

# TREND REPORT

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TREND FORECASTING - MODULE

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# INTRODUCTION

The trend report is made for “Trend forecasting”- module in Helsinki University of Art and Design by Lisa Martelin and Natalia Mustonen as a teamwork. There is no particular target group as the segmentation thinking is not relevant in this context. It can benefit ourselves - as designers and people building the future - and of course other people from creative fields, especially connected to fine dining (chefs, restaurant keepers etc.) and fashion (designers, stylists, journalists, shop keepers etc.)

Our interest is mainly on megatrends and we approach the topics through the fine dining and fashion. They have both something to do with the essential elements of human beings life: eating and clothing. On the other hand they are the most common ways of reflecting culture, showing status, representing eras and feeding people's vanity. The research questions are about what kind of megatrends/trends there are now and coming? How they occur in fashion and fine dining during the near and further future? How the current economical and environmental situation affects that? What is happening to fashion and dining in the changing world? What are the paradoxes?

The theoretical framework is basically leaning on Veilgaard's theory of trends' wavy structure. The next thing is the opposite to the previous one. We learned that from the slides in the lectures. Also some writings given from our teacher helped to perceive a bigger picture about trend forecasting systems. Nevertheless some kind of theory always exists inside every designer and comes out as something called intuition.

## DATA & METHODS

We started with interviewing people, who we consider interesting, even trend-setting and who work or study in different fields. Our method was a questionnaire. Some answered to a longer and more detailed one, some to a shorter one (10 questions). We were asking about their general thoughts, interests, what do they think of the present world, what do they desire, what inspires them etc. We also asked about their clothing and eating preferences. The answers were collected and analyzed. The discovered trends are mostly the outcome of the results.

Another method was to absorb everything that we see around us. Reading newspapers, magazines, books, watching movies, viewing blogs and other information in internet, using a lot of Wikipedia, Google and Style.com and Hel-looks, visiting exhibitions and having discussions around the subjects with our friends. Though we collected some pictures from internet, we mostly used our own picture library. The photographs were taken by ourselves either during the course or in the past.





# THE RESULTS OF QUESTIONNAIRES

Aapo Airas  
Aleksi Jalonen  
Anttoni Laukkanen  
Atte Karttunen  
Eeva Astala  
Frida Martelin  
Hannes Bengs  
Heli Järvinen  
Iikka Johansson  
Ingrid Tieffemberg  
Jenna Sutela  
Joanna Deri  
Johanna Malmelin  
Juliana Jaba  
Kaisa Kärkkäinen  
Karoliina Sysiö  
Kati Laakso  
Konsta Ojala  
Laura Laine  
Laura Salonheimo  
Lisa Sjöholm  
Magi Afeltra  
Marina Raffaelli  
Meri Louekari  
Miia Kotapalo  
Milja Nevalainen  
Min Young Lee  
Nora Martelin  
Oona Airas  
Rikhard Sirén  
Salli Raeste  
Sanna Saares  
Terhi Kuusisto  
Tiina Palm  
T Michael  
Tomas Danska  
Vappu Jokipaltio



= 37 people



# > ABOUT GENERAL THOUGHTS

## - **simplicity**, the heart of things

- global financial and environmental crisis (and it's affection on own life and the world)

## - **against hurry, efficiency and consumerism, slow living**

## - **the future in the changing world**

- Israel – Palestina

- social problems in Finland, negative thoughts about police and politics

- hope – hopelessness

## - **deeper beauty** and power of love

- lack of empathy / helping is fashion / humanity and togetherness

## - **not spending money / financial crisis is a good thing / immaterialism**

## - **Barack Obama** (a positive thing), USA is a developing country

## - **more time for friends**

## - **food and cooking**

- scientific progress for improving quality of peoples lives and the environment

## - **spiritual growth**

## - **babies**

- dreams interpretation

- being angry

- non-fiction books

- design is scattered

## - **easy happiness**

- entrepreneurship (growing during the crisis?)

- **simple things making an entity together (a brick house), quality with no frills, the structures – not the surfaces**

## - **i have forgotten how good the carrot is on it's self!**

- photography: Merlin Bronques

- secondhand gear and new tires for mountain bike

- music: MGMT (old styles with new ones, memories from the childhood), Animal Collective, folk music, old gangsta rap, classical music, Finnish schlager, Coco Rosie, Morrissey, John Lennon, jazz, country, rock

- films: Waltz with Bashir (all people are the same – good and cruel + animation in a movie), There Will Be Blood, The Fall (beauty in movies), Picassos Äventyr (surrealism), Wrestler, the Visitor (racial questions), Happy-Go-Lucky (easy happiness), Rachel Getting Married, Lucifer Rising, Revolutionary Road (family theme, pois yksilön palvomisesta), Into The Wild, Australia, Megunica (graffiti), minimalistic movies, Coen brothers

- beautiful people in subway, beautiful girls, babies smiling, babies in general

## - **friendliness**

- art: naïve art, art deco, cubism, native and south american art, all kind of contemporary, dance, some theater, photography, Marlene Dumas, Gary Panter

## - **skills**

in dancing and painting

- frustration about politics and social matters “Todos contra todos”

- iPod, Macbook

- Obama

- the world is crazy, the people are crazy

- learning from people, **reading people**, self analyzing

## - **the sun**

## - **the snow**

- ice skating

## - **religions**

- Kallio

- intiaanit ja mustalaiset

- Rinne Niinikoski (**oma ajaton tyyli, intohimoinen ja luova työskentely**)

- pulkkamäki

## - **books about thinking and finding meaning in life**

- sustainable architecture

- everyone hates commercials and governments

- material and emotional values of the danish youth (prostitution)

- people want to travel to places outside Europe and inside Finland - and have been travelling a lot inside Europe

- different cultures, Japan, Egypt, Africa



# > ABOUT IMPRESSION AND INSPIRATION





- the basic questions of life:

**what do we really need?**

--> **austerity**

- awareness, desire to have an impact on things

- breaking point, end of times, **radical and dramatic change**

- hope: slower, warmer and more caring

- big range of choice – **making the right decisions**

- baby boom

- things getting softer

- away from worshipping the looks

- no fashions

- sustainability

- **self-sufficiency** is coming

- capitalistic system is fucked up --> need for a change

- destroyal of the world, hopelessness

- **togetherness and sense of community**

- in-depth thinking, grassroot

- **Re-discovering or redefining** what has already existed in the past. Things having their real value.

- groups, **underground movements** against the governments and big companies

- moving around by **walk, bicycle** or public transportation

- getting information mostly from the net and Helsingin sanomat

- most visited web pages: Google, Facebook, email, Wikipedia, bank

- not going to theatre that much, but wanting to

- everyone having **bad conscience** about not doing enough for the environment

> TOPICS WITH FRIENDS

- the world politics and economics

- **poverty**

- changes in future

- boys/girls, **having family, babies**

- age

- **movies**

- music

- art exhibitions

- travelling, far away

- **decreasing consuming, away from businesslike thinking**

- getting burn-out in your thirties, slow life vs. fast life

- normality of cosmetic surgery

- the psychological problems

- **the overload of information and visual things**

- crisis, Obama, politics in own country

- **buying books – no other material things**

- **eco- products being worse than no products at all**

- fashion

- **food**

- work

- second hand

> ABOUT THE “ZEITGEIST”





# > UGLY THINGS THAT PLEASED OR ANNOYED

- wannabes
- **Finnish politics and police, Helsinki city politics**
- american and european media
- **fast food, hamburgers**
- sweating
- Berlin
- rough sides of New York
- junk
- friends on weekend
- **tattoos**
- antibiotic medicin
- Merihaka and the sea view
- rough men
- **what is ugly?**
- city snow
- maksalaatikko
- finnish hair colour
- **beautiful thoughts in religions**
- **drowning under the ugly surface of christianity**
- ugly is always interesting, i like faults
- “luxury problems” and people who use a word
- **“stress”**
- Viking Line- sweatpants
- a burnt Dallas-bun in Alepa
- bitter middle aged woman
- **lack of culinary arts, good manners and traditions**
- **lack of passion**



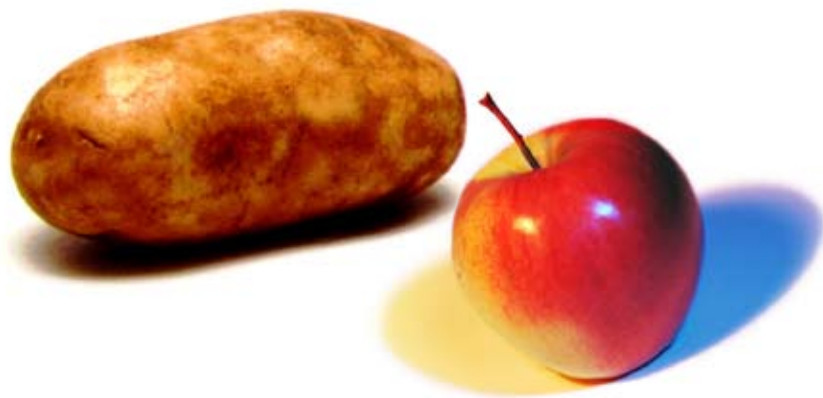
# > INTERESTS

- **snow**
- blogs
- **high brow culture (art etc.),** popular culture
- music, **musical instruments, opera,** singing
- movies
- food, cooking, baking
- **books, books and books**
- **picking muchrooms**
- nature
- travelling
- psychological profiling, people
- **friends**
- work
- **healthy living, balance, peace of mind, yoga**
- urban life
- flee markets
- shoes
- interior design
- **drugs**
- painting, drawing, building
- design research
- Polaroid-camera
- internet
- being alone
- **kesämökki**
- beauty, dynamic, energy
- cemeteries
- **sleeping**
- **thinking**
- going out
- dogs
- beautiful ugliness
- mountains
- horses



# > ABOUT THE FOOD

- home cooked
- with friends and family
  - by friends and family
  - healthy
- simple
- cheap
- vegetarian
- good and pure ingredients, quality
  - slow food, peaceful dinners
- fast food
- school food
  - authentic good atmosphere, that goes with everything
  - nice owners / people cooking and serving
  - sushi
  - italian
  - thai
  - Martta-basic cooking course
- no processed food
- local and seasonal
  - food getting more individual based on blood types etc.
  - food being part of our body – well-being - “power-food”
  - organic
- seafood
  - red meat
  - fine restaurants and the taste experiences
  - bad open hours in restaurants







- most of the answerers doesn't like the style hel-looks represents
- leggings, loose pants, loose shirts, dresses, non-show-off clothes (working/comfortable), are pants out and dresses in?
- **homeless look** – away from status thinking, it bad to have / spend money
- Finnish gypsy men
- DIY, customising, **giving new life to old ones** – or buying locally produced
- strong colours, black, white, grey
- **90's now, what's next?**
- can I use **colors** inspite of recession?

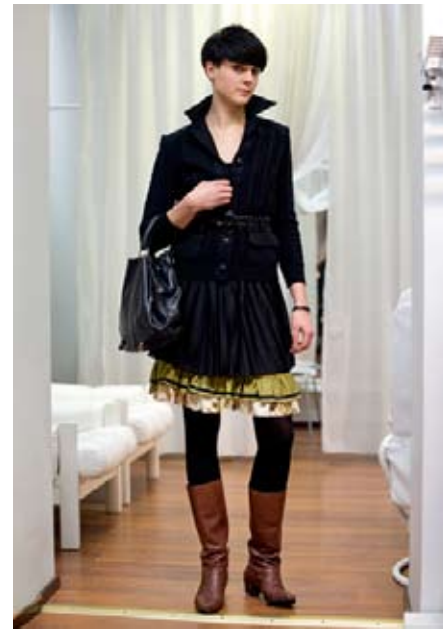
- cheap
- simple
- **longterm use**, timeless, classic, not fashionable
- quality
- **second-hand**
- **comfortable**, relaxed and practical
- unconventional details
- invisibility / belonging to a group
- wearer makes the garment – not the other way round
- sharing, giving, borrowing
- poikatyttö vs. feminine
- **seasons are disappearing**

> ABOUT THE **CLOTHES** + CHOOSE 3 OUTFITS FROM [WWW.HEL-LOOKS.COM](http://WWW.HEL-LOOKS.COM)





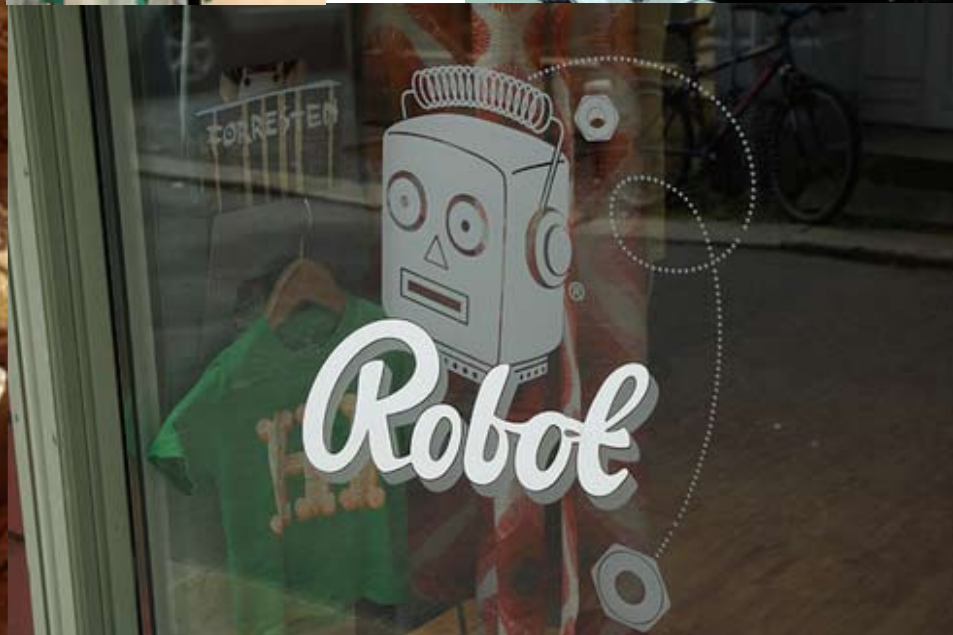






# > DESIRABLE THINGS

- time
- girls
- good food
  - rare sneakers
  - travelling, flight tickets to a warm country
  - research that benefits the world
  - harmony
  - german shepherd on the backyard
- good home library of books
- good friends, good people
- family
- meaningful living
  - classic clothes that last
  - happiness
  - new jeans, bag and shoes (+ world peace)
  - space
  - peace of mind
  - getting old with boyfriend
  - not to get but to become
- summer house in an island
  - good husband, good wife, being a good mother
  - safety
  - living without stress
- to not have
  - developing myself
- better manners
  - natural beauty
  - all clothes of all belgian designers



- leftover materials, **waste products**, industrial scrap (COSTO, DANSKA)
- well-being gallery in Töölö

- **no matter age or style** (DANDELION, COSTO, KUU, ROBOT, T MICHAEL)
- Argentinian fashion is growing
- traditional menswear with contemporary quality, reflecting values of the past and the aesthetics of today (T MICHAEL)

- **passion and excitement about your field** (T MICHAEL, DANDELION, KUU)
- suppliers as close as possible (DANSKA)

- people who appreciate **quality** and things **made by hand** (DANSKA, COSTO, KUU)
- spirituality, philosophy
- food with contradictions (KUU)
- less massproduced food, local and green (KUU)
- **COSY** (DANDELION, KUU)
- **good materials, clear tastes** (KUU)

> SHOP / LABEL



# > TOWARDS THE FINDINGS AND CONCLUSIONS (BRAINSTORMING WITH THE INTERVIEWS)

- **slow:** home cooking, reading books, kesämökki, ajattomuus, kaikki haluaa enemmän aikaa eikä rahaa, ei tehokkuus vaan pehmeät arvot - vauvabuumi, taidot kunniaan - hidas opetteleminen,
- back to the roots/basics: natural beauty, simplicity, red meat, cabbage, carrot, comfortable and long lasting timeless clothes, cheapness, respect, perinteiset soittimet, klassinen musiikki?, puku, korkkarit, iso perhe, ruuanlaitto, taidot kunniaan, piirustus ja maalaus, tietokirjat, tiede, hunting, fishing and gathering (mushrooms and rabbits), naturalness (eating animals but in a natural way - not mass production), growing your own food, making your own clothes, käytöstavat ja etiketti, regionality, snow!!!, eskimo art, traditional food, simple and cheap food, “culinary art, conversation culture, good manners and traditions”,
- dealing crisis situation (changes in environmental and economical systems)
- **interest in world problems** (society, environment, right) rebellion, oppiminen, recession puts an end to consumerism and competitive atmosphere, ympäristö: kalat loppuu --> äyriäiset kova juttu, crustacean
- **anti-aesthetisation:** cheap, simple, ugly, random, no status, concentration on the ydin, no fashion, 90's fashion?, lävistykset/tatuoinnit? (pysyvyys - epäruumiillisuus vs. ruumiillisuus), fast food, rumankauneus, tällä hetkellä ylikorostunut estetiikka, tv ei kiinnosta (visuaalinen ärsyke) eikä muotilehdet - enemmän kirjat ja musiikki - leffat taas kiinnostaa, teknologiainnovaatiot, sirpaloituminen, ei segmentointia - humanism, intohimo tekemisiinsä - intohimoiset ihmiset, köyhyys, ruokajonot, dumpster diving, waste material
- **anti-consumerism/ sekä talouskriisin että ympäristökriisin seuraus**, focus away from money on other values: henkisyys (uskonnot, mietiskely, filosofia?), kirjat, teknologiat/ culture serving people's well-being, concentrating on important things, immaterialism - we buy pleasure instead of things --> food? muu hyvinvointi, elämykset, elokuvat ja musiikki ei fyysisenä objektina (piratismi tai nettipalvelut), quality and away from money, science, self-sufficiency, no fashion, environment, in depth stuff, emotional vs. material values (danish towards prostitution), recession is a good thing, no commercials, halpaa keittoa, kiinnostus ruokaan ja ruuanlaittoon, koska se on immateriaalista ja katoavaa
- **anti-individualism:** yhteisöllisyys - maailman puhaltaminen yhteen hiileen, uskontojen yhtenäisyys?, helping others, no fashion, perhe ja lapset, epäitsekkyys, underground-ryhmittymät (uudet sellaiset? ei vanhan toistoa?), what's after hipsterism?, kiinnostus yhteiskunnallisiin ongelmiin, perinteet!!!, historia, back to roots, humanism, sukupuoliroolit? (high heels), togetherness and sense of community, more accepting and liberal way of thinking, sirpaloituminen --> takaisin kasaan, globaalius ja sirpaloituminen, käytöstavat, friends, minimalism - grey, black, plain, giving and sharing and borrowing (friends giving clothes),
- **eskapismi:** kriittinen maailmantilanne, jorckungen, kaleidoskooppi, uskontonäyttely, maapallokauppa, uskonnot, henkisyys, leffat ja musiikki, lumi, mielenrauha, ruuanlaitto, kesämökki, tove jansson, Japani, vauvabuumi, pois sarkastisuudesta, mielialalääkkeet (out)/huumeet (in?), hullut tiedemiehet ja keräilijät + muut friikit, kokkausharrastus
- **randomness:** Found-magazine, spurgut + alkuperäisasukkaat (satunnainen pukeutuminen, opiskelijan jääkaappi/ruokajono: ateriat satunnaisista aineksista, homeless looking people and Finnish gypsy mens style, dykkeily)



> AWAY FROM MODERNISM  
AND BELIEF IN HUMANS  
UNLIMITED ABILITIES,  
UNCONDITIONAL TRUTH

> AWAY FROM POSTMODERNISM AND  
SCATTERED REALITY

> TOWARDS THE CORE

Overheated economical and environmental situation and crisis. The child of capitalism - consumerism - has a big part in it. Individualism, that is now in it's highest peak, has fed the consumerism for decades. Aesthetisation, as ways of making things more appealing, image-thinking, is stronger than ever. All this is turning against it's means, a big explosion happening. People are becoming more aware, more sceptical, more rebellious. They now believe in one wholeness that is constructed of simple parts - themselves. Everyone is a one - one is everyone. The beauty and truth comes from inside, not from outside. Immaterial century is concentrating on natural pleasures, basic needs, such as food, comfort and love. We are animals, part of the system - not above it. People refuse to be brainwashed machines, victims of recent market economy and centuries of control. Commercials and lying politicians make people angry. The rules and laws are questioned. Every religion has a point and none of them is the only truth. Human being can't solve every problem and actually our mind can't understand in infinity. People are starting to think about what is most important. What is the essence that makes us the same as our ancestors in caves? Has the inventor of the fire had the same feeling of inspiration that we have nowadays during insight? We are re-defining our culture and our way of living and trying to find our place in the nature we managed to give a deathly stab. At the same time we are trying to live with ourselves, with our conscience, and to find a way of having a meaningful life.

picture: wallpaper from a motion picture "Into The Wild", 2007



# MEGA TRENDS:

**ANTI-AESTHETISATION**

**ANTI-INDIVIDUALISM**

**ANTI-CONSUMERISM**

**ESCAPISM**

> **BACK TO THE ROOTS**





# ANTI-AESTHETISATION

OLD  
AGING WITH GRACE  
REALISM  
IMPORTANCE OF SUBSTANCE  
AWAY FROM SHALLOWNESS  
ECONOMICAL AND ENVIRONMENTAL CRISIS







# ANTI-AESTHETISATION

TRENGEREID, NORWAY







# ANTI-INDIVIDUALISM

COLLECTIVISM  
TRADITION  
UNIFORM







# ANTI-INDIVIDUALISM

COLLECTIVISM  
UNIFORM





# ANTI-CONSUMERISM



ANTI-AESTHETISATION, RANDOMNESS, SELF-SUFFICIENCY





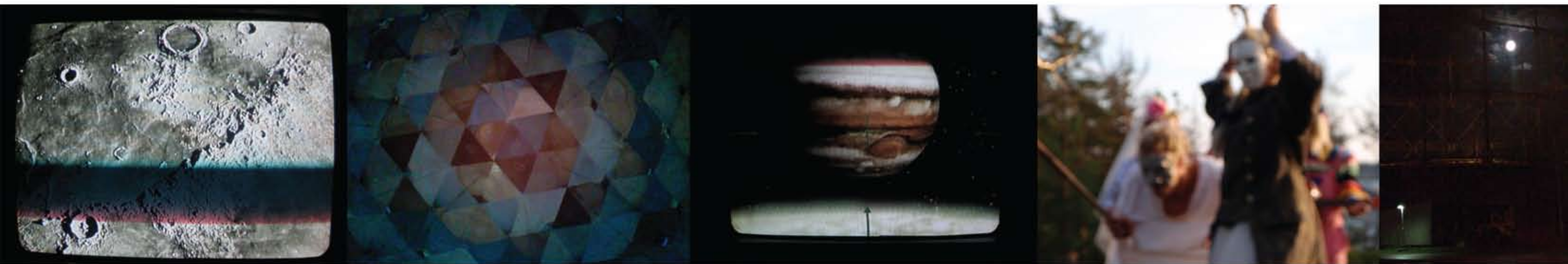


# ANTI-CONSUMERISM

RANDOMNESS  
PLAYFULNESS  
OPENMINDNESS  
EXPLORATION  
SPONTANEITY  
HAPPINESS  
SOCIAL "FREEDOM"











# ESCAPISM



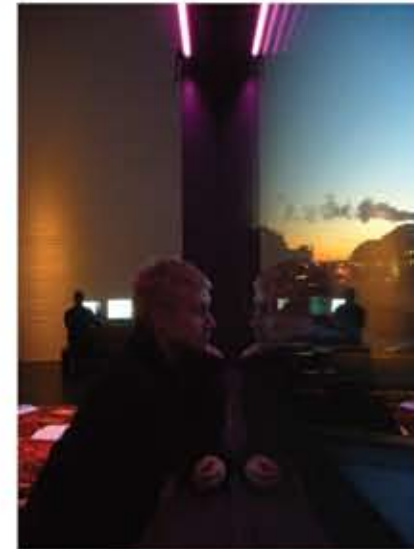
MOVIE: FANTASIA BY WALT DISNEY 1940  
MUSIC: NUTCRACKER SUITE BY PYOTR ILYICH TCHAIKOVSKY







CHOOSING MY RELIGION @ KIASMA  
 exhibition by Marita Liulia  
 13.02. - 19.04.2009



ESCAPISM

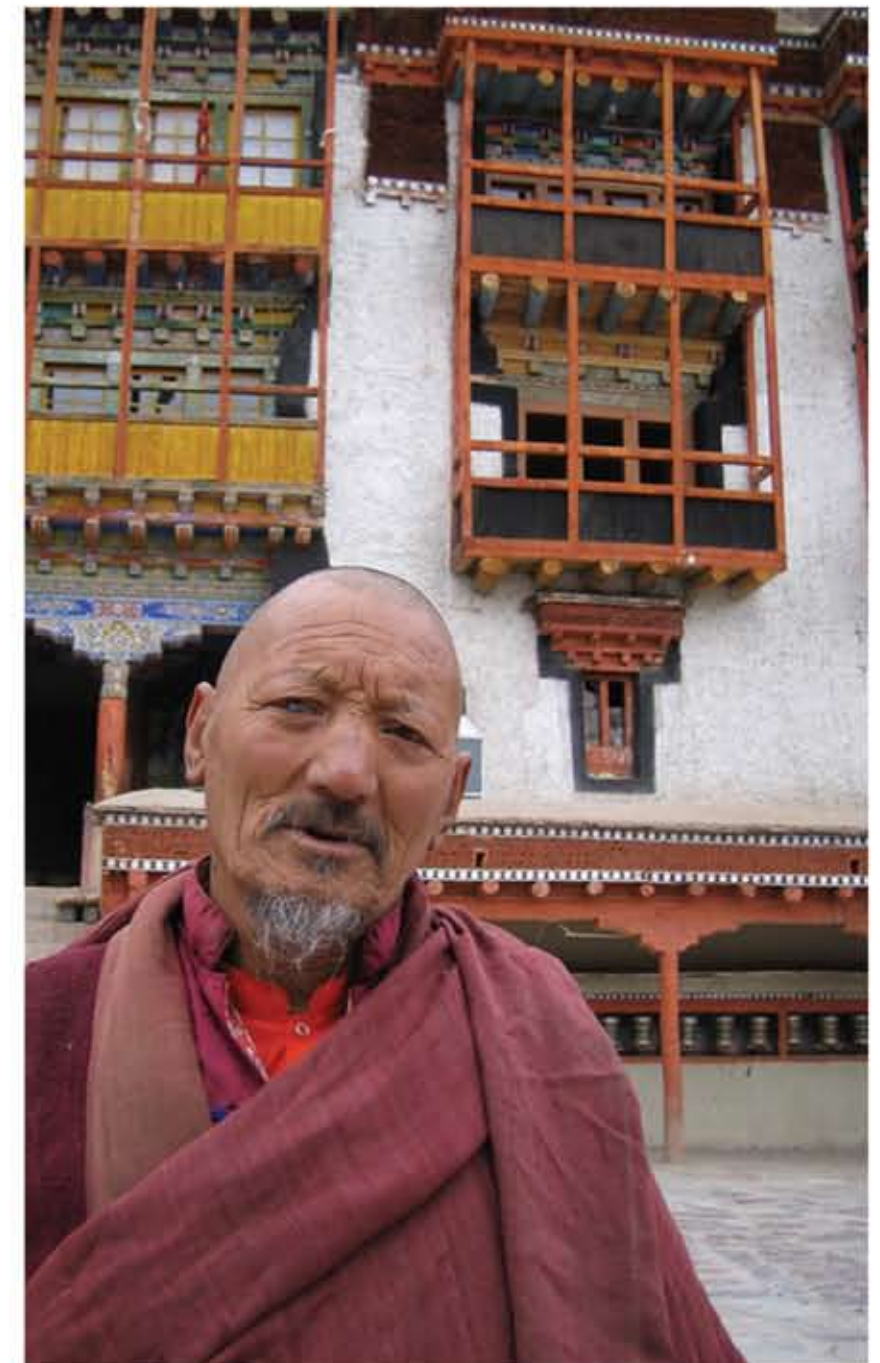






**ESCAPISM** FAITH, RELIGION, SCHAMANISM





ESCAPISM FAITH, RELIGION, SCHAMANISM





interest in the  
infinity, the year of  
astronomy 2009, our globe,  
science becoming myths,  
being passionate

# ESCAPISM

ALNILAM, HELSINKI, FINLAND







**BACK TO THE ROOTS**  
CAFÉ REGATTA, HELSINKI, FINLAND



# FASHION TRENDS NOW, FASHION TRENDS IN THE FUTURE >

We are now living a hectic time in fashion. Everything changes faster and faster. There is no one big changing fashion - it feels like everything could be fashionable. Things are out even before they had time to be in. Probably these issues will be history, because people will realize that these things are not really important. Being fed up with superlative aesthetisation, individualism and consumerism we will seek something more long-term and comfortable in our clothes. We don't want to look rich - because of the financial crisis and the insanity of shiny materialism that has been present after the 90's. The fashion actually went back to the 90's as a typical circle of repeating itself. But is a term "fashion" dying or is the "anti-fashion" a fashion after all? Just like the grunge of the 90's? If it is, what is next? Maybe we will escape the grunginess by different means then 10-15 years ago?

Also the environmental issues push us to think about our dressing habits. Looking poor, not spending money on clothes, giving life to old ones, picking random pieces to pile your outfit will be the natural expression of immaterial thinking (and real financial distress, off course). Self-sufficiency - making clothes yourself - is going to grow, as we seek for the basics and try to learn from our grandparents. Or heading towards pre-industrial time. We are not going to built a brand of ourselves - our individualism will be a result of randomness. Looking the same as others will strengthen our feeling of community, togetherness. Also the environmental and economical disaster could lead to a state, where there isn't going to be much possibility for variety - like it was for instance in Soviet Union. Or among all the poor or indigenous people in the world right now. The system we live in the west is based on illusions and it cannot function forever. People are seeking for more equality, which is not possible to achieve with present culture of First, Second and Third World. We are all the same species.

The fashion in future is probably going to be timeless, comfortable, random, more united, ascetic and expressing our inner world. The variety that we have now is leading towards basic thinking: basic colors, traditional forms and ways preparing clothes, having less clothes but good ones, quality of material and the way it was made. There is already a lot of importance on how, where and by whom a product is made. In future it will become even more important and also regionality - or self-made - is going to grow. Skills of preparing things will be highly appreciated again. The awareness will make us more rebellious, which can be seen in clothing as underground styles or army-like tribal thinking. Global problems, like the snow vanishing and sea catastrophe, could make us admire these things and it could be maybe seen in our clothing too. The escapism from our scary reality will probably lead us to imagination based more on our traditions, or fantasy that pleases us - not on being just individual. Or then just accepting all the ugliness and learn to see it as beauty. Except for the ugliness on moral basis. We are going into the wild in every field and our clothes is not an exception.



**TRENDS >**  
**THE SOCIETY COLTISH**  
(crazy scientist meets harry potter)  
**THE CITY CORYBANTIC**  
(pigeon woman)  
**THE DESERT DELIRIANT**  
(monk)  
**THE FOREST BERSERK**  
(rebell-native peoples- soldier)



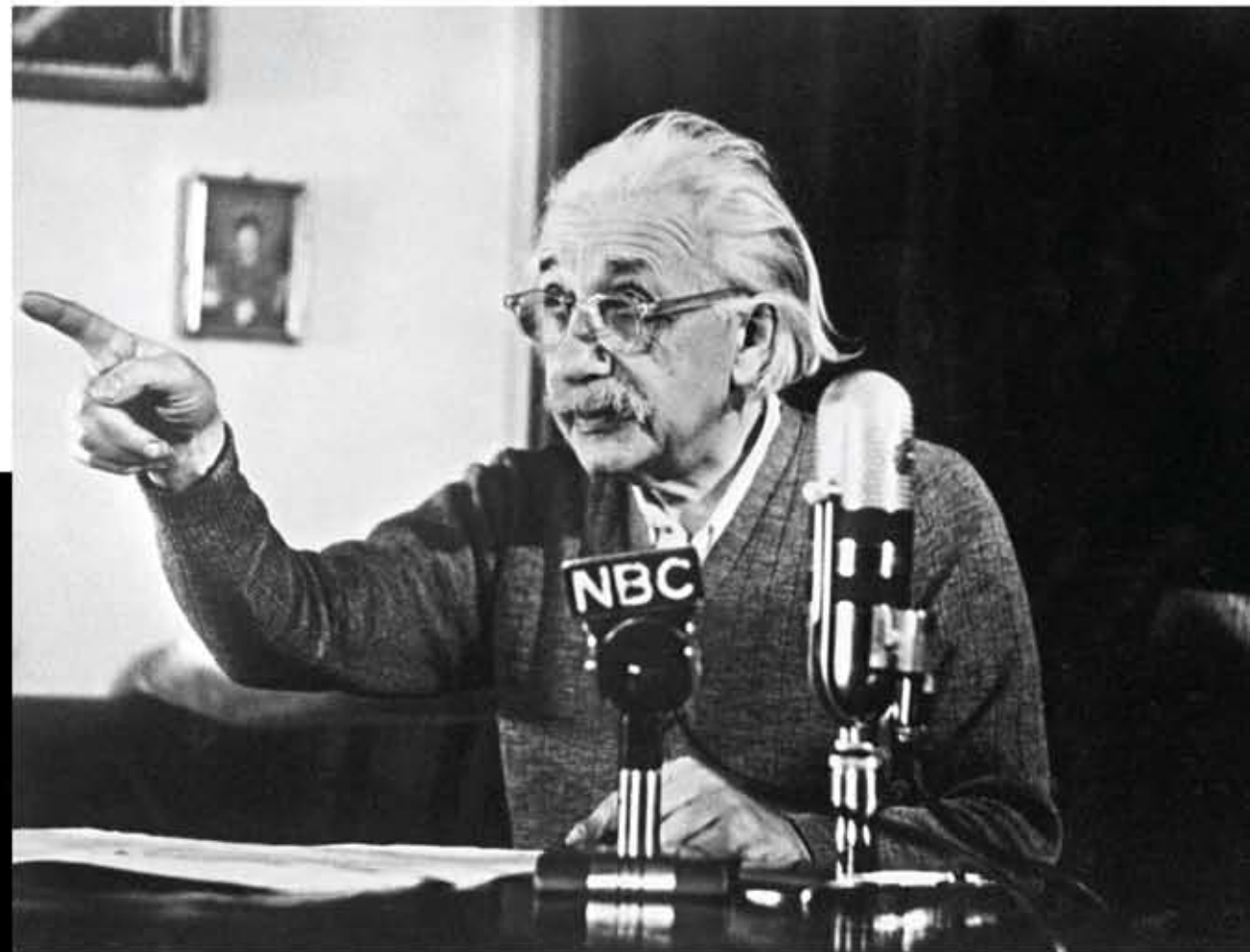
# THE SOCIETY COLTISH

CRAZY SCIENTIST MEETS HARRY POTTER

ESCAPISM  
DREAMS  
PASSION  
CORE THOUGHTS



$$E = MC^2$$





# THE CITY CORYBANTIC

PIGEON WOMAN

ESCAPISM, RANDOMNESS, FANTASY, DREAMS, ANTI-AESTHETISATION, ENVIRONMENTAL ISSUES, LOOKING POOR, COMFORTABLE, CARING, IMMATERIAL THINKING



"PULU OLI VILLI ENNEN KUIN IHMINEN KESYTTI SEN, JA NYT KUN SE ON KESYTETTY, IHMINEN VIHAA SITÄ. TAI EN MINÄ VIHAA, VIHAAKKO SINÄ?"  
"EN VIHAA."

"THE PIGEON WAS WILD BEFORE MAN TAMED IT, AND NOW WHEN IT IS TAMED, MAN HATES IT. OR I DON'T, DO YOU?"  
"I DON'T."





# THE DESERT DELIRIANT

MONK



ESCAPISM  
SIMPLICITY  
LONG LASTING  
QUALITY  
TIMELESS  
COMFORTABLE  
INNER WORLD  
SPIRITUALISM  
BASICS





# THE FOREST BERSERK

REBEL-NATIVE PEOPLES-SOLDIER



SELF-MADE, BASIC COLORS, ANTI-AESTHETISATION, ENVIRONMENTAL ISSUES,  
LOOKING POOR, COMFORTABLE, REBELLIOUS, ARMY-LIKE TRIBAL, UNITED





# Dr MARTENS

COMBAT SHOES

an example of the trends





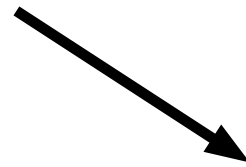
an example of the trends

# ANTI-FASHION

# FASHION



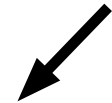
in the same way as grunge



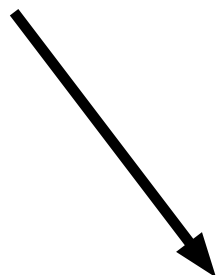
**grunge and neo-hippies:**  
fashionable at the same time

**minimalism,** being  
different from mainstream,  
anti-commercialism,  
uncool is cool

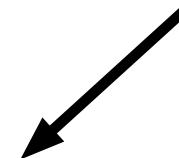
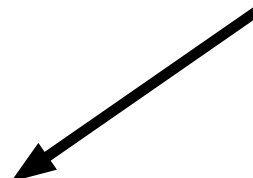
NOW: **the 90's fashion,** grunge and  
**recession, recycling**



it became unpopular enough to be popular again

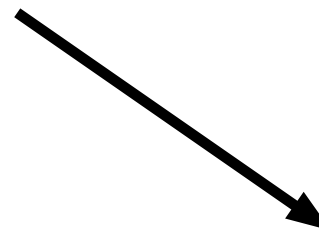


**critical situation in the world**  
---> rebellious and antiestablishment subcul-  
tures become popular ---> it's mainstream to  
be critical against society -  
**time of changes**



the internet time: overload of informa-  
tion, limitless connectivity and creativity,  
contradiction between  
**TRIBES & INDIVIDUALITY**

(CONVERSE, uniform clothes...)



**self-expression like dandyism**



# FINE DINING TRENDS NOW, FINE DINING TRENDS IN THE FUTURE >

According to our questionnaires the meaning of food is growing. Especially people prefer eating home and cooking with friends or family. Eating is a social act, a ritual. The slow living trend comes once again from overheated atmosphere of our time. The efficiency thinking brought us also to completely unnatural mass-produced food, which is a highly disgusting thought and also in food we are going towards the core. Clear tastes, quality ingredients, appreciating the food itself. Immaterial thinking can make also the dining more popular. The knowledge about food is growing and customers really want to know where is the food coming from, who prepared it, what's its environmental impact. Criticism against the food industry and customer manipulation grows. The crustacean is the thing of the future, because the fish is dying from our seas. The meat is too unecological to produce. We are approaching our wild past again - hunting and gathering could be an upcoming trend - or growing your food yourself. Maybe we are even going towards the changing economy. In restaurants the chef and the eater are approaching each other and already now there are places where chefs do all the work, are in close contact with customers. Like being in somebody's kitchen. Also the frills around dining are disappearing, because people don't want to show the status anymore. They just want good food, good people making it and good people enjoying the dinner with them. Fine dining could be approaching a concept of fast food - not in the negative big corporation and impatience features - but in an easy way of approaching eating, bringing people together from different social classes, stripping the vanity that brought this world in crisis. Fast food is much older and common eating concept than fine dining. Togetherness, equality, traditions, naturality and clarity are getting more and more important.

## NOW:

- origin
- quality
- regionality
- traditions
- **visuality**
- **deconstruction**
- **minimalism (contrast to cross kitchen)**
- **science**
- **all senses**
- **collaboration with experts from different fields**
- **ecological**
- **healthy**
- **small independent producers**

## FUTURE TRENDS > SLOW FAST FOOD - SIMPLE AND EQUAL EATING FROM THE SEA, FROM THE FOREST UGLINESS - HOME MADE / PARTICIPATING

### TREND-SETTERS IN GASTRONOMY:

Hans Välimäki (Finland, Chez Dominique)

René Redzepi (Denmark, Noma)

Heston Blumenthal (UK, The Fat Duck)

Ferran Adria (Spain, El Bulli)

Thomas Keller (USA, The French Laundry, Per se)

Grant Achatz (Alinea, Chicago, USA)







equality, anti-individualism, togetherness, no frills, randomness, anti-aesthetisation, global / local, back the roots ("fast food" much older than fine dining), travellers rule: the crappier looking place - the better food, more interest again towards exotic things when people stop travelling



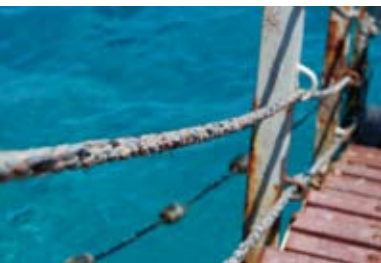
## SLOW FAST FOOD - SIMPLE & EQUAL EATING



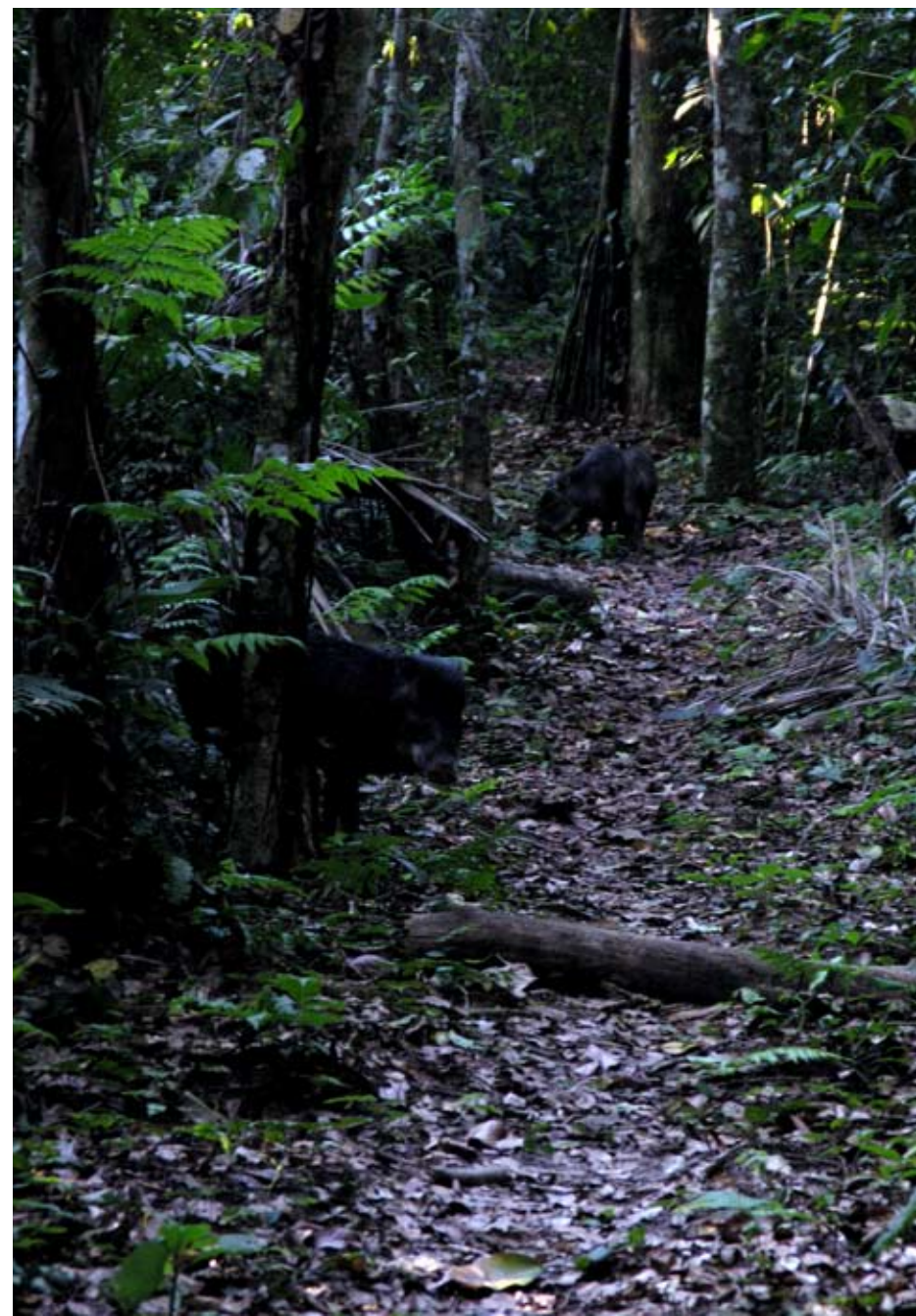




# FROM THE SEA, FROM THE FOREST



environmental issues: no mass production of meat, more fishing, hunting and gathering (native peoples), local food, self-efficiency, simplicity, importance of origin, clarity of raw materials, more sea in the world







randomness, anti-aesthetisation, simplicity, anti-consumerism, no frills, customer close to the chef, togetherness, equality, escapism (if cooking home), poverty - dumpster diving, food lines



# UGLINESS - HOME MADE / PARTICIPATING



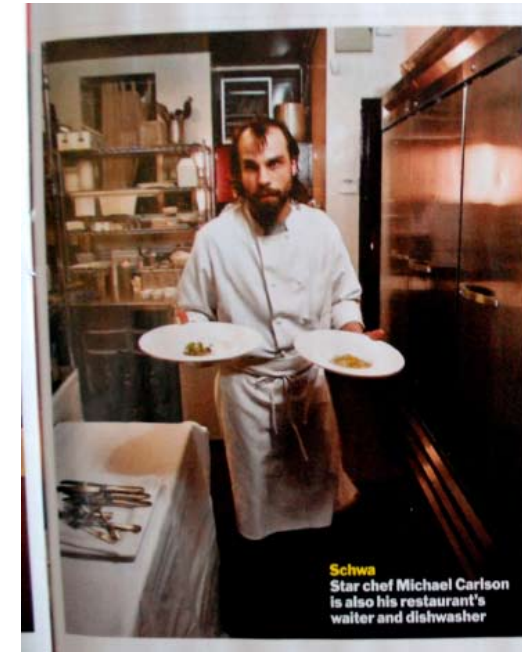


# SKILLET STREET FOOD

NO-FRILLS FINE DINING



an example of the trends





# NO-FRILLS FINE DINING

an example of the trends

**NOW: new generation and the new economy**

in a difficult economy:  
**focus on the food**

**critical situation in the world**

---> rebellion and antiestablishment become popular ---> it's mainstream to be critical against society -

**time of changes**

**poorness** is hip

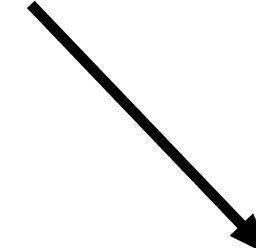
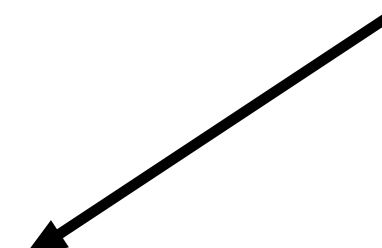
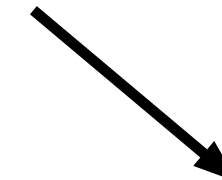
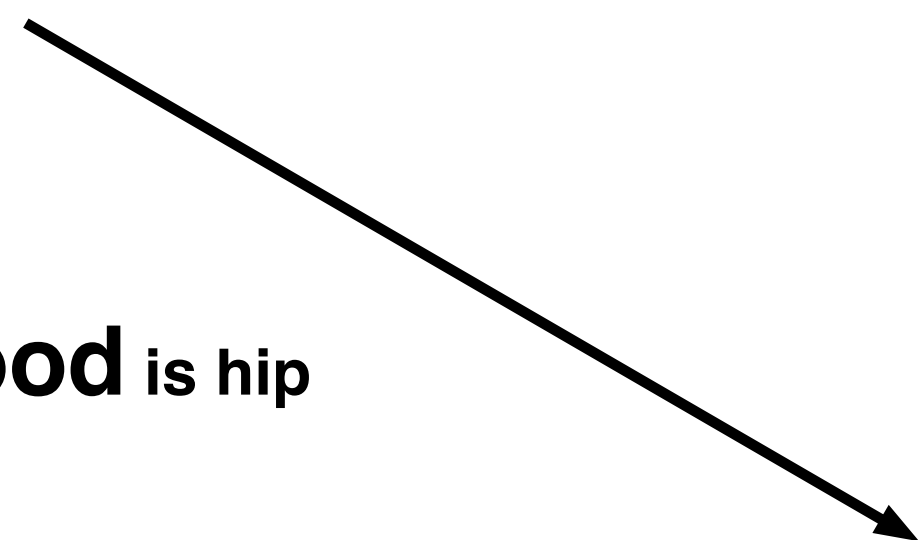
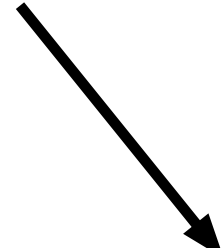
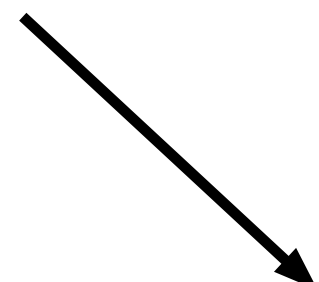
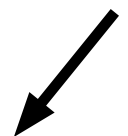
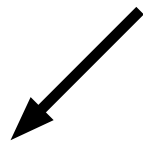
no-frills = **anti-aesthetisation**

concept on **fastfood** is hip

**minimalism!**

sign of **equality** not hurry  
**SLOW FAST FOOD?**

**TONE IT DOWN!!!!**





# CONCLUSION

## PARADOXES:

beautiful ugliness  
personality in a tribe  
faith vs. knowledge  
growing vs. shrinking  
spoiled environmentalist  
one vs. scattered  
realism vs. escapism

## OTHER FEATURES:

randomness  
aging with grace  
importance of substance  
slowness  
skills  
time  
togetherness  
natural beauty  
simplicity  
passion  
immaterialism  
comfort  
self-sufficiency  
awareness  
rebell  
nostalgia

THE SOCIETY COLTISH  
THE CITY CORYBANTIC  
THE DESERT DELIRIANT  
THE FOREST BERSERK

## ANTI-AESTHETISATION

SLOW FAST FOOD - SIMPLE AND EQUAL EATING  
FROM THE SEA, FROM THE FOREST  
UGLINESS - HOME MADE / PARTICIPATING

THE SOCIETY COLTISH  
THE CITY CORYBANTIC  
THE DESERT DELIRIANT  
THE FOREST BERSERK

## ANTI-INDIVIDUALISM

SLOW FAST FOOD - SIMPLE AND EQUAL EATING  
FROM THE SEA, FROM THE FOREST  
UGLINESS - HOME MADE / PARTICIPATING



BACK TO



TOWARDS THE CORE



THE SOCIETY COLTISH  
THE CITY CORYBANTIC  
THE DESERT DELIRIANT  
THE FOREST BERSERK

## ANTI-CONSUMERISM

SLOW FAST FOOD - SIMPLE AND EQUAL EATING  
FROM THE SEA, FROM THE FOREST  
UGLINESS - HOME MADE / PARTICIPATING



ROOTS

THE SOCIETY COLTISH  
THE CITY CORYBANTIC  
THE DESERT DELIRIANT  
THE FOREST BERSERK

## ESCAPISM

SLOW FAST FOOD - SIMPLE AND EQUAL EATING  
FROM THE SEA, FROM THE FOREST  
UGLINESS - HOME MADE / PARTICIPATING

“WE ARE LIVING IN A CRISIS. BUT WE’VE BEEN THROUGH CRISIS MANY TIMES, BUT THIS TIME IT’S DIFFERENT,,,,,THIS TIME IS LIKE BEING IN CRISIS IS FASHIONABLE.”

“SCREW EVERYTHING ELSE, JUST WORRY ABOUT THE FOOD.”



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