



INTRO

History 2.0 reconsiders the past and creates new products for imagined worlds and futures that may once have seemed improbable even impossible.

Modern scientists and those designers with an eye on the future are working on projects where reality collides with what seems like magic – from bringing back extinct creatures such as mammoths and dodos, to building floating hotels in the desert.

WHAT'S DRIVING THE TREND

Developments in science are fuelling the "deextinction" movement, in which attempts are made to bring extinct animals and plants back to life. At the same time, designers are using fictional stories to develop products for our imagined future. The seemingly impossible has become a wondrous new inspiration for product development. S/S 15 MACRO TRENDS

HISTORY 2.0











STORIES

BACKGROUND

The birth of new machines is changing future design processes, leading us into a crafted industrial age. Right now, manufacture is in a state of flux, oscillating between the digital and analogue eras. This trend looks at this moment of transition and the design it is inspiring – open-source, unstable systems, improvised form, organic prototypes, and design by intuition. Right now, manufacture is in a state of flux, oscillating between the digital and analogue eras.



NO.1 REWILDING

This concept refers to resurrecting extinct creatures and reintroducing them into their natural habitat. It's a reality currently being worked on by scientists and has captured our imagination to form the cornerstone of our trend direction.



NO.2 REGIONAL FUTURES

For the past few seasons we have been following designers who use a fictional approach to product development, a highly imaginative design movement where products are created for an unexpected future. This season, we look at the regional extension of this method of design.



NO.3 LIVING FOREVER

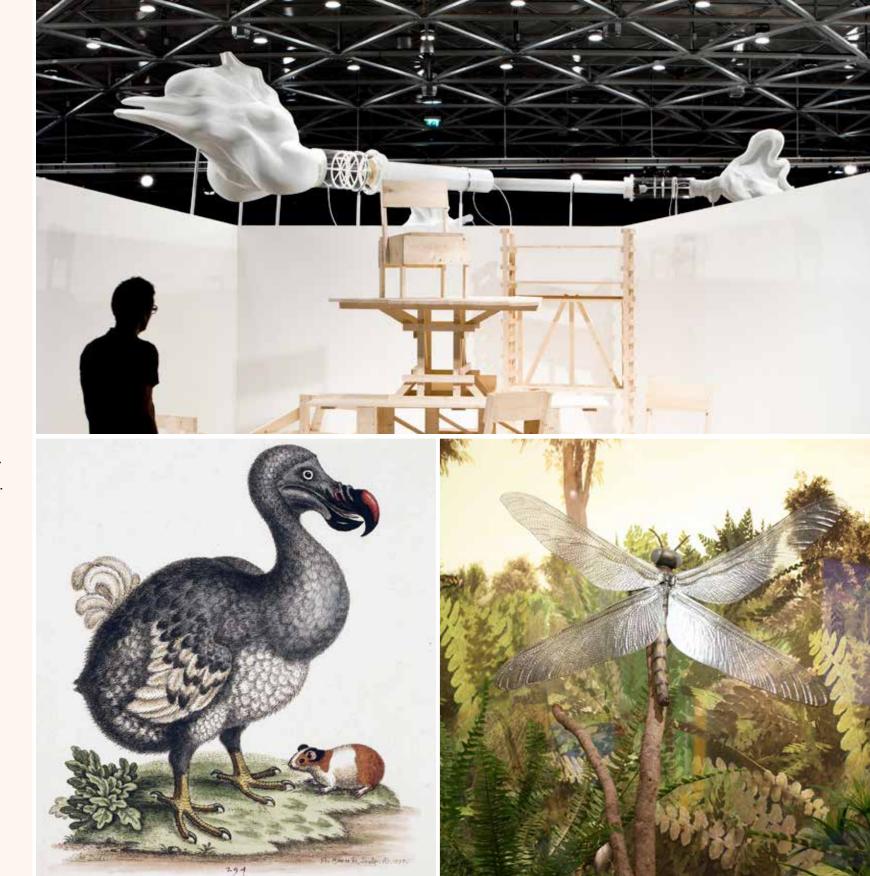
With de-extinction possible, the end of mortality starts to seem almost probable. We explore and celebrate the look and feel of the new "old age".

NO.1

RE-WILDING

INTRO

Rewilding is an extraordinary conservation method where scientists study fossils in order to reconstruct the wild landscapes of the past. In design, rewilding inspires a rediscovery of ancient environments and extinct forms, and a refocused interest in evolution. In a collaboration with paleontologists, artist Marguerite Humeau has reconstructed the vocal chords of the woolly mammoth to recreate the sounds of the prehistoric world. Meanwhile, computer programmers follow an evolutionary path, creating software that mimics evolution.



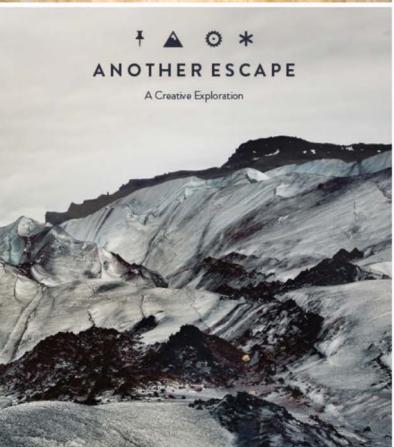


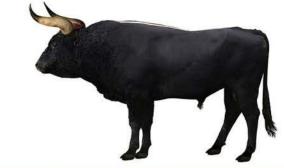
Computer scientist Jeff Clune has created a generative computer programme that produces simple robots. Watch as these robots evolve the ability to walk and then run.

NO.1 RE-WILDING









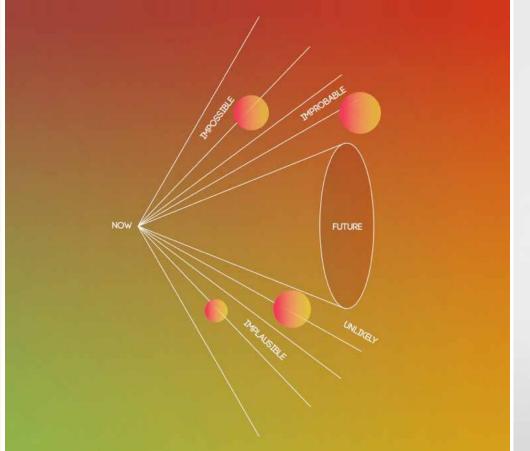


Design students explore desolate habitats, drawing on prehistoric atmospheres to create objects. In this example, unlikely raw materials such as ancient wood, whalebones and shark teeth are brought into the world of product design, encouraging both traditional storytelling and innovation.

REGIONAL FUTURES

INTRO

A number of design projects use fictional narratives to explore futures in different regions around the world. United Micro Kingdoms by Anthony Dunne and Fiona Raby offers four scenarios for an imagined United Kingdom. Artist Richard Hart explores the future of Kwazulu Natal in South Africa based on the rituals of that area. These artists and designers show that, as the future becomes increasingly incredible, considering the unlikely is becoming a necessary tool for those creating the concepts and designs for tomorrow.









REGIONAL FUTURES









As we imagine improbable futures, we open our imaginations to spectacular possibilities such as "floating" cities in the Xiangshawan desert (currently under construction), and Central Africa space travel initiatives. In doing so, the stories of our cities and countries are rewritten.

NO.3 LIVING FOREVER

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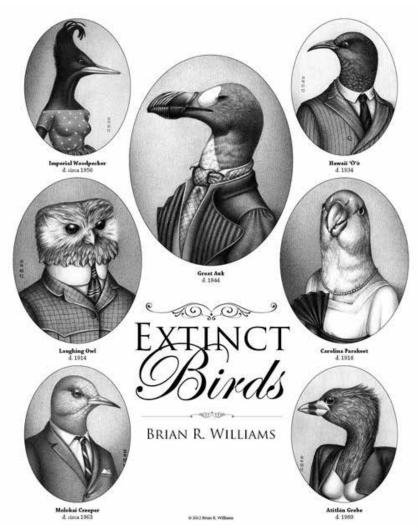
The final thread of History 2.0 looks at the concept of living forever, an impossible state that concepts such as de-extinction bring ever closer. As we apply this concept to our own field, we imagine the resurrection of forgotten items - a revival of ancient ingredients in fragrance and beauty products, accessories that are designed to recall the memories of our homelands and the revival of time-honoured print techniques.







NO.3 LIVING
FOREVER







Living forever also inspires a deep consideration of the endless life cycle of products. Artist Akira Yamaguchi explores the process of death, decay and rebirth in Show the Flag, a poetic project.

KEY TAKEAWAYS

- We design with wild imagination
- **De-extinction** inspires us to reimagine the future
- Designers make products for a fictional future
- The **improbable** is a new area of exploration
- We see the resurrection of **old techniques and craft** forms

RESEARCH & REFERENCE



DAWN OF DE-EXTINCTION

Stewart Brand, renowned for his book The Whole Earth Catalog, is spearheading the depossible. Brand plans to bring species back and to restore them to the wild.

www.ted.com



BRINGING SPECIES BACK

Earlier this year, National Geographic hosted a De-Extinction conference. Visit its site to explore a collection of articles on the subject, including an outline of the science involved and an ethical debate on the pros and cons of bringing back species.

www.nationalgeographic.com



THE EXTINCTION OPERA

Margueritte Humeau is a designer and artist who collaborates with paleontologists, zoologists, radiologists and other experts to reconstruct the vocal tracts of prehistoric animals. She creates life-size sculptures that emit the grunts and roars these animals may have made.

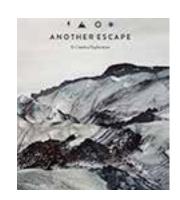
margueritehumeau.com



EVOLVING ROBOTS

Computer scientist Jeff Clune has created a generative computer programme that produces extremely simple robots. These strange robots are not designed, but have evolved over a thousand virtual generations. Watch as these robots evolve the ability to walk and then run.

www.youtube.com



ANOTHER ESCAPE

Another Escape – a magazine for "creative exploration" - has just launched its first issue. The magazine aims to uncover the sources of creative inspiration. It focuses on explorations into unchartered parts of the world as well as the outer limits of ideas themselves.

anotherescape.com



ICELAND WHALE BONE PROJECT

Students of the Swiss design school ECAL were taken to the deserted, windswept shores of Iceland to collect local whale bones, sharks' teeth and the fur of deceased animals. They produced a series of alluring objects that are both traditional and innovative.

www.vimeo.com

RESEARCH & REFERENCE



HELLO WORLD

In her new book Hello World, design critic Alice Rawsthorn described how design is responding to the colossal changes we face today. She loosely outlines two directions that design may take: an immediate response to existing problems, or a more speculative response to future problems.

Hello World: Where Design Meets Life by Alice Rawsthorn (ISBN: 9780241145302)



DESIGN FOR BRIC ECONOMIES

At this year's India Design Forum, the question posed by designers was how to forge a contemporary Indian aesthetic – a question that dominates discussion in all of the emerging BRIC countries. Designer Rajeev Sethi has outlined 10 ways towards an Indian regional futurism.

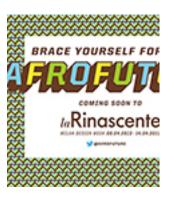
www.indiadesignforum.com



IMPROBABLE FUTURES CONE

As part of the AfroFuture event at Milan Design Week 2013, designer Alexandra Daisy Ginsberg and WGSN Senior Editor Cher Potter presented their project Improbable Africa. The workshop explored fictional futures for South Africa and the objects that might be required in this future.

metropolism.com



THE AFROFUTURE

This year at Milan Design Week, The Afrofuture exhibition and workshop series explored African design culture. Congolese music performed with mobile phones, carpentry workshops making fantasy coffins and a photo-documentary inspired by the failed Zambian space programme were all part of the exhibition.

www.afrofuture.com



FUTURE RITUAL

Artist and illustrator Richard Hart describes his new body of work as a meditation on a future Africa, exploring ideas of ritual, magic and mysticism within the context of an imagined Africa. The show Night and Light and Neverness will travel to New York in September.

richardhart.co.za

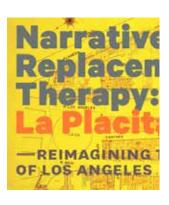


FLOATING DESERT HOTEL

PLaT Architects, a China-based firm, recently completed the spectacular Lotus Hotel, an innovative structure in the middle of the Gobi desert, which was built using no water or concrete. It boasts a new structural system, designed to work like a ship floating in the sand.

plat.asia

RESEARCH & REFERENCE



NARRATIVE REPLACEMENT THERAPY

As part of the My LA2050 initiative - an open call to imagine new ways to shape the future of Los Angeles – Urban Macro Structures propose to rejuvenate the city centre by writing it a new narrative, thus encouraging new activities in the area.

myla2050.make.good



UNITED MICRO KINGDOMS

Designers Tony Dunne and Fiona Raby are the pioneers behind the movement of Fiction Design. Their latest show in London imagines a future UK where regions are reconnected with their traditional crafts and local inhabitants are genetically engineered to better perform these crafts.

www.unitedmicrokingdoms.org



AFRONAUTS

Photographer Cristina de Middel's Afronauts series tells the story of the failed Zambian space programme in 1964 that aimed to put the first African on the moon. De Middel explores "eccentric lines of storytelling, avoiding the same old subjects told in the same old ways".

www.lademiddel.com



POSSIBILITY

The Souzou: Ousider Art from Japan exhibition at London's Wellcome Trust looks at the work of marginalised artists. Shinichi Sawada's spiked ceramic piece is part of the section in the exhibition titled Possibility, which aims to move us towards a broader understanding of diversity.

www.wellcomecollection.org



MEMORY CARRIERS

Royal Academy of Arts, The Hague graduate Brínea Costa presented a beautiful accessories collection as part of her final project. Pendants are designed to emit the various smells of her Brazilian home when rubbed, twisted or scratched.

brineacosta.wix.com



RUIN, THE FRAGRANCE

In his recent collection The Art of Urban Decay, Yusuke Kagari imagines today's industrial cities as the ruins of the future. As part of the collection, he has launched a perfume range called Ruin, which captures the scent of aged urban structures.

MACRO TRENDS

SEASONAL EVOLUTION

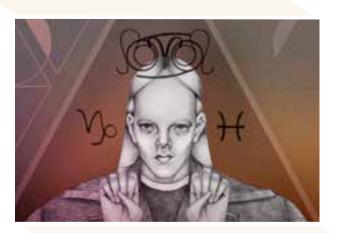
INTRO

Each season, the macro trends provide an evolution of the previous season's themes. We have seen the evolution from Next Nature to Modern Myth as we tracked the increasingly intertwined cultural imagination of our globalised world. This season, History 2.0 highlights the importance of storytelling as our imaginations expand into the ancient past and not-so-far-off future.



S/S 15 **HISTORY 2.0**

History 2.0 reconsiders the past and creates new products for imagined worlds and futures that may once have seemed impossible, from bringing back historically extinct creatures such as dodos, to building floating hotels in the desert.



A/W 14/15 MODERN MYTH

In Modern Myth, we explore the contemporary, multi-ethnic world filled with infinite stories that combine traditional and futuristic folklores from across the globe.



S/S 14 NEXT NATURE

Next Nature takes a provocative look at nature as it sprouts and creeps further into our sensual, spiritual, synthetic and digital worlds, creating a new natural mythology for today.

