

press release june 2004

global influences spring/summer 2006, released today, offers a new and radical way of looking at the future. For this, our brand new format, the starting point for the **kjaer global** team was to ask, and seek to answer, three deceptively simple questions. They were: How does it feel inside? How is life out there? And, crucially, where else can we go?

Contemplating such a long and perilous journey inspired us to create a visual value map divided into four sections to quantify both social undercurrents and emerging trends. Starting 'within' by focusing on our own bodies, we moved 'without' to examine local community, then global village and finally the bigger world of space and consciousness.

For the first time we have included our kjaer global Multidimensional Platform - the core philosophy of our company and the logical starting point for most projects. It's a blueprint to help you quantify and focus on the impact of trends in the four key planes – scientific, social, intuitive and spiritual.



The ultimate strategic future trends and ideas



Handy 3D concept, colour and product fold-out pages

Navigating from Here to Elsewhere

From ancient atlases of the world to recent DNA codes, maps have long been sources of steady guidance and orientation as well as fantasy and speculation. The scale, as all good cartographers and explorers know, is always crucial. So think of this new trends book as a map – one that gives a sense of here in relation to there, and then the uncharted regions beyond.

The four map sections start with **Here** - our body, the one thing that is quite literally close to our hearts and in this section we assess the impact of health, wealth and other key trends on our personal choices and desires. Next we arrive at **In-between**, the level where we connect to the people around us and form our social alliances. The third section, **There**, explores both global choices and influences and re-emerging local identities (geopolitical rumblings that will radically alter our world). The final and most speculative level, **Elsewhere**, journeys beyond the concrete and into the unknown – and in this area of the book we ponder both outer space and the unexplored universe within our minds.

Use From Here to Elsewhere to navigate today's complex world and start looking at tomorrow. Once we understand why people feel time starved, over-eat, become nationalistic or put their faith in science or ancient remedies then we can begin to develop concepts and products that anticipate the next direction and satisfy the desires of future consumers.

So fold out your map (scale: unimaginable), the atlas of all our experience - and enjoy a preview of the future we are going to create. Each copy of **global influences** comes complete with the following useful explanatory tools:



Each concept is supported by colour charts, material swatches and 3D 'goodie bags'

- In-depth introduction to trends
- Fold-out exclusive mood boards
- Conceptual product pages
- Colour charts and extra colour bags
- Patterns and textures pages
- Material swatches and 'goodie bags'
- Sensorial and 3-D objects
- CD ROM visual presentation
- A2 poster overview of themes

Price £1450 or £2610 for an annual subscription (2 books + 2 CD ROM)

To order your copy of **global influences**, or find out about other services offered by **kjaer global** contact us on +44 (0)20 7607 6521 or visit www.kjaer-global.com

Issued by

kjaer global

33 hugo road

London N19 5EU

Phone +44 (0) 207 607 65 21

Fax +44 (0) 207 607 65 81

e-mail: info@kjaer-global.com

www.kjaer-global.com