

THE FUTURIST

Q&A

with

Anne Lise Kjaer

Futurist & Founder of Kjaer Global, a trend forecasting agency specialised in mapping future trends and consumer mindsets for corporations like Sony, Nokia, Swarovski, IKEA, Gap and Toyota. Anne Lise is a regular Key-Note Speaker at International conferences and works across the world out of her base in London.

WHEN I WAS A CHILD I WANTED TO BE

An archaeologist, a designer or an air-hostess. At 13 my teacher said: “Well you have to be smart to be an archaeologist, beautiful to be an air-hostess – so that really only leaves you with one thing to chose”. I never regretted not challenging his statement. My journey in the creative universe has been very rewarding indeed and it keeps opening new doors for me.

MY FAVORITE FLOWER

Coming to think about it we never really had flowers at the seaside where grew up. But when I was five I fell in love with ‘Forget me Not’ at my grandmothers house.

MOST TREASURED QUALITY IN LIFE

Always taking my thinking to the next level by challenging the conventional way of doing things.

MY GREATEST INSPIRATION IS

Authentic people with soul and calming energies - my father is such a person. I am not really attached to things but I ‘treasure’ hearth-felt stories. Flea markets are a great source - they make me dream and inspire storytelling.

THE HABIT IN MY DAILY LIFE I AM MOST PROUD OF

Everyday I set out to make an extra effort - whether it is my thinking, work life, family life or friends - I never give up – I guess it’s my mantra turned into a good habit.

THE MOST INFLUENTIAL LIFESTYLE TREND OF THE 21ST CENTURY WILL BE
Soulful Storytelling

MY FOUR FAVORITE WORDS

A Perfect Balance, Multidimensional Thinking, The Real Thing and Authentic Wellbeing.

THE LUXURY OF TOMORROW WILL BE DEFINED BY

The last century was the lonely pursuit for materials goods – I believe the 21st century will be a journey of reconnecting with nature and finding inner peace. It is perhaps not so much a luxury but more a real need for people to understand ‘real values’.

IN 10 YEARS TIME I HOPE TO BE

I guess a lot can happen in 10 years. My life has never been a destination but more a journey and life has always thrown the right opportunities at me at the right time. So I shall keep on visualizing for that to continue.

PHOTO

David Lundberg