

Kjaer Global's Timeline – Past, Present, Future



1988 **DANMARK**
Kjaer Global is founded
 Anne Lise Kjaer establishes the company in Denmark in 1988

1994 Trend Antenna
 First trend forecasting book for the fashion industry is published

1999 First keynote
 Kjaer's first international keynote in Sydney

1999 The Illuminati
 Kjaer Arena interview on the iGeneration

2003 'The Predictors'
 The Times cover story features Kjaer among leading UK futurists

2003 Trend Atlas
 First Trend Atlas developed to envision 2025 lifestyle and automotive trends

2005-2006 Persona books
 Final two Global Influences print titles focuses on 21st century scenarios

2008 Trend blog
 Global Influences trend blog launches

2012 Kjaer Academy 1.0
 First online 'beta-academy' to teach trend mapping and foresight skills to clients

2012 The 4P model
 Kjaer's 4P model launches at The Economist's Big Rethink conference

2012-2015 Co-author
 'There is a Future', OpenMind series, 'Vision 2030' T-Mobile. Kjaer among leading futurist co-authors 'The Future of Business' (2015)

2014 Trend Toolkit
 The Trend Management Toolkit published by Palgrave Macmillan

2015 Luxury report
 Global press launch of Volvo's XC90 and 2030 Luxury report

2015 Top futurists
 Huffington Post's 2030 Tech forecasts features Kjaer among top futurists

2015 Work report
 Post pandemic Future of Work report 2030 (Unily)

2016 China
 Chinese edition of Kjaer's book

2017 What's Next 2060?
 Wired Lab and Arconic partnered with Brain Trust futurist to forecast 2060

2021 Kjaer Academy 2.0
 courses in futurist skills and trend management for individuals and businesses

2021 Shop
 Launch of online shop

2022 Futurist Toolkit
 'How To' books series launch to support the online Kjaer Academy

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1989 Hamburg studio
 Focus on colour and design trends forecasts

1992 London studio
 Kjaer relocates to the UK and opens its London studio

1995 WEB 1.0
 Kjaer Global buys its first computer and joins the World Wide Web

1995 BTCC
 Kjaer joins the British Textile Colour Group

1998 Global Influences
 First cross-sector trend book is published, marking a shift towards global trend intelligence

1999-2001 Trend Concepts
 Kjaer curates the Copenhagen International Fashion Fair (CIFF) trends + Scandinavian Furniture Fair's lifestyle themes

2000-2007 Trend Articles
 Kjaer produce lifestyles articles and columns (Textile View + Jyllands Posten)

2001 Methodology
 Kjaer develops its unique multidimensional system and trend methodology

2002 Hugo Road (UK)
 Kjaer purchase of first work/live space to house its 16 team members

2003 Time to Think
 Time to Think conference launched in Copenhagen

2004 Goodwill Ambassador
 Anne Lise Kjaer is appointed Copenhagen Goodwill Ambassador

2006 North London
 Relocation as a network agency of social scientists, design thinkers, marketing and technology experts

2009 Networked Society
 Kjaer features in Ericsson's The Networked Society film as one of 20 global thinkers

2011 Copenhagen
 Nordic division lead by associate Louise Loecke

2015 Trend Cards
 The first edition of the Trend Cards launches

2015-17 Cambridge
 Kjaer lectures at the University of Cambridge

2018 Singapore IPE member
 Kjaer appointed by Singapore's Urban Redevelopment Authority URA as IPE (International Panel of Experts) member

2017 Kjaer retreat (DK)
 Kjaer acquires Højbjerg on Denmark's west coast – a 1750s cottage and 1970s barn – for Time to Think retreats and Kjaer Academy events

2018 BBC scenarios
 BBC Tomorrow's World global values catalogue with 2030 scenarios

2020 MIT Predictions
 The professionals who predict the future for a living MIT Tech Review

2020 Forbes
 Kjaer featured among top 25 female futurists

2023 Time to Think
 Re-launch of Time to Think events

Kjaer Global 40
 The company was founded in 1988

Futures 1.0

Futures 2.0

Futures 3.0

Futures 4.0

2028