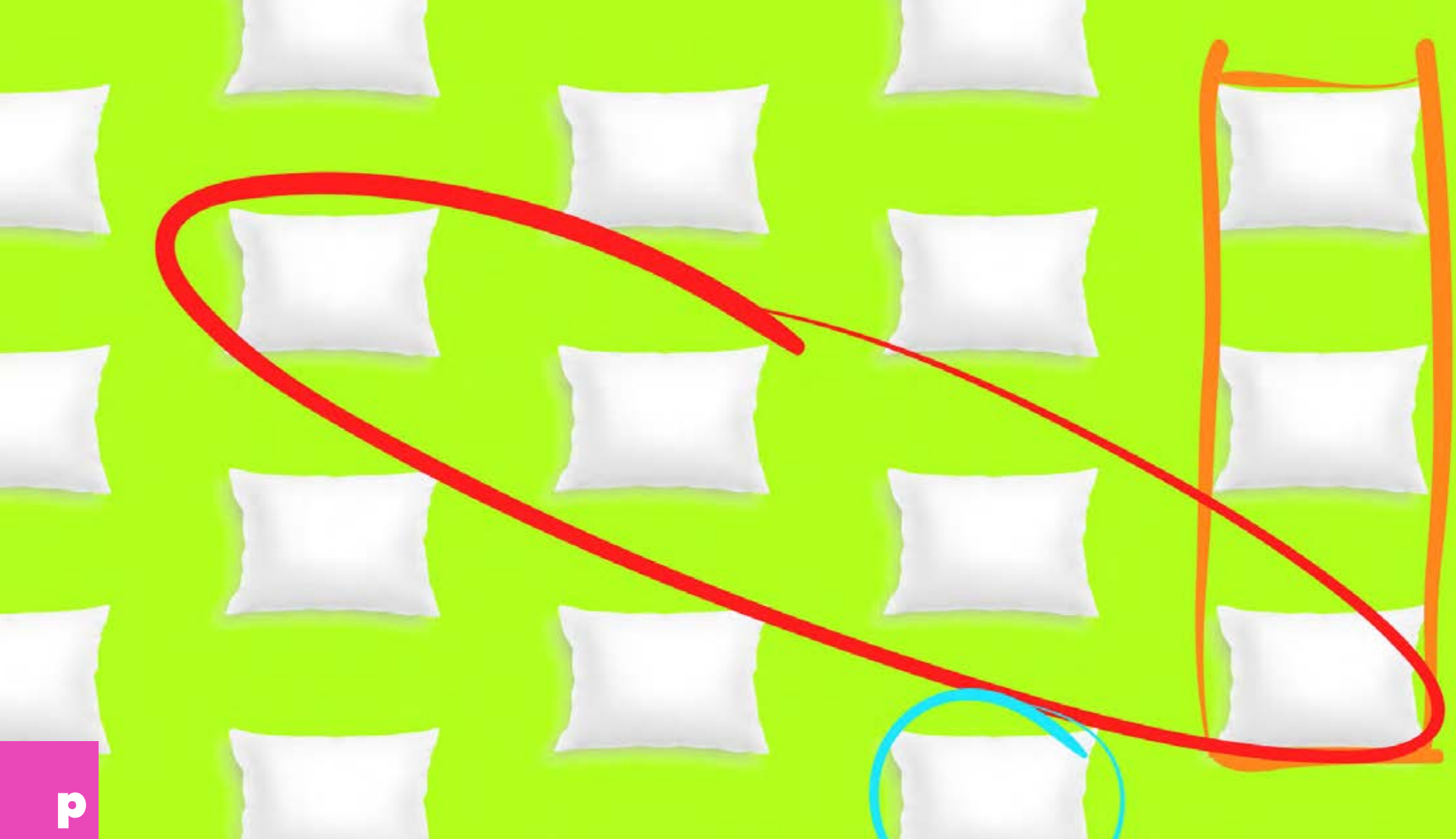
P

## POKÉ PLACES

From sushi to sushirito and poke bowls to wraps, sushi ingredients are a constant consumer favorite. The shape in which this delicacy is served is proving to be extremely dynamic, as chefs everywhere embrace the ingredients in different forms and shapes. California is home to many of these poke places: Poke Salad, Fish Me Poke, all offering slightly different forms of poke. In 2017, expect to see this trend migrate across state borders, and become a mainstay of mainstreets across the world.

**54%** / *more menus now have poke options than they did four years ago, but it's only on 2% of menus nationwide.*

- Datassential



p

# POLYAMORY

Society is only beginning to understand the spectrum of sexuality and gender, and we're also spotlighting alternative forms of connection, whether based on romance, sex-only, or community and friendship. Monogamous coupledness is being challenged by alternative lifestyles: a party of two is not for everyone, and polyamory is growing roots into mainstream culture. Expect to hear more about new forms of connection in 2017.

**1 in 5** / *Number of Americans who have been in a non-monogamous relationship.*  
- *Journal of Sex & Marital Therapy*



P

## PRANKSTAVISM

Prankstivism is the action of using vigorous campaigning to bring about political or social change in a form of practical jokes or mischievous acts. It's literally the combination of prank with activism, using humor to break the ice and get people's attention and sympathy.

|| ||

***As a feminist, it's rough out there, it's really hard for women. We need anything to lighten up the mood, we need humor.***

- Donna Kaz, from *Guerrilla Girls*, a "secret society" of activists



p

## PREMIUM FRICTION

Brands are proactively creating friction in the purchase journey to build social buzz, increase urgency to buy and frame products as premium. It's getting boring to get everything so easy in our frictionless world, so expect brands to add steps, barriers or any other friction to value the effort and relationship. Friction usually comes in a form of time (exact amount or its scarcity) or extra steps. For example, Suja Midnight Tonic that was hard to get (only 1,000 bottles) or the black charcoal ice cream that you had to wait in line for hours.

// //

***Nike's HyperAdapt 1.0 - the self-tying shoe inspired by Back to the Future - was release in November 2016, but only available by appointment.***

- Nike



p

## PREMIUM NATURE

Ideas of premium used to be linked to luxury, through fancy brands or experiences that few could afford. But thanks to the harm we're causing the planet, ordinary elements of life - water, plants and nature, and air - are turning into aspirational items few can afford. We are paying a premium price for something that used to be for free, and a human right. As climate change advances, we will see more raw elements being sold as premium products.

// //

***Bottled Air is a status symbol for those who can afford imported air.***

- Leo De Watts, founder, Aethaer



9

## QUOTA TOURISM

Countries are starting to see the negative environmental impact that tourism can have on their fragile ecosystems. Due to negative effects on the environment and ambiance, destinations are reducing the number of tourists allowed to maintain the integrity of the location.

**1.5<sup>M</sup>**

*Number of tourists allowed to visit Italy's Cinque Terre park, down 40% from the previous year.*



r

## RECYCLE CHIC

Recyclable products are being fashioned into the high-end, breaking the stigma that sustainable products are just for hippies. Luxury brands are becoming more eco-conscious, as they look for ways to reduce the impact on the environment. This is present in brands such as Stella McCartney switching to recycled cashmere and plastic bottles and vegetable tanned leather are being repurposed in designer bags.

92%

*Reduction of  $\beta$ cashmere's environmental impact for Stella McCartney's new line called Re.verso.*

- Vogue



# REFUGEE ECONOMY

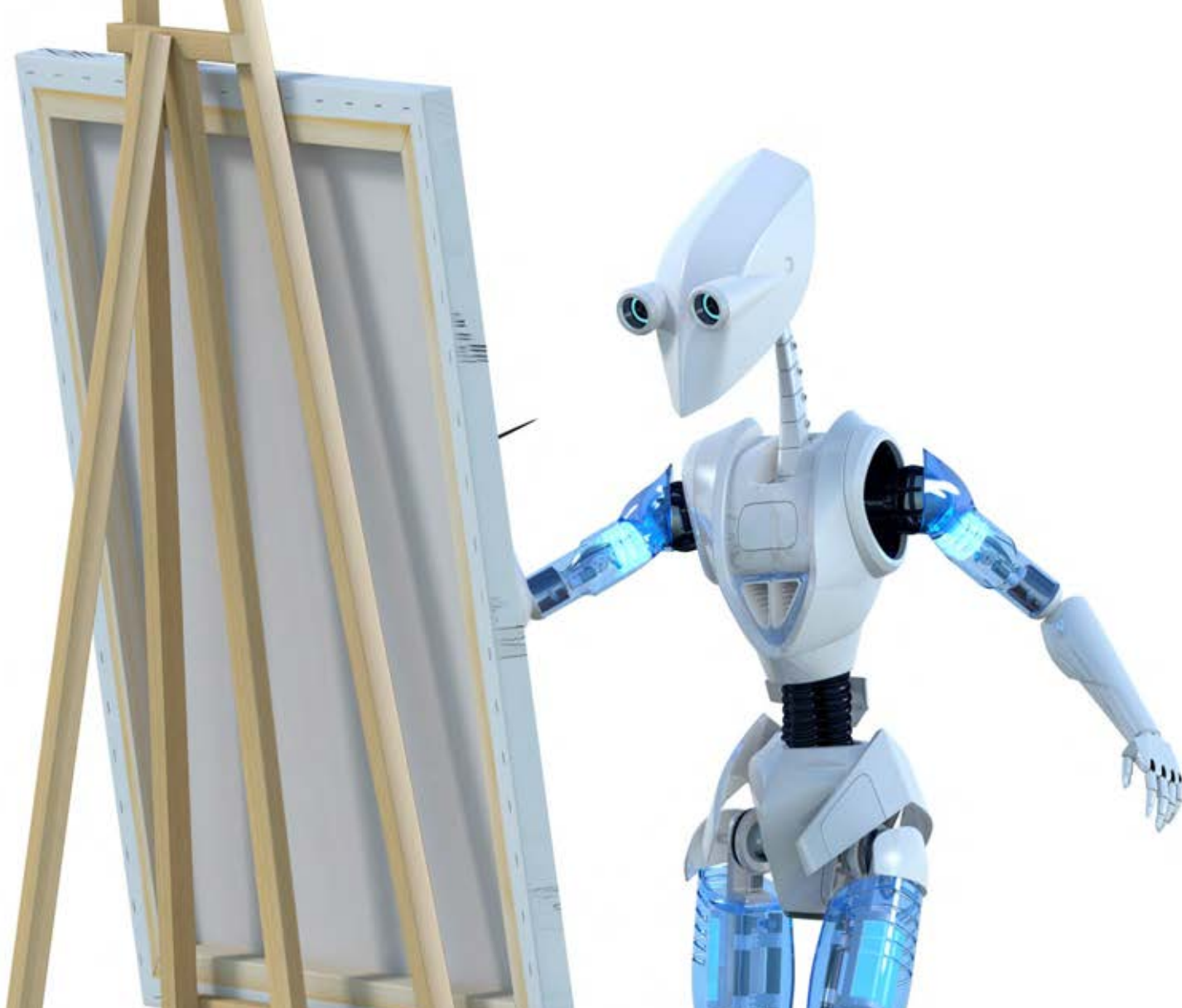
Entrepreneurs are innovating to a new reality: the refugee nation. Refugees Welcome, a German company described as an 'Airbnb for refugees,' connects citizens willing to share their homes with refugees. Modi, a startup mobile money transfer app has rapidly built a client base by teaming with the Finnish Immigration Service to instantly distribute cash to refugees. In 2017, businesses across the world will embrace the refugees in a new life.

**€ 126.6<sup>B</sup>**

*The potential cumulative EU GDP between 2015 and 2020 for welcoming refugees.*

- Tent





## ROBOT ART

Robot Art is a machine or algorithm designed to be able to interpret stimulus (music, pictures, stories, etc) and use that to create its artwork. These are algorithms that use deep learning to transform ordinary photos into fine art, a computer program that can recreate the works of Rembrandt, or a machine that paints pictures from music and many other examples.



***I certainly hope that this competition will start a dialogue in which people understand that robots are best utilized as collaborators with humans, instead of as replacements for humans.***

- Yeliz Karadayi, interaction designer, Carnegie Mellon University



S

## SCREENSHOT CULTURE

People routinely take screenshots of funny, outrageous, curious situations for future evidence. The screenshot has become a common way to prove a statement, opinion or fact. It could be used to support conspiracy theories or to debunk conversations going awry over dinner. In 2017, screenshots will continue to prevail, as we put our trust in technology.

/// //

*...we enforce digital documentation policies in relationships selectively. It is considered obsessive to screenshot texts as mementos, but retaining emails in our inboxes is considered a best practice.*

- New York Magazine



S

## SELF-SUFFICIENT ENERGY

We're used to electrical, solar, wind and nuclear energy. But now new companies are disrupting the way energy is generated and consumed. Tech startup Uncharted Play has developed a ball and a jump rope that creates energy in movement, producing three hours of light for every hour of play. In 2017, expect further innovation in transforming sources of off-grid power to complement or even replace traditional energy systems.

**15%** *of the world's 7.4 billion people live without electricity.*  
- Microgrid Media



S

## SEXUAL HEALING

Sex is becoming a magic ingredient for health and wellness. Elders in Acciaroli, Italy deem love and affection as crucial to longevity, and a survey by Gransnet, an UK social site for over-50s, stresses the importance of sexuality for Boomers. Women are also exploring sexual healing from trauma with the help of male sex surrogates. The physical, mental and emotional benefits of sex for our holistic wellbeing will rise to the forefront in 2017.

© sparks & honey 2016

|| ||

***A research team from Duke University carried out a study in which they boosted levels of oxytocin [a hormonal byproduct of sex] in middle-aged men and found increased self-reported spirituality. The participants who received the hormone also gave more positive responses to statements such as “all life is interconnected.”***

- National Center of Biotechnology Information



S

## SILICON VALLEY

Silicon Valley has been idolized as a hub of innovation, but it's also being spotlighted for the toxic atmosphere driven by its culture: from racism to sexism, and even detrimental effects to the local housing market. Companies such as Apple will be expected to counter this proactively from the inside.

© sparks & honey 2016



***Gender-bias limits us whether we are investors, employers or educators. In studies that reveal gender, but keep the content the same – the same venture pitch, the same resume, the same online course material – women are perceived as less competent than men, even though their performance was identical.***

- Renee Rottner, assistant professor, University of California, Santa Barbara's Technology Management Program



## SLEEP ECONOMY

Sleep deprivation used to be a badge of honor, but now sleep is seen as a human right. The sleep industry has awakened and is transforming how we sleep. YeloSpa, a sleep salon, lets customer nap for a \$1 a minute; luxury hotels are offering sleep retreats; and even mattress company Casper is investing millions to disrupt the market. Prepare to revamp your sleeping behavior in 2017.

**\$63.2**

*The total amount that lack of sleep costs firms in the US each year.*

- Racounter



S

## SOCIAL EATING

Livestreaming is the new TV channel. People watch hours of other people playing videogames or traffic rolling by on the street, and now the next streaming addiction is social eating: simply watching someone eat. The trend has kept eyes in South Korea, and now it's making its way to the US and Europe. Prepare to not only Instagram your food moment, but livestream it, too.

© sparks & honey 2016

**\$9,400**

*Amount earned by Park Seo-yeon, the most famous "broadcast eater" in Korea, every month.*

- Reuters



S

## **SPEEDFACTORIES**

Bespoke products are desirable, but they often take time to create. To tap that market, producers will put their energy into fast-turnaround, customized products. One example is ADIDAS' Speedfactory which creates completely customized and tailored shoes to individual consumers, using cutting-edge manufacturing technologies.

**50<sup>K</sup>** / *Pairs of shoes produced in the first few months in ADIDAS' Atlanta-based Speedfactory, to open in late 2017.*  
- ADIDAS





S

## STEALTH TECH

Hidden in everyday fashion and objects is smart technology. This is a space where tech meets subtlety, such as in smart textiles that react to body temperature, movement or chakra points; plates that absorb calories; or a spoon that detects the salt content of your food. In 2017, expect tech to quietly influence our behaviors beneath the surface.

**\$130<sup>B</sup>**

*Estimated market value for textiles and wearable technologies by 2025.*

- Innovation Textiles



## STORE LAB

Brands are taking products out of their stores and creating experiences in these spaces instead. Physical stores are increasingly becoming test labs for new concepts, and spaces to observe consumer behavior and create a dialog with customers. The Samsung 837 store in New York City doesn't sell a single item, but lets customers explore its technology and live it through hands-on applications.

**85%** *of consumers like to shop in stores because they say they want to “touch and feel” items before buying them.*



## SURVEILLANCE DATING

Technology is empowering people to monitor everything from their heart beat to their living rooms, and now even each other. As seamless surveillance technology becomes more ubiquitous, partners - dating or in relationships - will start to monitor each other. The ability to track your romantic interests may breed automated morality, knowing that you're being watched.

**57%** of men, and 54% of women admit to committing infidelity in any relationship they've had.

- Statistic Brain



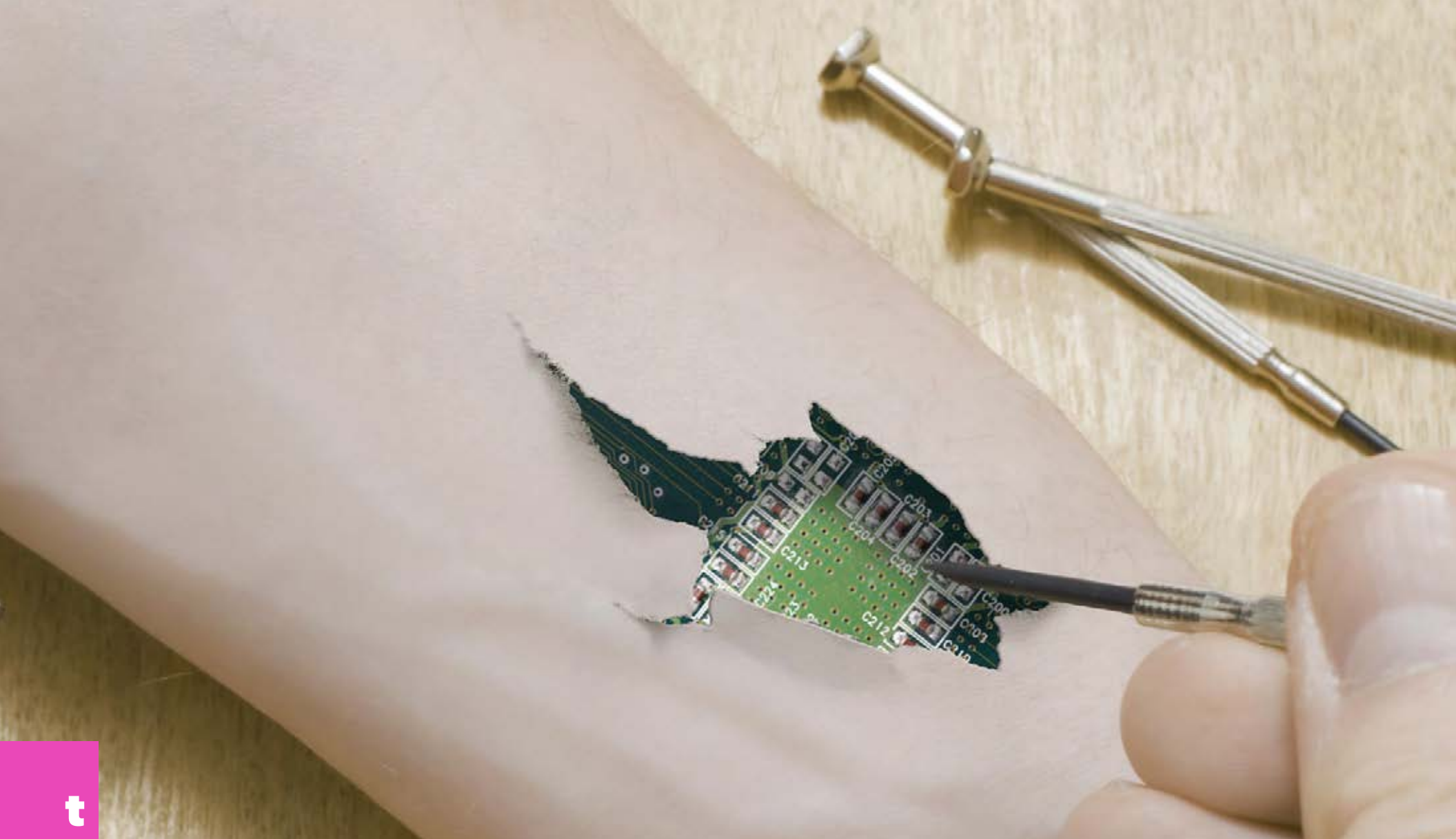
S

## SUSTAINABLE SUPPLY CHAIN

Consumers are becoming more aware of the environmental impact of the products they use. In turn, corporations will put an increased emphasis on making sure every aspect of the supply chain is sustainable, from sourcing to shipping, to the product itself. In 2017, expect to see the whole product vertical optimized to be waste neutral.

**100%** *of renewable energy and 65% bio-ingredients were used to create P&G's new Purclean detergent.*

- P&G



t

## TECH DRUGS

Using technology, we can influence our bodies in ways that mimic the effects of traditional medicine and drugs. With brainwave-altering technologies, the brain can aid healing in the body and even performance in high intensity situations. Such tech drugs rely on a combination of touch, auditory and electrical stimuli for such effects.

© sparks & honey 2016

|| ||

***Cognitive impairment is as ubiquitous as hallucinations in schizophrenia, yet medications only treat the hallucinations. So even with medication, affected individuals often remain very disabled. What's nice about transcranial direct current stimulation is that it's so benign. There are no bad side effects.***

- David Schretlen, Ph.D.



t

## TECHNOSEXUALS

Human relationships and sexuality are evolving with technology. Technosexuals have love and erotic affairs with fictional digital characters on Lovewatch, the most popular dating sims. Sex tech like the Hug Shirt is reimagining the magic touch, and erotic wearables like Wisp aim to 'explore the future of sexual arousal' by stimulating sensitive body zones. In 2017, sexuality and tech will become even more entwined.

**\$29<sup>B</sup>**

*Expected worth in US dollars of the global adult toys market by 2020.*

- Technavio



## TROLL HUNTING

The launch of PokemonGo created a new market for criminal activities, such as luring people to remote locations to rob them. Governments and law enforcement agencies worldwide are making more of an effort to crack down on and censor cyber bullying, internet trolls, malicious content, and digital predators.

**50** / *Number of states in the US that have laws protecting citizens from cyberbullying.*  
- StopBullying.gov



u

## UNIVERSAL BASIC INCOME

Countries around the world are beginning to experiment with universal basic income to give all citizens with same payment from the government, regardless of background, gender or race. This trend provides a solution to those who may work over 50 hours a week, yet struggle to make ends meet. In 2017, it is likely we will see universal income embraced in attempts to make progress toward equality.

**82.7%**

*The richest fifth of the global population receives 82.7% of total world income.*

*- United Nations Development Program*





u

## UNTRUTHS AS FACTS

Searching for facts, stories or opinions that confirm your own beliefs is known as confirmation bias. We explore only information supporting our perspective, which potentially omits a plethora of untruths at the core of a new reality. In 2017, we will see this human bias continue to expand in public consciousness: untruths will be questioned less as we live in our own algorithm.

**175**

*The number of biases scientists have identified in human decision-making.*

- Huffington Post



V

## VEGAN LEATHER

As part of the plant-based movement, more brands are taking pride in not using animal leather. New leather alternatives are entering the market: Piñatex is vegan leather made from pineapple leaves, an invention of the innovative materials company, Ananas Anam. Similarly, Kombucha Couture is made from probiotic leather: mats of cellulose grown from green tea enzymes. In 2017, expect to see vegan leather rise in popularity.

**3.4%**

***Growth in Plant-based foods, that raked in \$4.9 billion in the last year.***

- Plant Based Foods Association



V

## VR EDUCATION

To keep up with tech advances, classrooms venture outside their four walls and even out-of-this-world into virtual reality – testing a new space for education. With the help of VR technology, teachers are able to educate students with more personalized curricula to each individual learner, and students are excited to explore and learn in a setting that is more exciting than a traditional classroom.

**966**

*The number of VR startups with an average valuation of \$5.1 million.*

- AngelList



W

## WASTE BULLYING

Cities across the globe are beginning to crack down on sustainability efforts, specifically plastic. France recently banned all plastic cutlery, reinforcing how individuals are becoming more vigilant in an effort to reduce harmful waste, but also larger institutions like the government are embracing this attitude. In 2017, the war on plastic will continue to expand all over the world, with new consequences to the environmentally unfriendly.

**1000** yrs

*The time it takes a plastic bag to completely degrade.*

- Environmental Protection Agency



W

## WINE REMIX

Time has always been a key ingredient in winemaking. And now the wine industry is shifting to changes in culture. Taking cues from craft brewers, vintners have begun looking outside the grape to bring new excitement and intrigue to their craft. From new packaging innovations like canned rosé to new flavor profiles, such as jalapeño-infused reds. In 2017, wine will take on increasingly new personalities.

© sparks & honey 2016

**40%**

***More Millennials than the overall adult population drink beer, wine and spirits. As the wine industry's leading consumer cohort, millennials' grazing across categories is putting significant pressure on the industry to think more innovatively.***

- WineBusiness.com



X

## XXX FOR GOOD

The porn industry is becoming a force for good, advocating for causes, inclusivity and equality. Pornhub created a new product for visually impaired people, expanding business and welcoming new audiences. And the Bangfit program recommends sexual exercises to build muscle instead of going to the gym. Expect to see a continued rebranding of porn in 2017.

**31%**

*Increase for the Diesel brand after displaying their Spring 2016 ads on PornHub.*

- Complex



y

## YUPPIE DESTRUCTION

Food trends focused around products of nature, such as the avocado, have had unintended consequences. As we consume these goods in unprecedented quantities, their oversized footprints decimate their natural environments. As food trends fuel demand that vastly exceeds its natural supply, we can expect to see more of this destruction in nature.

**100** /

***Gallons of water required to produce roughly two avocados. That translates to filling a bathtub with each avocado you eat.***

- National Geographic



## ZONES FOR AR

Pokemon Go officially marked the arrival of augmented reality (AR). Businesses noticed the opportunities emerging from crowds moving through public space with their devices, while governments realized the need to reevaluate trespassing and safety regulations. We can expect a growth in areas specifically designated for AR gaming, fitness, fashion and brand experiences in 2017.



***It's not a stretch that soon you'll be able to denote your home as a sort of digital no-fly zone, requesting its exemption from databases like Niantic's without requiring you to individually negotiate a deal with every single AR company.***

- The Guardian



**WE MAKE CHANGE VISIBLE.**

sparks & honey

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