

Designing the Urban Tomorrow

Franklin Till publishes 40th issue of Viewpoint



The cities of the world are changing, and fast. Urban populations are increasing exponentially, creating enormous pressures on housing, resources and infrastructure. At the same time, our lives, homes, careers and priorities are undergoing a transformation, as the certainties of the past dissolve and new paradigms emerge. The consequences of the world's urban evolution are, by turns, terrifying, exciting and, potentially, inspiring.

Published on 18 September 2017, the 40th issue of bi-annual industry-trends bible Viewpoint takes city futures as its theme, exploring how these changes in urban landscapes and lifestyles create challenges and opportunities for designers, architects, urban planners and the creative industries.

Edited by Kate Franklin and Caroline Till, founders and directors of futures agency FranklinTill, with contributions from leading branding and design professionals, Viewpoint #40 deploys in-depth editorial, compelling imagery and statistical insight to offer a research-led overview of city life in the world of tomorrow, and provides essential intelligence and visual inspiration to anyone who wants to play a part in shaping it.

'As a research and design studio we are constantly collating insight and inspiration. Traditionally, trend forecasting agencies charge huge fees to access information online and in off-the-shelf reports but Viewpoint makes it more accessible. Our aim has always been to demystify the forecasting process, and to provide contextual grounding for emerging design directions, linking socio-cultural shifts with specific aesthetic cues and resonating mindsets.'

CONTENTS

The Edit is the essential creative-industry round-up, covering the latest projects, products, exhibitions, designs and ideas taking shape around the world.

The Evidence looks to 2050, when two-thirds of the world's population will be city dwellers, and examines how designers are responding to the changing make-up of urban households, the explosion in flexible freelance working culture, the democratisation of making, and the 'opportunity in necessity' that resource scarcity is making possible.

The Toolkit profiles the pioneering architects and creatives who are leading the way in our adaptation to life in the new city.

The Visual Essay explores the work of photographer and sculptor Lorenzo Vitturi, who has transformed the debris from a Dalston junkyard into an ongoing series of abstract sculptures, 'the Droste Effect', that chronicles the cultures lost through urban regeneration.

The Opinion sees Henrietta Thompson collating the views of industry leaders Daan Roosegaarde, Gerard Greene, Jing Liu, Thomas Ermacora and Charlie Green, examining the possibilities of modular rental accommodation, the digital future of making, and more.

The Translation showcases global examples of city-future thinking in action – from the reintegration of nature into the urban landscape to the reclamation and reinvention of waste.

Undercurrents digs down into the micro-trends shaping modern city consumers, including the female-centric sex-tech revolution, the banking industry's new-found moral compass, and the destigmatisation of mental health.

Notebook collates the design looks, shapes, colours and textures currently manifest in the lifestyle industries.

Innovation gives a run-down of the need-to-know new technologies, materials, approaches and working methods shaping the creative industries. This issue includes voluntary prosthesis, compostable plastics, personalisation tech in the beauty sector, cognitive optimisation in consumables and symbiotic plant products.

Talent is Viewpoint's showcase of the global designers, makers and entrepreneurs set to influence our shared future.



Spanning 172 pages of game-changing (and advert-free) editorial insight and inspiring photography, illustration and graphic design, *Viewpoint #40* is a critical tool for anyone working in the lifestyle industries who needs a thought-sparking briefing in the consumer trends that touch their world.

Viewpoint is available to buy online and from specialist magazine stores, priced at £75 an issue.

viewpoint-magazine.com



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NOTES FOR EDITORS

About *Viewpoint*

Viewpoint delivers crucial visual, editorial and statistical information to brands, designers, agencies and consumer insight teams determined to create lifestyle products, campaigns and environments that anticipate consumer demand. Written by professionals working in the branding and design business and visualised by leading talent in photography, illustration and styling, *Viewpoint* is the ultimate source of insight and inspiration for those working within the lifestyle industries.

Each issue explores how a significant trend will impact consumer behaviour and the global design landscape.

W: viewpoint-magazine.com

About Franklin Till

Founded in 2010 by Kate Franklin and Caroline Till, Franklin Till provides research-based strategic insight to world-leading brands in the lifestyle and design sectors. Through a combination of statistical analysis and sociocultural research, they identify convergences in design thinking and public imagination, and communicate their findings across various platforms. Kate and Caroline sit on Heimtextil's Trend Table and are members of a number of innovation strategy panels. FranklinTill's insight reports, design consultancy, workshops, exhibitions and events, creative



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content, editorial, art direction, styling and commercial visual strategy have helped countless organisations stay ahead in a rapidly changing world. Franklin Tills's clients include: Caesarstone; Crafts Council; Channel 4; Curver; Design Junction; Future Publishing; G . F Smith; Heimtextil; Humanscale; Pernod Ricard; IKEA/ Space 10; Samsung; Thames & Hudson; VF Corporation; and University of the Arts London.

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