

# (Safe) Haven 2011+

Trend tool for troubled times.

*(Safe) Haven 2011+* is the first edition of the publication *The Future Tool*: a comprehensive trend concept specifically developed for product, packaging, furniture and interior designers and architects. It brings together insight derived from a methodical analysis of current emotive trends translated into visual stimuli and associated physical material samples. The aim of the concept is to inspire and encourage lateral thinking in the design process, while creating awareness of new manufacturing possibilities.

Issue 1 of *The Future Tool*, published annually, investigates one of the strongest emotive trends today: our need to feel safe in an increasingly uncertain world. How - and with what - do we establish our comfort zones, when we constantly

are challenged to re-evaluate our moral, physical and social boundaries in a society driven by growing financial uncertainty, explosive scientific advances, spiralling forays in communication and real terror threats on our doorsteps?

*(Safe) Haven 2011+* explores how to address this emotive need through the design language, the usage of specific tactile experiences and the choice of materials. This insight is visualized in a trend book with moods, detailing references, colour and texture charts, supported by a box with an extensive range of tangible samples of the most recent material developments, all related to the trend theme.

*The Future Tool* is a collaboration between Futuressence, UK and Design inSite, Dk.



Futuressence is a London based trend agency, focusing specifically on lifestyle and product trends and founded by Stine Brahm Lauritsen. Stine worked with fashion design in Italy, France and Denmark before moving onto trend forecasting. Prior to Futuressence she was a senior researcher and concept developer for a leading UK forecasting company. She has since created trend directions for a diverse range of products from top-end mobile phones to washing power fragrances.

Design inSite is a designer's guide to manufacturing, representing the latest in materials and processes. It is the creation of Associate Professor Torben Lenau, Department of Manufacturing Engineering and Management at the Technical University of Denmark. The purpose of Design inSite is to create awareness of novel possibilities and to inspire designers in their work to consider materials and processes that are new or unknown to them.

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## The Book

Intro to the Futuressence Trend Methodology - an invaluable tool for synthesizing future in-house trend research

Intro to (Safe) Haven

- 1.0 : Heritage
- 2.0 : Self-Sufficient
- 3.0 : Kinship
- 4.0 : Systems
- 5.0 : Protected

Each chapter contains:

- \* moods
- \* design references
- \* colour board
- \* texture board
- \* material insight
- \* concept examples
- \* product examples
- \* colour chart
- \* texture chart



## The Box

A comprehensive selection of the latest in material developments, sourced from manufacturers throughout Europe and presented as large sized, tactile samples.

Reference booklet with description of material properties and composition as well as manufactures contact details