Magic of the Modern Child

Observing the world in its current stage, change seems to be the essence of the century. The age of consequences is lying ahead and society is preparing for radical change. Mentally, people are reaching a point where their highly rationalised mind-set experiences a tendency towards therapeutic simplicity. Thinking about nature, developments such as the “Humanifesto” and the Climate Top in Paris showcase today’s attempts to retain the world from its downfall. Looking at technology, current robotic and space-travel developments have identified this age as ‘The Second Machine Age’ and change the perspective on human life.

Change has often been hold down by the overpowering of fear, rules and ratio. In order to circumvent these barriers and to approach this trend with a positive vision, this forecast predicts a future where change is analysed through essence of children’s fantasy. This ‘essence’ is ruled by a variation of motives, which are individually imprinted on different subs of the forecast.

Using these motives as a starting point, four various sub-trends derive which all give attention to a different field of change. The motive **Believe in a dream** is imprinted on “The Destination” and portraits the effect of the second technological revolution on society. **Play Theory** is liked to PLEASE PLAY MORE and indicates a future where society approaches life with fun, joy and simplicity, rather than with ratio. **Solvation** matches up with “I am the Woods” and showcases the new acceptance and adaptation of nature in order to solve the damage that has been done. The motive for the **Under pressured ‘me’** is matched up with “Dear Morality” and pinpoints the new sense towards a genderless society.
Please Play

**Play Therapy:** Creating the future with a compulsive approach and a joyful mindset.

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Dear Morality

**Underpressed Self:** Reinterpretation of the individual

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The Destination

**Believe in a Dream:** A forceful portrait of women’s emancipation towards robots.

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I am the Woods

**Solvation:** A tale about the reinvention of nature through the eyes of a curious explorer.
PLEASE PLAY MORE

Play Therapy: Creating the future with a compulsive approach and a joyful mindset.

Now-a-days society gets smarter and smarter by the enrichment of worldwide daily new knowledge. This creates a world where everything is based on ratio. Each question mark needs to have an answer and nothing can stay undefined. The idea of going by a feeling of intuition is long gone.

A ‘smart’ society increases pressure and the idea of comparison. People start to reflect on themselves by looking at one another and actions are getting defined by the level of success. Behavior is all about doing wrong or right and life has become a sum of measurements.

To get out of this whirlpool, this forecast predicts a tendency towards a world where children’s language is used to reinvent. Their warm inviting habitat encourages creativity and fantasy. Crayons, pencils and “the blocks world” are the tools to rediscover. They create a playful approach to life and solve problems with unpredicted, creative and compulsive solutions. A simplified mindset recreates overview and purposeful action. This new way of thinking opens doors to an easy-going atmosphere filled with fun and joy.

To be inviting, the material use of the forecast has a kind-hearted base. Soft textiles with the appeal of frisky foam and quilted cushions are combined to create a warm and comforting habitat. Sketchy pencil stripes are taken three-dimensional and are translated into fuzzy surfaces. To contrast the softness and encourage play, the endless irrational compilation possibilities of the blocks world are used to create impulsive silhouettes, where the plastic character of these blocks is translated to textiles with a bold and shining appearance. Tactile surfaces become important to tickle and reactivate ones mind in a playful interactive way.

The color card is created through the use of children’s toys. Soft powdery pastels caused by pencils and crayons illustrate the necessity of an inviting environment. The blocks world turns on an urge for bold color use where bright sunshine yellow takes lead. Reflexives and glitters cause shine and sparkle and become important, because of their joyful and innocent protrusion. Bits of black are processed through the forecast in order to subtly structure the colorful scene.

Statement: Couture with the allure of streetwear
Market: Young Men, Young Women
GRID TO POPULATE

The familiar clean grid will be slightly disordered. The foundation of “the blocks world” will still serve as inspiration for materials and prints with graphic frameworks, but the blocks are now participating. Prints for example will have a colorful second layer while textiles with a grid structure will be provided with joyful studs or embroideries.
CUSHIONY HABITAT

The kindhearted habitat of children’s fantasy world is translated into joyful materials such as frisky foam and quilted knits. Soft cottoncandy pastels are emphasizing this feeling by their gentle character.
CONSTRUCTION KITS

The understandable and constructible do-it-yourself idea behind paper construction kits will find a translation into textiles and clothing. Looking at the easy raw but clean cut edges of paper, materials such as foam and neoprene are becoming important to accompany these kits, because of their same workable feature.
JOYFUL RUFFLES

Building plans are drawn 2D but are meant to suggest a 3D image. They encourage one’s mind to envision and therefore showcase the presence of fantasy in adulthood’s psyche. The suggested depth in these drawings is translated into layered ruffling surfaces, which illustrate the same play with dimension.
FUZZY STRIPES

Sketchy drawings are taken from paper and are finding dimension in surfaces of flaring floating yarns, stitched structures and pixel tube knits. They illustrate the random whimsicality and creativity of a pencil.
COMPULSIVE COMPILATIONS

Endless irrational compilation possibilities of the blocks world are used to create impulsive silhouettes. The plastic identity of these blocks puts a focus on textiles with the same integral shine. The boxy outcome has a recognizable ‘80s appeal.
MIND TICKLES

A range of textiles with an intentional element of tactility is inserted to agitate one's mind in a playful and detective way. The application of rubbery reliefs is important, because of the non slippery and therefore tickling character.
REFLECTIVE EYE CATHERS

Holographic reflexives make way because of their obvious joyful element and innocent but obvious protrusion. They are translated into the forecast through the use of lurex yarn, shining coatings and decorative safety strips.