


LAND ROVER ONE LIFE



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THE EDGE OF SPACE IN A MIG-25 | TIME TRAVELLING WITH THE MASTERMINDS





'I will be 58, feeling 38
and probably looking
48. What more could I
possibly hope for?'

FUTURE HEADS

PART 4

16 THE TREND FORECASTER

Anne Lise Kjaer (opposite)

Health concerns have changed the face of Western culture and, as a result, products and services will focus heavily on promoting good health. Certain health issues related to stress have already reached epidemic levels: according to the World Health Organisation, 60 per cent of all diseases are stress-related. Our 24/7 society has caused work and leisure time to converge – therefore, companies are working hard to keep their employees relaxed: some have even introduced 'chill out' rooms.

Things will change for the consumer, too. It is no longer enough for products to simply have a visual 'pulling power', because desire rather than need will drive consumer decision-making. Products must appeal to the consumer's intelligence and capture their imagination – this new trend is called 'emotional consumption'. The success of Apple computers is a good example of how emotions can drive what would otherwise be a rational purchase. This level of 'interaction' with technology could develop further – for example, in the future there may be an interface that allows you to even feel the touch or kiss of a person through your computer.

For so many years, the consumer has had to adapt to technology, and now technology is strongly focusing on adapting to the consumer. Car manufacturers, for example, will build seats that are so comfortable it will be like experiencing a smooth-pebble massage every time you sit in them, and with the touch of a button, you'll be able to experience an infusion of your favourite smells to relax you – road-rage will become a thing of the past.

It shall be really interesting to see if all of the many predictions for the next 20 years will come true. If so, I will be 58, feeling 38 and probably looking 48. I would have changed careers at least once into another dream job – what more could I possibly hope for?

Anne Lise Kjaer is the founder & director of Kjaer Global, a Denmark-based company dedicated to recognising key trends for the future of design and product development, including colour forecasting