

# HOTSPOTS



01/14

RETAIL 1

**NO NOISE!** IS BABA TRENDMONITOR® KEYWORD FOR 2014-2015.

IN ONLINE/OFFLINE RETAIL MARKET THE ABSENCE OF NOISE BECOMES RAW ENVIRONMENT, FOCUS ON LOCAL CULTURAL LEGACY, ECO-TECH EXPERIMENTATION AND RECOVERY OF A REASSURING LIVED SPACE.

4 MACRO TRENDS TO BE FOLLOWED:

## #**INTERRUPTION** - HARSH

Reversal of design hierarchies: unadorned walls, fluid paths, oblique areas. Interior design follows materials features: marble, steel, concrete, untreated wood are crudely exposed.



Drop XL, In-tent, Spain  
<https://www.youtube.com/watch?v=hQgxV9pv9GU>

## #**ATTENDANCE** - GOLOCAL

Artistic heritage and local crafts are retrieved, interpreted and set in a contemporary way: there's the need for mimicry in nature scenery, combining innovation and sustainability in online experience too.

## #**ABSTENTION** - ECOSYSTEM

Futuristic buildings are self-sustaining and self-reinforcing the same way as autonomous microsystems do; waterproof bubbles are designed for an elitist and intimate experience. Who get on board these modern Arca will be saved.

## #**LISTENING**- FIDDLE

Online e offline retail concept aims to involve the consumer, enabling his active participation; the playful and aesthetic dimension stand above the functional one, setting up usage that are restarted from time to time, thanks to the causality intervention.

*HOT SPOTS* trends are the strategic concepts on which to establish projects focusing on innovation, a renewal of perceptive habits as well as behaviours

Trend Monitor® is the specific baba research product dedicated to the observation and analysis of international trends

### QUICK LINKS:

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Retail market is going smart and social; here an extract from Conversations about The Future of Retail Market by SAP

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## FLAGSHIP&STORES

The design of visual merchandising is reduced to a skeleton (great areas, colors neutrality, minimalism). The shopping experience is disorienting and it turns into an active exploration. **#DISORIENT**



Valentino, Flagship Store, NY [torafu.com](http://torafu.com)

Duvetica, Ando, MI [www.designboom.com](http://www.designboom.com)

## BAR&RESTAURANTS

Stylish drawings on the walls, "mosaic like comics" windows, tableware as notebooks full of notes: words and images are set to rewrite the consumer space as a lived place, from time to time appropriated by new subjectivities. **#GRAPHIC**



The Jane, Piet Boon, Anversa [www.pietboon.com/](http://www.pietboon.com/)



Sketch, D. Shringley, UK <http://vimeo.com/101910515>



Opus Tower, Dubai, Hadid [Blogs.artinfo.com](http://Blogs.artinfo.com)



Lakshman Resort Shail&Sarthak, India [www.designboom.com](http://www.designboom.com)

## HOTEL&RESORTS

Rooms and themed buildings are opposed to the liquid, aseptic, neutralized space without time or geographic coordinates, for hyper local scenarios

**#SUSPENSION VS #CUSTOM**

## OFFICES

Spaces are placed in continuity not to fragment the workplace, creating a macro shared space that is literally bombarded with stimuli and fragments of the past or that is left empty **#COLD vs #MOSAIC**



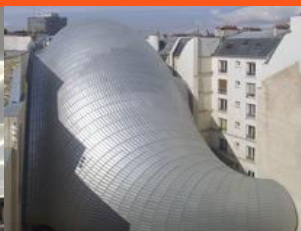
Sound Cloud's Headquarters KINZO, Ger, [www.archdaily.com](http://www.archdaily.com)



Nuovi Uffici Coca-Cola MoreySmith, UK. [www.luukmagazine.com](http://www.luukmagazine.com)



Emperor UA Cinema, China, by Off Interiors [retaildesignblog.net](http://retaildesignblog.net)



Bulbous Pathé Found.. R. Piano, FR [www.dezeen.com](http://www.dezeen.com)

## CULTURE&ENTERTAINMENT

The cultural heritage safeguarding is entrusted to biomorphic buildings that emerged among historic ones as in a naive nightmare; places for fun are redefined by geometric and "alien" textures. **#GEOMETRICS vs #WORM**

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## NEW CONCEPTS

The sustainability imperative has declined in new retail concept, following the "assets vs liabilities" axis:



Organic Skyscrapers, Archdaily.com

**BIO-TECH/** bars, offices and the new concept stores defy physics logics and structural engineering: biomorphic buildings fed by their own waste in order to keep growing over time



Hand-selected clothing for men

stitchfix.com, trunkclub.com

**PROXY/** fashion online stores "in absentia": special subscriptions to get personal shopping service delivering at home a selected blind box: try it-like it or give it back

## METHODOLOGY

We monitor by default 12 countries (I, F, D, UK, E, TR, J, US, CN, IND, RU, BR) and 9 markets (food, beverage, body, home, mobility, fashion, hi-tech, media and retail).

Monitoring focuses for each country and category wide selected informations sources online and offline identifying innovative concepts and analysing them thorough semiotic analysis

## SERVICES

Trend Monitor® approach can be applied to a broad range of research objectives: trend forecast, positioning, new concepts development, target evolution, competitive ad hoc scenario, communication mix renewal, consulting, workshops and seminars.

## ONLINE VS OFFLINE EXPERIENCE

- **ROPO:** consumers use online infos and check clients feedback to finally purchase offline and regain the shop experience
- **SHOWROOMING:** visiting and comparing different retail on and offline stores to choose the fitting solution and the cheapest one

## CONTACT US

To Know more about Trend Monitor® and others baba services write to [baba@babconsulting.com](mailto:baba@babconsulting.com) or read more on our dedicated website [www.babatrendmonitor.it](http://www.babatrendmonitor.it)

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