

MUO-E0105 RESEARCH AND INSPIRE 6 CR

WELCOME!

8.11.2022 | heidi.paavilainen@aalto.fi

A'' Aalto University
School of Arts, Design
and Architecture

Aging ladies
Adult playing with soft toys
Adventure spectators
Baltic craft tribes
DIY cultures
Environmentally friendly digital design
European politics
Feminism
Finnish food cultures
Harley Davidson subculture
Hollywood's impact
Materials and fibres
Minimalism
Open source design
Renaissance of crafts
Restorative homes
Sensory overload
Service design
Wellness

When & where	13:15-14:00 Lectures on change	14:14-15:00 Discussion on narrative
25.10. (Q201)	Fashion	Introduction to the course, course work explained
1.11. (F101) + Thu tutoring	Diffusion	Style of Presentation
8.11. (Q201) + Thu tutoring	Lifestyle	Structure of Narrative
15.11. (Q201) + Thu tutoring	Practise	Style of Presentation
22.11. (Q201) + Thu tutoring	Learning	Structure of Narrative
29.11. (Q201) + Thu tutoring	Presentations of unfinished but complete “narrative productions”. Notice: May go overtime.	

THEORY OF PRACTICES IN PRACTICE: LIFESTYLES IN MOTION



Lifestyle trends describe the ways consumers prioritise certain themes in their lives, to an extent that everything else is organised to facilitate the lifestyle.



LIFESTYLE TRENDS CAN BE UNDERSTOOD



(STYLE) TRIBE. Everything in life 24/7 the same style. Style-conscious subcultures.

DRESS CODE. Style adopted for an occasion by combining number of designed objects in a fixed way. Masquerade dress.

LIFESTYLE. Different aspects of life have different aesthetic setups. Anyone with clear priorities in life.



Woman, 32

“The 32 year old woman gets her identity from ten distinct identity givers, but they are not equally important to her. Her identification with California is not strong. She could easily live in another state — **as long as she can surf**. She is part of the peace movement and goes to different rallies — though she would not let this interfere with her **surfing**. She is very happy with her work as a dentist, especially because it gives her **time and money to** pursue her all-encompassing passion: **surfing**. **Surfing** is her lifestyle, it is what dominates her life. She would like to go **surfing** every day, but that is not always possible. When it is not, she will be reading **surfing magazines** and chatting with **surfer friends** on the internet. The destinations of her **vacations** will almost always be determined by the possibility **to surf** and meet with other **surfers**.”

Source: Vejgaard, H. (2010). *The lifestyle puzzle: Who we are in the 21st century*. New York: Prometheus Books.

Identity giver	Response	Organising principle
Family	Single, no children	Observation
Geography	Californian	Observation
Race/ethnicity	Iraq War	Memory
History	African-American	Awareness
Religion	Babtist	Occasional activity
Politics	Indpendent	Appreciation
Education/work	Dentist	Making a living
Leisure	Surfer	Lifestyle
Style	Surfer	Dress code
Sexuality	Celibate	Awareness

When thinking and writing about past lifestyles, think about the **drivers**.

WHY were changes happening?

WHO were driving the change?

HOW were people living differently?

WHAT designs were people using?

These questions are asked by forecasters but apply equally well to the past.



Drivers co-designed in class:

WHEN were things happening?

WHERE were they happening?

Was it **RECURRING**? Is there a pattern?

WHO were influenced? Who lived it?

Any **LINKS** between drivers?

Was there

CULTURAL APPROPRIATION?

What was **ZEITGEIST** or common beliefs/thinking/attitudes?

What about **POWER STRUCTURES**?

Who were the powerful over whom?

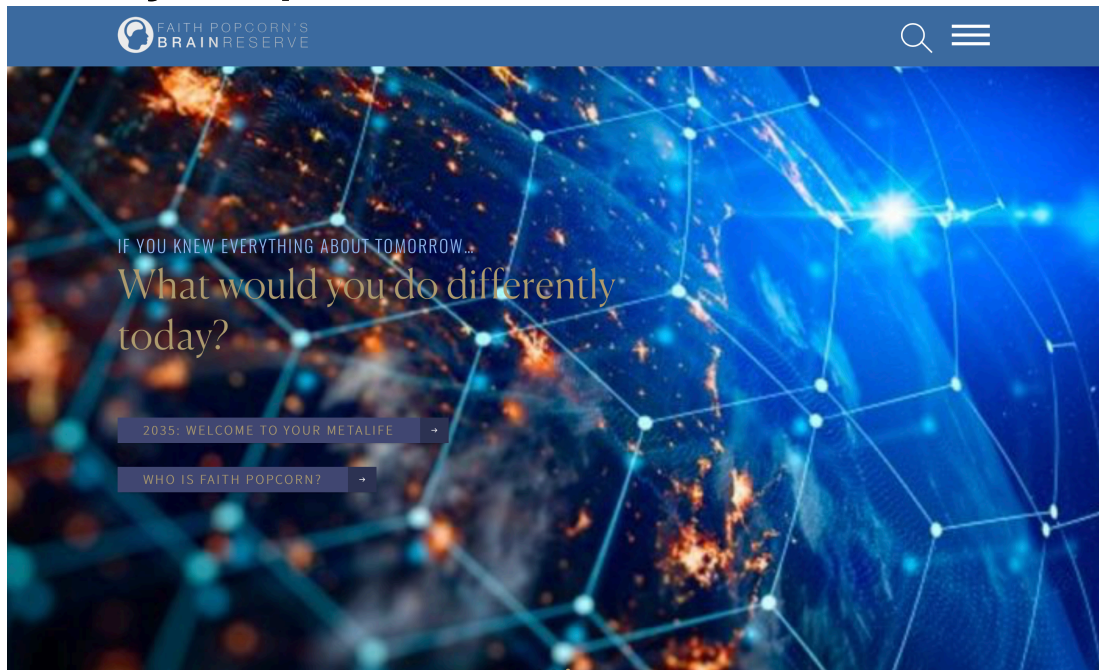
Don't try to cover everything, but focus on those that feel relevant.



How insights are developed and communicated

About:	Data	Method	Outcome
"Design"	Design trend signals collected around the world, uploaded to WGSN database and grouped by editorial team. Emphasis on business.	Observation: "Coolhunting", "Scouting", "Monitoring"...	WGSN digital service. Visuals dominate text.
"French"	Design and consumer trend info collected in key places, and edited by small experienced team. Emphasis on vision.	Observation: "Coolhunting", "Scouting", "Monitoring"...	Printed book with physical samples. Visuals dominate text. Additional digital content.
"Lifestyle"	Qual & quant data + consumer and social trend info collected, and processed by experienced team/person.	Observation combined with interviews. Reading. Creating personas.	Digital report with often long written descriptions of lifestyles. Visuals and text in rough balance.
"Strategy"	Mega trend info, PESTE analysis, tech roadmaps, regulations and statistics, or sales reports and consumer trend reports discussed by decision makers.	Reading and discussion. Workshops. Scenario writing. Foresight. Backcasting.	Action plan for company, brand, organisation, nation, party or any other network of actors. Text dominates visuals.

Lifestyle reports



<https://faithpopcorn.com/>

Cocooning

noun. [kə'kuniŋ]

1: The need to protect oneself from the harsh, unpredictable realities of the outside world.

2: One of 17 known cultural and societal undercurrents, first identified by Faith Popcorn, whose shifting dimensions reflect the human experience as it evolves to define future consumer behavior.



HISTORY

In the early 80s, Faith detected a deep shift in the way people were living their lives. Over were the heady days of staying out all night partying, as seen in the 70s. Restaurants had tables sitting empty on Saturday night. Being worn-out, overstimulated and exhausted became a "thing" – and tech enabled it. Cable TV beamed movies into the home. Soon, the birth of the Internet allowed us to search for and book reputable in-home services – from massages to prepared meals. A new era was dawning, and Faith Popcorn identified it, and in 1981, she coined the term "Cocooning," which took off in popular culture and eventually became so well-known and often-used that it even landed in the dictionary. Nesting rose to prominence in new ways: Martha Stewart, the queen of Cocooning, was growing her empire; the extraordinary success, especially for women, of working from home; and the expansion of gated communities.

PRACTICAL APPLICATION

Faith Popcorn's BrainReserve has advised many businesses on how to harness this Trend: The team collaborated with IBM on the PS1, the first home computer and helped a top-tier hotel company understand the need for smart, curated lodging that borrowed the best from one's home environment. In an ongoing consulting relationship with a Fortune 200 company, Faith and her

<https://faithpopcorn.com/trendbank/cocooning/>

TREND BANK

Our 17 known cultural & societal undercurrents, first identified by Faith Popcorn, explain and predict the fluctuating dimensions reflected in the human experience as they evolve to define the consumer behaviors of Tomorrow.



99 LIVES

Too fast a pace, too little time, causes societal schizophrenia and forces us to assume multiple roles.



ANCHORING

A reaching back to our spiritual roots, taking what was secure from the past in order to be ready for the future.



ATMOSFEAR

Polluted air, contaminated water, and tainted food stir up a storm of consumer doubt and uncertainty.



BEING ALIVE

Awareness that good health extends longevity and leads to a new way of life.



CASHING OUT

Working women and men, questioning personal career satisfaction and goals, opt for simpler living.



CLANNING

Belonging to a group that represents common feelings, causes or ideals; validating one's own belief system.



COCOONING

The need to protect oneself from the harsh, unpredictable realities of the outside world.



DOWN-AGING

Nostalgic for a carefree childhood, Baby Boomers and Millennials alike find comfort in familiar pursuits and products from decades past.



EGONOMICS

To offset a depersonalized society, consumers crave recognition of their individuality.



EVEOLUTION

The way women think and behave is impacting business, causing a marketing shift away from a hierarchical model to a relational one.



FANTASY ADVENTURE

Modern age whets our desire for roads untaken.



FUTURITENSE

Consumers, anxiety-ridden by simultaneous social, economic, political and ethical chaos, find themselves beyond their ability to cope with today or imagine tomorrow.



ICON TOPPLING

A new socioquake transforms mainstream America and the world as the pillars of society are questioned and rejected.



PLEASURE REVENGE

Consumers are having a secret bacchanal. They're mad as hell and want to cut loose again.



SAVE OUR SOCIETY

The world rediscovers a social conscience of ethics, passion and compassion.



SMALL INDULGENCES

Stressed-out consumers want to indulge in affordable luxuries and seek ways to reward themselves.



VIGILANTE CONSUMER

The consumer manipulates marketers and the marketplace through pressure, protest and politics.

<https://faithpopcorn.com/trendbank/>

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"French" communication of design-intensive narrative is a separate slide deck in MyCourses.

<https://youtu.be/4KmzlgE563g> By Museum Arnhem

COUPLE OF METHODOLOGY BOOKS:



Understanding Trends

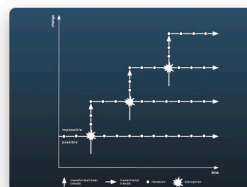
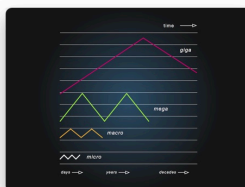
A guidebook to Trend Detection and Analysis

Rehn Alf

[Read](#)[Want to Read](#)[Sample](#)

Publisher Description

Understanding Trends is a guidebook on trend detection and analysis. The goal is to make it easier to learn trend detection and analysis, which is usually an abstract and somewhat complex process. Trend detection and analysis is especially of interest for entrepreneurs, product managers, analysts, designers and investors. The book is supported by a unique set of infographics and flowcharts.



GENRE

Business &
Personal
Finance

RELEASED
2016
1. April

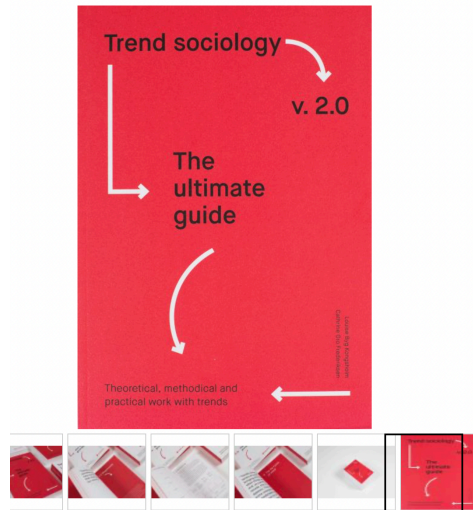
LANGUAGE
EN
English

LENGTH
131
Pages

PUBLISHER INFO
Luc Byhet

SIZE
7.9
MB

Available at least in iBooks (Apple). Older version in MC for free.



Trend sociology v. 2.0 English version - Study price

€33.00

QTY

1

ADD TO CART

Cathrine Gro Frederiksen and Louise Byg Kongsholm.

A valid student ID card must be mailed to: lm@pejgruppen.dk

Note! You can NOT choose an invoice for this book - Please pay by credit card!

Only when payment is received we will send the book.

This book provides a glimpse into the theory, methods and models used in trend forecasting can become wiser. The book is number four in a series of books published by pej gruppen on also known as trend sociology and is written by trend forecaster Louise Byg Kongsholm and Cathrine Gro Frederiksen.

What is the purpose of the book?

The purpose is to demystify the concept of trend sociology and to give a specific and thorough to the actual concept of trend, remove some of the ambiguity and debunk the myths. After reading you should be able to understand the big picture of changes in society, and also be able to recognize specific trend types and their content, meaning and effect within various industries. The purpose is also to give the reader a series of specific instructions for processes, methods and tools.

What's in the book?

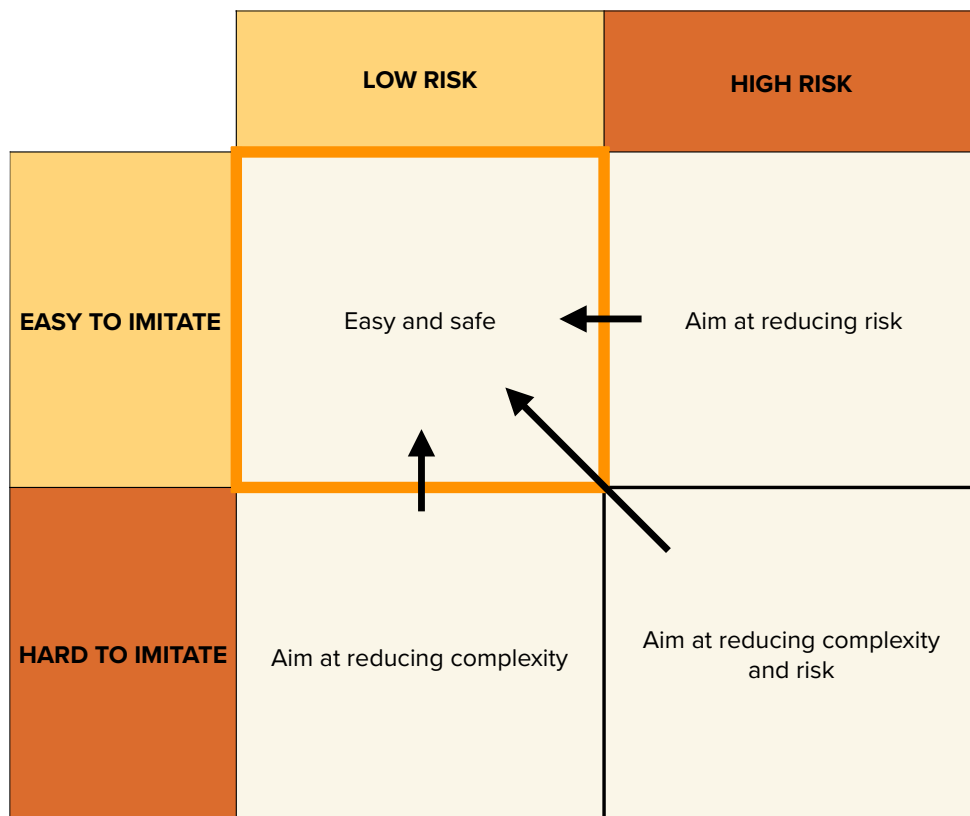
This book is the dissemination of knowledge and experience from how to view contexts, line movements in the world, a society and a culture in transition. The content is a constructive theory, method, and practice that is the result of almost forty years of work with practical trend development projects, lifestyle research and, dissemination. The book's methods and tools enable the reader to understand the big and small changes, as it provides a guide towards specific ways concepts, techniques, and practices that can form the basis for practical work with changes in society.

Who can read the book?

The content is of a broad nature, and everyone can read it who works with and/or has an interest in modern consumer behaviour. The material is a refractive field between theory and practice seasoned with copious amounts of experience. The aim is to enable the reader to tackle the theoretical as well as practical, and answer the following questions: How does a trend emerge? What is a trend? What can a trend be used for? And how do you identify and name trends?

<https://www.trendstore.eu/trend-sociology-v-2-0-english-version-study>

STRUCTURE OF NARRATIVE



So called IMRAD - structure typical to academic papers

TABLE OF CONTENTS

3	INTRODUCTION, DATA & METHODS
4	THE RESULTS OF QUESTIONNAIRES
5	about general thoughts, about impression and inspiration
6	about the zeitgeist, topics with friends
7	ugly things that pleased or annoyed, interests
8	about the food
9	about the clothes
10	hel-looks
12	desirable things, shop/label
13	TOWARDS THE FINDINGS AND CONCLUSIONS (BRAINSTORMING WITH THE INTERVIEWS)
14	MEGA TRENDS
15	VISUALISATION OF THE MEGA TRENDS
	anti-aesthetisation
17	anti-individualism
19	anti-consumerism
21	escapism
27	back to the roots
28	FASHION TRENDS NOW, FASHION IN THE FUTURE
29	VISUALISATION OF THE FASHION TRENDS
	the society coltish
30	the city corybantic
31	the desert deliriant
32	the forest berserk
33	AN EXAMPLE OF THE TRENDS: DR MARTENS
35	FINE DINING TRENDS NOW, FINE DINING TRENDS IN THE FUTURE
36	VISUALISATION OF THE FINE DINING TRENDS
	slow fast food - simple and equal eating
37	from the sea, from the forest
38	ugliness, home made / participating
39	AN EXAMPLE OF THE TRENDS: SKILLET STREET FOOD
41	CONCLUSIONS
42	REFERENCES

PART 1

Design and modernity, 1900–1939

1 Consuming modernity

Conspicuous consumption and the expansion of taste
Consumer culture and modernity

2 The impact of technology

New production methods, new materials
The materials of modernity

3 The designer for industry

Art and industry
The consultant designer

4 Modernism and design

Theory and design at the turn of the century
The hegemony of modernism

5 Designing identities

Representing the nation
Corporate culture and the state

PART 2

Design and postmodernity, 1940 to the present

6 Consuming postmodernity

The dream of modernity
Consumer culture and postmodernity

7 Technology and design: a new alliance

The materials of abundance
Technology and lifestyles

8 Designer culture

International designers
The new designers

9 Postmodernism and design

Modern design in crisis
Postmodern design

10 Redesigning identities

Redefining the nation
Redefining design

Part I: Daily Life

Chapter 1: Can Snow-Clearing be Sexist?
Chapter 2: Gender Neutral With Urinals

Part II: The Workplace

Chapter 3: The Long Friday
Chapter 4: The Myth of Meritocracy
Chapter 5: The Henry Higgins Effect
Chapter 6: Being Worth Less Than a Shoe

Part III: Design

Chapter 7: The Plough Hypothesis
Chapter 8: One-Size-Fits-Men
Chapter 9: A Sea of Dudes

Part IV: Going to the Doctor

Chapter 10: The Drugs Don't Work
Chapter 11: Yentl Syndrome

Part V: Public Life

Chapter 12: A Costless Resource to Exploit
Chapter 13: From Purse to Wallet
Chapter 14: Women's Rights are Human Rights

Part VI: When it Goes Wrong

Chapter 15: Who Will Rebuild?
Chapter 16: It's Not the Disaster that Kills You

Perez, Caroline Criado. 2019. *Invisible women. Exposing data bias in a world designed for men*. London: Chatto & Windus.

Book Two: THE FOUNDING FATHERS

4. Science Finds its Feet

René Descartes and Cartesian co-ordinates – His greatest works – Pierre Gassendi: atoms and molecules – Descartes's rejection of the concept of a vacuum – Christian Huygens: his work on optics and the wave theory of light – Robert Boyle: his study of gas pressure – Boyle's scientific approach to alchemy – Marcello Malpighi and the circulation of the blood – Giovanni Borelli and Edward Tyson: the increasing perception of animal (and man) as machine.

5. The 'Newtonian Revolution'

Robert Hooke: the study of microscopy and the publication of Micrographia – Hooke's study of the wave theory of light – Hooke's law of elasticity – John Flamsteed and Edmond Halley: cataloguing stars by telescope – Newton's early life – The development of calculus – The wrangling of Hooke and Newton – Newton's Principia Mathematica: the inverse square law and the three laws of motion – Newton's later life – Hooke's death and the publication of Newton's Opticks

6. Expanding Horizons

Edmond Halley – Transits of Venus – The effort to calculate the size of an atom – Halley travels to sea to study terrestrial magnetism – Predicts return of comet – Proves that stars move independently – Death of Halley – John Ray and Francis Willughby: the first-hand study of flora and fauna – Carl Linnaeus and the naming of species – The Comte de Buffon: Histoire Naturelle and thoughts on the age of the Earth – Further thoughts on the age of the Earth: Jean Fourier and Fourier analysis – Georges Cuvier: Lectures in Comparative Anatomy; speculations on extinction – Jean-Baptiste Lamarck: thoughts on evolution

Book Three: THE ENLIGHTENMENT

7. Enlightened Science I: Chemistry catches up

The Enlightenment – Joseph Black and the discovery of carbon dioxide – Black on temperature – The steam engine: Thomas Newcomen, James Watt and the Industrial Revolution – Experiments in electricity: Joseph Priestley – Priestley's experiments with gases – The discovery of oxygen – The chemical studies of Henry Cavendish: publication in the Philosophical Transactions – Water is not an element – The Cavendish experiment: weighing the Earth – Antoine-Laurent Lavoisier: study of air; study of the system of respiration – The first table of elements; Lavoisier renames elements; he publishes Elements of Chemistry – Lavoisier's execution

8. Enlightened Science II: Progress on all fronts

The study of electricity: Stephen Gray, Charles Du Fay, Benjamin Franklin and Charles Coulomb – Luigi Galvani, Alessandro Volta and the invention of the electric battery – Pierre-Louis de Maupertuis: the principle of least action – Leonhard Euler: mathematical description of the refraction of light – Thomas Wright: speculations on the Milky Way – The discoveries of William and Caroline Herschel – John Michell – Pierre Simon Laplace, 'The French Newton': his Exposition – Benjamin Thompson (Count Rumford): his life – Thompson's thoughts on convection – His thoughts on heat and motion – James Hutton: the uniformitarian theory of geology

Gribbin, John, and Adam Hook. 2002. *The scientists. A history of science told through the lives of its great inventors*. New York: Random House.

Chapter one
THE YEAR

Chapter two
THE SETTING

Chapter three
THE HALL

Chapter four
THE KITCHEN

Chapter five
THE SCULLERY AND LARDER

Chapter six
THE FUSEBOX

Chapter seven
THE DRAWING ROOM

Chapter eight
THE DINING ROOM

Chapter nine
THE CELLAR

Chapter ten
THE PASSAGE

Chapter eleven
THE STUDY

Chapter twelve
THE GARDEN

Chapter thirteen
THE PLUM ROOM

Chapter fourteen
THE STAIRS

Chapter fifteen
THE BEDROOM

Chapter sixteen
THE BATHROOM

Chapter seventeen
THE DRESSING ROOM

Chapter eighteen
THE NURSERY

Chapter nineteen
THE ATTIC

Bryson, Bill. 2010. *At home. A short history of private life*. London: Doubleday.

1. Welcome Home
2. Please Come In
3. Take a Seat
4. Put the Kettle On
5. Mind Your Manners
6. Ups and Downs
7. Now Wash Your Hands
8. Put the Light Out
9. No Entry
10. Mind Your Step
11. Do Come Again

Highmore, Ben. 2014. *The great indoors. At home in the modern British house*. London: Profile Books.

Part One: INVENTION

- 1 The Celebrity
- 2 Not the Land of Science
- 3 Floating in the Air
- 4 The Recipe
- 5 Hindrance and Synthesis
- 6 Mauve Measles
- 7 The Terrible Glare
- 8 Madder
- 9 Poisoning the Clientele

Part Two: EXPLOITATION

- 10 Red Letter Days
- 11 Self-Destruction
- 12 The New Eventuality
- 13 Physical Acts
- 14 Fingerprints

Garfield, Simon. 2000. *Mauve. How one man invented a colour that changed the world.* London: Faber & Faber.

3-step course assignment

By Nov 3	By Nov 24	By Dec 9
1. SEED (20p/20%)	2. DRAFT (50p/50%)	3. PROOF (30p/30%)
Minimum of 6 pages/slides of anything in relation to the background and context of the thing that the student is interested in . Written text and visuals so that the seed is fairly understandable on its own.	Minimum of 10 pages/slides of text and visuals where narrative is taking shape.	Close to finished narrative production understandable on its own.
Weak (0-5p) = less than 6 pages/slides. It seems like a random collection of keywords and visuals without communicating what is connecting the materials presented.	Weak (0-15p) = less than 10 pages/slides. It seems like a random collection of keywords and visuals without much hints to a narrative.	Weak (0-9) = Clearly a work in progress. The narrative consists of random pieces and notions that might be exciting, but the overall narrative does not make a point, convince or inspire. Discussion about the theory of change is either missing or misleading or confusing.
Good (6-14p) = at least 6 pages/slides of text, keywords and visualisation that form 1-3 themes the student is interested in.	Good (16-34p) = at least 10 pages/slides of text and visuals. Narrative intentions are clearly in place, but even key parts may be missing and/or there are elements whose presence might be misleading or confusing to the narrative.	Good (10-22) = Narrative production is convincing and quite inspiring. The structure and the story make sense and put forward interesting argumentation convincingly. The narrative has some slight faults. Visuals are of good quality and critical parts of the narrative. The theory of change is discussed economically and has at least a weak connection with the narrative and its objectives.
Excellent (15-20p) = at least 6 pages/slides of text, keywords and visualisation that form 1-3 themes the student is interested in. The layout makes sense and helps the reader to understand the themes easily. Visualisations are succinct and of good quality. Language is nearly faultless, and communicates in an economical manner the key points.	Excellent (35-50p) = at least 10 pages/slides of text and visuals. The narrative structure is clearly in place. Key elements of the narrative are already there, and there are only a few misleading or confusing parts if any. The layout makes sense and helps the reader to understand the narrative easily. Visualisations are succinct and of good quality. Language is nearly faultless, and communicates in an economical manner the key points.	Excellent (21-30) = Narrative production is convincing and inspires action. The structure and the story make sense, and the argumentation is solid, putting forward a new way of looking at something (a concept, situation, people...). There might be some faults or omissions in the work, but they do not cause confusion. Visuals are of good quality and critical parts of the narrative. The theory of change is discussed economically and has clear connection with the narrative and its objects.

Course grade:
 0-50p = fail (0)
 51-60p = passable (1)
 61-70p = satisfactory (2)

71-80p = good (3)
 81-90p = very good (4)
 91-100p = excellent (5)

Active participation in class discussion may compensate 10% of the grade.
 Constantly being late reduces grade by 10%.

When & where	13:15-14:00 Lectures on change	14:14-15:00 Discussion on narrative
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THANK YOU!

WE'LL SEE NEXT TUESDAY

REMEMBER OPTIONAL TUTORING ON THURSDAY AFTERNOON:

LOCATION: VÄRE P210

TIME: 13:15-14:45

> I'LL BE THERE AND YOU CAN JUST WALK IN IF YOU WISH.

heidi.paavilainen@aalto.fi



Aalto University
School of Arts, Design
and Architecture