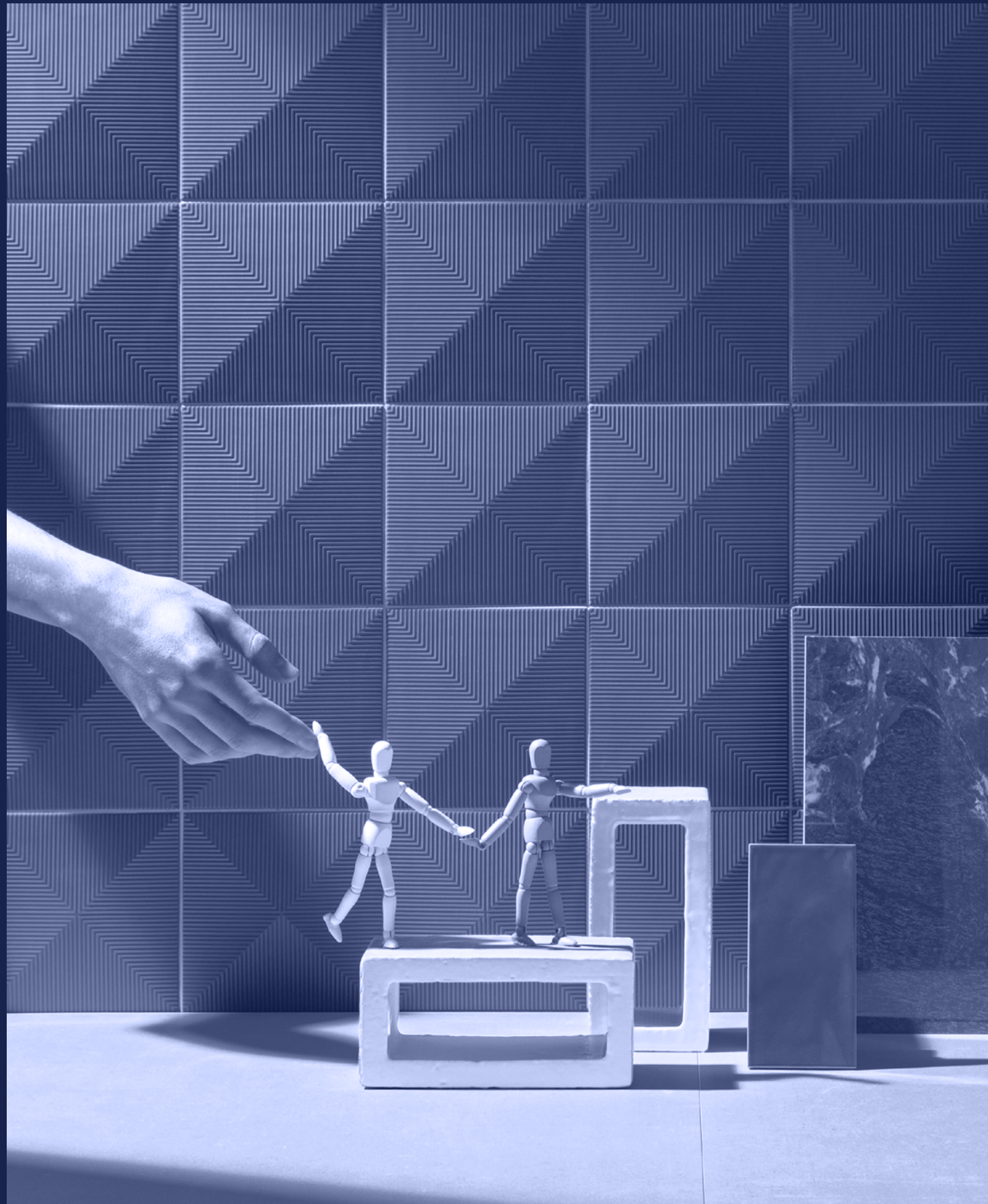


TREND BOOK 2023

Portobello



TREND RESEARCHERS LETTER



The paths we have explored have taken us further and further. Milan, Bologna, New York, London. We have dived intensely in Brazil...far and deep. Real references have led us to virtual worlds. We have explored digital territories. We have analyzed, dialogued, and we have reached 2023 also with the ability to explore ourselves. Before, our awareness was always present, but now it is brighter and full of desire

By keeping this fresh enchantment, we are watching everything both in the virtual and the real world: we search, we benchmark, we keep creative collaboration, we interview, we research with designers and architects, and we listen to our final consumers. We have visited various environments in architecture, design, fashion, art and culture, including the digital environments, to seek references, to analyze and understand how the top trends we've been following for years behave today. As usual, we focus on everything that refers to living in the world and our homes, by adopting what is new, conveying inspiration, and seeking the most ethical and sustainable practices.

The macrorends that we have identified in recent years have been analyzed and revisited. As they were confirmed, new nuances emerged. And yes, they are even more solid and defined, indicating the future we need to build with sensibility and everybody's commitment.

We are inviting you to come back and get inspired by our bets and references, by everything we have seen and deserves to be appreciated. To reflect, to feel, and to open your heart to the forthcoming worlds.

WORLD CONTEXT



Disruption. A break, an interruption of the world in which we were used to live. A time for adapting to a new reality, to change the way we related to people in everyday life. This moment has caused impacts, has produced traumas and has brought challenges. Yet, opportunities have risen. As soon as we were allowed to take off our masks and leave our homes, and we were able to breathe next to people again, more unfortunate news emerged: social crises, the rise of dictatorships and a wave of fascism around the world, protests in Iran, wars going on in Ukraine, China, and a World Cup full of contradictions and complexity. In Brazil, there is a mood of curiosity about the forthcoming transition. What is going to happen? What's waiting for us out front?

Smartphone devices light up every minute as we scroll them down for endless news feeds, at times from the other side of the world, such as a journalist from the state of Pernambuco, Brazil, arrested in Qatar. We usually have a glimpse at headlines. Emphatic videos hit our sights. Fake news has become a daily reality. We often forward what touches us the most, such as the polemical situation of Will Smith in the Oscar. While we work, or even when we are having a toast with friends, or a teacher tries to lecture to an audience who is not there... A lot is going on, and it seems we can't miss a thing. Amazing facts take place everywhere all the time! We want to make it clear what we have pondered on all this, of course. Choosing our standpoint. Towards ourselves, towards the other others, and towards the relationships

that we have established. Our choices must be weighed and carefully examined. That includes our lifestyle and consumption habits.

There is an ever-growing sense of urgency. The decisions we make can impact our world and its structure more deeply than we can suppose. We are increasingly aware of that.



TRENDS 2023

A trend is a predisposition, a social phenomenon that is observed and leads to a real change in social behavior. While macrotrends are longer and more intense movements, taking at least five years to impact people's lives, microtrends are shorter and originate from these larger trends. Also simply known as trends, they are more punctual and reflect directly on the consumer market: colors, fashion, materials, and products.

In 2020, throughout Portobello's first internal trend report, we monitored and named these macrotrends as "Me is We", "Wellbeing", and "Soft Tech" as forces that influence the behavior and the consumer society.

As the Salão do Móvel em 2022 resumed its activities, we could note that our predictions have been confirmed. We could see the presence of natural materials, handcrafted expressions, and lean processes, as we had described in the Me is We section; comfort and human-centered designs, as we had foreseen in the Wellbeing section; and we could find Soft Tech in the escapist and dreamy atmosphere of the presented work. From 2023 on, some of these concepts tend to be reinforced and intensified, whereas others may change. But the atmosphere of these macrotrends keep the same.

Me is We is consolidated, and now is shaped as a statement: **We Manifesto.**

Inside Out goes beyond **Wellbeing** and wellness. It embraces accepting imperfection, from the inside out, focusing on the essentials.

If **Soft Tech** was a single approach to the technological world, **Neo Real** means realizing that technology is our new everyday reality.

MACROTRENDS



INDEX

*Ways, directions, feelings.
What we are experiencing, where we are
going to. What should we pay attention
at and what’s ephemeral, what is lost
on the way. Here we show the trends
we have identified. We are offering
a bypass for a route which has been
carefully paved for you. Join us.*



1.WE MANIFESTO



Existing is understanding who we are, is taking responsibility for our actions and recognizing that our individual attitude impacts collective. You have to show your points, you need to engage.

As we are increasingly attentive and aware that recovering the planet is a mission of every one of us, at the individual and collective level, environmental responsibility becomes part of our everyday life. We have already understood, we engaged, and now we are broadening our concerns to social issues, which gain prominence and new reflections. Does it make sense for some to celebrate as others are excluded? It is a must to repudiate intolerance and add inclusion thoughts to our daily actions. The time has come to rethink social structures, collective concepts, human relations, and the role of the individual within these structures.

We manifesto focuses on social, and themes such as racial and body shape diversity, identity issues, ancestry, and decolonialization matters, which gain even more visibility. All of this by keeping in mind that we need to save our planet, of course.

WE (R)EXIST

*/ Social activism
/ Identity politics
/ Climate SOS*

There are many different ways of living in this world, and our existence cannot invalidate others'. On the contrary, it should include them. Inclusive coexistence is a way to resist intolerance. It means fighting for respect for any body shape, any kind of love, any ethnicity, any religion, any social class, and, of course, for the social, cultural, economic, and political spheres of nature.



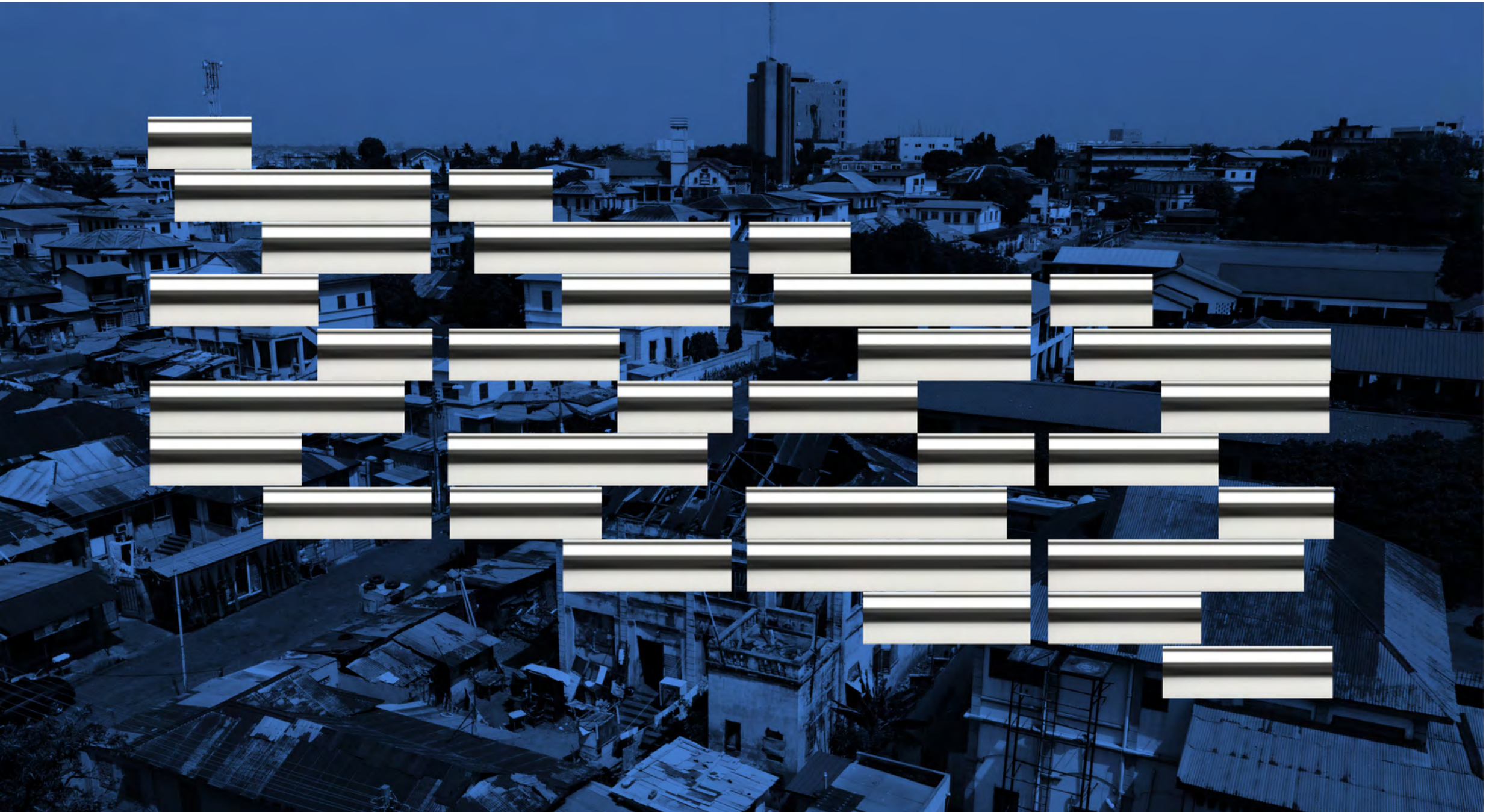
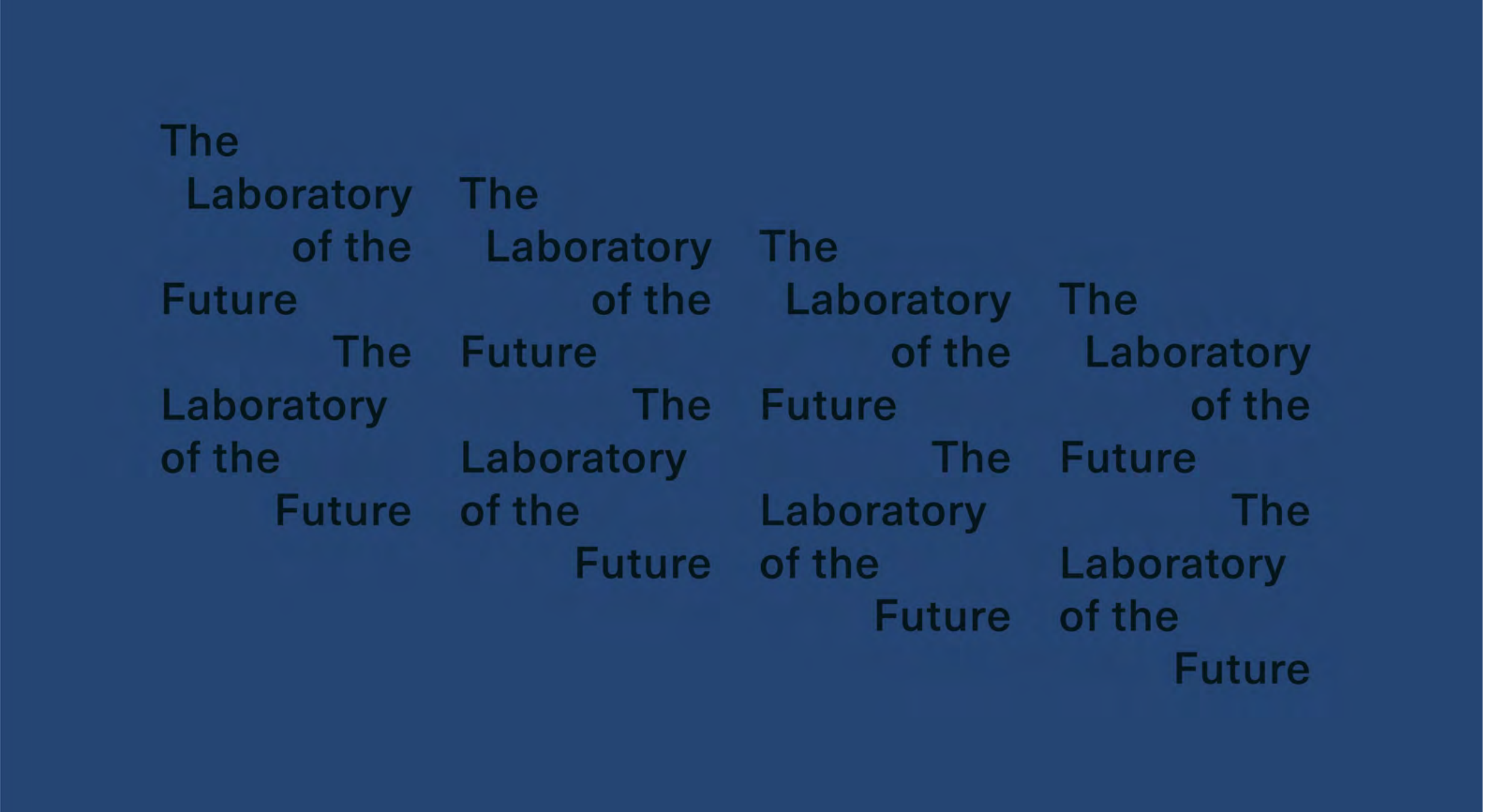
18TH INTERNATIONAL ARCHITECTURE EXHIBITION

Africa as a protagonist of the future

The 18th International Architecture Exhibition, to be held from May 20th to November 26th, in Venice, intends to highlight the African continent as a protagonist of the future. The theme was announced by the Biennale di Venezia’s president, Roberto Cicutto. The exhibition, entitled The Laboratory of the Future, will be held at Giardini, Arsenale and other venues around the city. “There’s a place in this planet where all the matters regarding equality, race, hope and fear converge: Africa. From the anthropological point of view, we are all Africans. And what happens in Africa, happens to all of us”, says Lesley Lokko, the exhibition curator.



TIP:
World Press Photo 2022 -
Starting this year, the most renowned
photojournalism contest in the world
will divide the world into six regions
to ensure greater representativity and
diversity of authors and stories.



Disclosure Images

CHANEL

The acceptance of diverse body shapes is a growing trend

To show its 2023 collection, for the first time in history, the grife Chanel includes in its cast of models, people who do not fit the skinny standard which domains the high fashion. This is a sign that movements such as the Body Positive, which fights for the representativeness of the diverse body shapes no matter the aesthetic standard demands, are increasingly occupying their space even in the fashion industry. During the Paris Fashion Week, models who fight for representativeness took part in a range of shows. Among them, Jil Kortlive, a FreeBody movement activist, starred in the Chanel show.



Disclosure Images



DOVE + ROBLOX

Some “superpowers” help to overcome self-esteem issues

In order to stimulate girls to fight against their self-esteem issues, Dove has launched a game in the interactive platform named Roblox. The Super U takes place in a school where players have superpowers. The can either fly, reach high speeds, or use fire and water in order to fight against negative behaviors. The game is part of a wider set of commitments embraced by Dove to have more girls and women in the game industry.



Disclosure Image



TIP:
Encanto - a Disney movie that disrupts stereotypes and standards.

VALENTINO

Skin tone diversity is embraced

Valentino’s spring/summer 2023 collection evidences skin tone diversity. As Valentino presents its Unboxing Valentino collection, a more neutral color palette can be noticed, with the predominance of browns, blacks, nudes and white, composing monochromatic looks for the models from diverse origins on the catwalk - black, white, Asian - showing more precise modeling garments, recalling the minimalism from the 1990s.



Disclosure Images

VALENTINO + NICOLA COUGHLAN

The high-fashion rigidity is challenged by the diversity

Place Verdôme in Paris is known and revered as an impenetrable traditional vibe. Nicola Coughan, the Irish actress, has developed a system to adapt the Spring/ Summer 22 Valentino Collection to adapt the clothes to women at every size and shape, and to cast to the catwalk models from diverse ethnicities and ages, thus contributing to rebuild the high-fashion industry. Pierpaolo Piccioli, Valentino creative director, says that “we must talk about body awareness today. Everyone has the right to experience the same magic, the same emotions present in high-fashion.” in an interview to Vogue regarding the challenges in diversifying the sacred codes.



Disclosure Image

ANNIE ERNAUX

Sensitive issues must be approached with clarity and sensibility

The work of 82-year-old Annie Ernaux, known for her life-based novels on class and gender, earned her the 2022 Nobel Prize in Literature “for the courage and clinical acuity with which she unveils the roots, the strangeness and the collective constraints of personal memories”. With a simple and direct language, Ernaux has written about divorce, cancer and abortion. *Shame* (1997) is about the loss of virginity; a marriage failure is the subject of *A Frozen Woman* (1981); and the experience of breast cancer is in *Lusage de la Photo* (2005).



Disclosure Image

EDUCATION AGAINST FAKE NEWS IN FINLAND

A reference for an issue that worries the world

In Finland, concern about the influence of fake news on governments and the population has made the fight against fake news reach the classrooms. Media education is treated in all school disciplines, from elementary levels to adolescent students. Mathematics teachers, for example, show how statistics can be biased, and history teachers use advertisements to explain how certain elements are used to influence people. Since adopting media education in 2016, Finland has been considered the most disinformation-resistant country among the nations of Europe by the annual study of the Open Society institute, and has become a world reference in the fight against fake news.



Disclosure Image

#BOYCOTTQATAR2022

The world protests against human rights violations

Human rights violation reports generated a series of criticisms of the World Cup in Qatar. In this Western Asian country, homosexuality is prohibited, and women are subjected to laws imposed by the authoritarian male rules. According to a report released in 2021 by Human Rights Watch, these practices deprive women from their rights to make important decisions about their lives. The alleged deaths of immigrant workers during the construction of facilities for the World Cup are also targeted.

As a protest, several cities in France, Switzerland, and Belgium have decided to cancel their Fan Fests, official Fifa events in which fans gather to watch the World Cup and their national team's matches. Worldwide national football federations also reacted. The Denmark national team, for example, decided the players' relatives would not travel with the national team in order not to contribute to Qatar's profit. In Germany, in the last match before the World Cup, Schalke 04 supporters displayed banners with the message "#BoycottQatar2022" and, before the World Cup debut match, Germany's national team players put their hands on their mouths after Fifa's ban on wearing the OneLove armband, which supports the LGBTQIAP+ community.

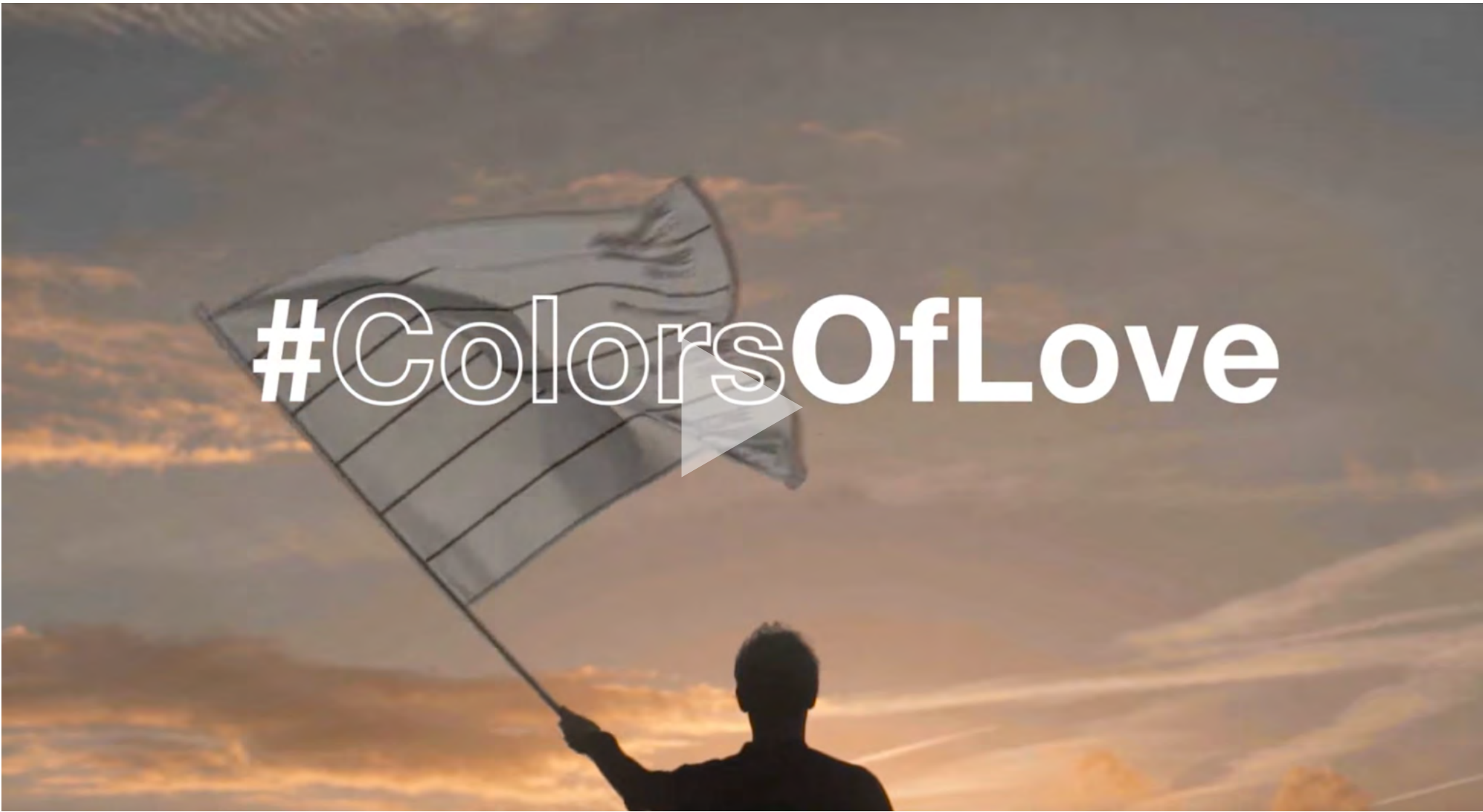


Disclosure Image

#COLORSOFLOWE

Creative teams designed a flag with a white rainbow to dribble ban

The LGBTQIAP+ flag has been banned in Qatar, the 2022 World Cup host. The thousands of people who visited the country during the sporting event were forbidden to wear the colors of the rainbow, a symbol of freedom and love. To evade restrictions, the Stop Homophobia association joined Pantone to turn the traditional rainbow flag into white. In this special version, each color was replaced by its Pantone color code, making it impossible for authorities to identify them. A collective and creative solution to support the cause and to the community.



Disclosure Images

KURDISH YOUNG LADY MAHSA AMINI

The population reacts to the extremism of the Islamic regime

The death of 22-year-old Kurdish Mahsa Amini after being arrested by Iran’s good manners police for “improper use” of the Islamic veil - a mandatory piece of garment in the country – erupted the largest movement against the Islamic regime since its proclamation in 1979. The protests began in September 2022, in Iran, and spread throughout parts of the world. Under the slogan “Women, Life, Freedom,” thousands of people demonstrated against political repression in Iran.



Disclosure Image

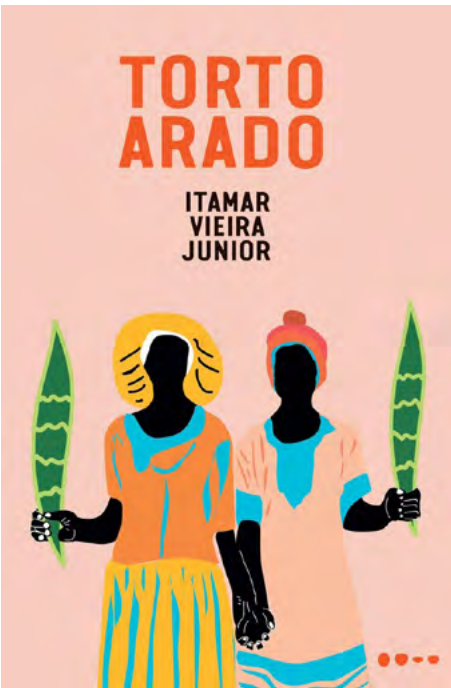
JUST STOP OIL

The urgency of environmental issues and the controversy over the protests

To draw attention to climate change, the activist group Just Stop Oil has held attacks on famous works of art exhibited in museums in Europe. The acts are intended to raise awareness on environmental issues among the global community. “How do you feel when you see something beautiful and priceless being seemingly destroyed before your eyes? Outraged? And how do you feel as you witness the planet being destroyed?” one of the activists asked. However, the protest is controversial and generates contrary reactions. The German Museum Association, for example, says: “We are being compelled by climate activists to draw people’s attention — at the expense of our cultural asset.”



Disclosure Image

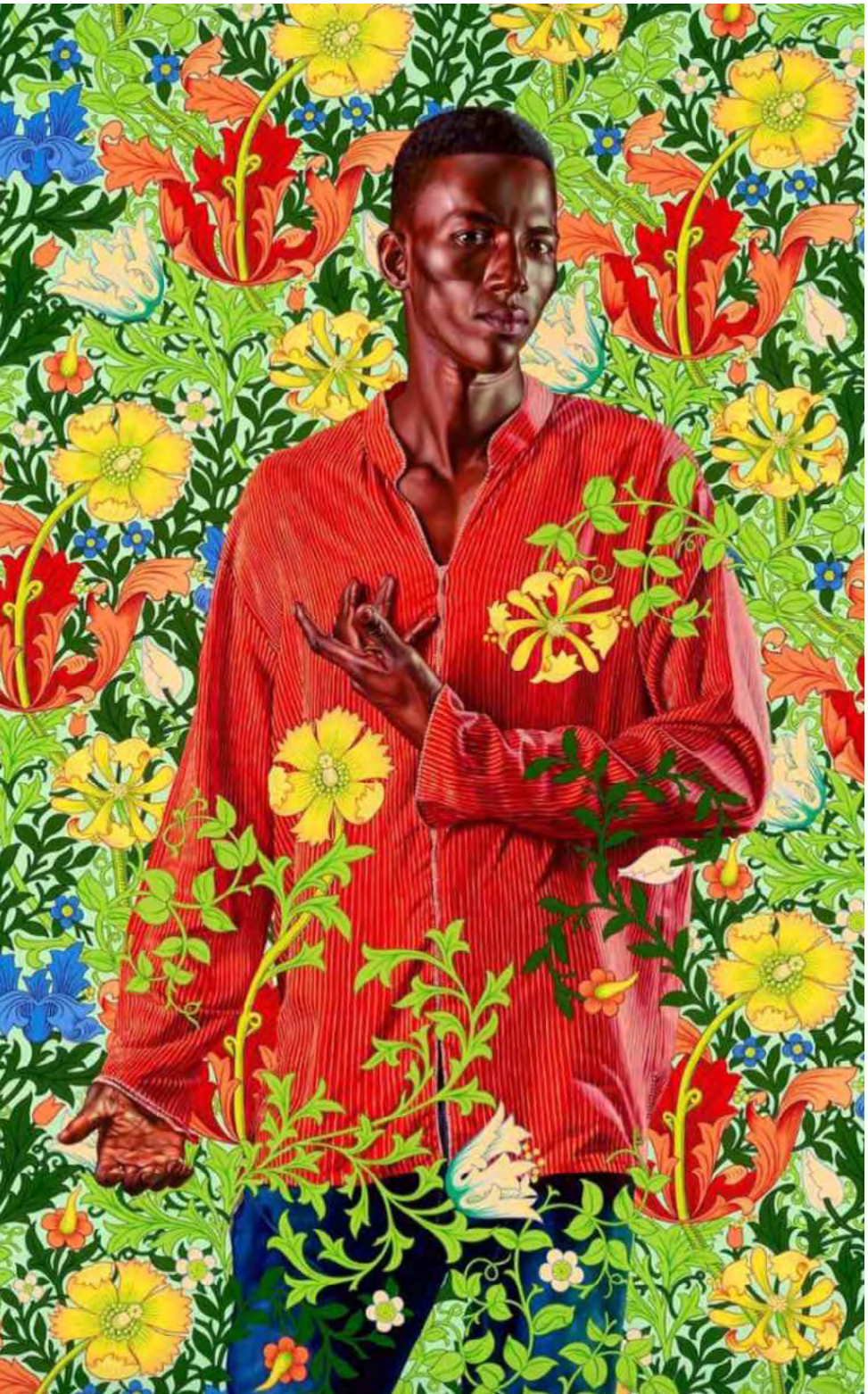


TIP:
Itamar Vieira Junior’s Torto Arado – Is not simply about slaves. It brings the memory of slavery in a very vivid and powerful way.

KEHINDE WILEY

*A reflection on brutality
against young black men*

The exhibition Kehinde Wiley: An Archeology of Silence presents a collection of new paintings and sculptures that reflect on the deaths of black people and how the global media exposed these atrocities that were once silenced. “This is the archeology I’m digging up. The specter of police violence and state control over the bodies of young black and brown people around the world,” Wiley said. The portraits tell a story of survival and resilience in the face of savagery. The artist proposes a reflection on the brutalities of the American and global colonial past. Kehinde Wiley: An Archeology of Silence is organized by the Musée d’Orsay in collaboration with Fondazione Giorgio Cini and supported by Templon. The exhibition is part of the 59th International Art Exhibition, La Biennale di Venezia.



Disclosure Image

KARTELL E ILLY

*The circular economy as a
viable path to sustainability*

The Re-Chair is a creation of Antonio Citterio made from recycled capsules of Illy HiperEspresso coffee. It emerged from the partnership between Kartell and Illy, who joined to contribute to the sustainability of the planet. The Re-Chair is the first creation of a series of products that will make up a collection based on the circular economy production model. The understanding of companies about the need to achieve well-being through circularity caused them to invest for almost two years in the design of a product with state-of-the-art standard and the necessary dynamics in production.



Kartell
Powerd by 

CULTURE MASHUP

/ Future nostalgia
/ Mixed references
/ Authentic

*Cinema influencing fashion,
fashion interfering in cinema.
Digital Influencers collaborating
with brands and culture.
It's a mixture, a broth.
It's pure authenticity.*



Old Town Hall, England.

GUCCI TWINSBURG

*Pop culture and high-fashion
meet in an imaginary world*

A pop culture of the 1980s reference film, Gremlins was at Gucci's spring/summer 2023 show, represented by the friendly character Mogwai. The little creature appeared in accessories and prints and blended into Gucci's high-fashion creations shown in the fantasy city of Twinsburg, created for the fashion show. In this universe that crosses barriers, the brand challenged the reality, illusion, and identity by casting identical twin siblings for the parade.



Disclosure Images



CIAO, KIM!

*The luxury of Italian fashion under
the gaze of a media phenomenon*

“Ciao, Kim!”, Dolce & Gabbana’s summer 2023 collection, is a collaborative work born from the partnership between Stefano Gabbana, Domenico Dolce, and Kim Kardashian, a digital influencer, reality show star, socialite, businesswoman, and producer. The American lady is one of the biggest global media personalities. By keeping this pop approach, that she selected designs from the last decades of the brand’s collection to be reissued and presented in a show inspired in the Italian cinema, in which Kardashian herself stars eating a plate of pasta.



Disclosure Images



GUCCI THE EXQUISITE

*A tribute to Stanley Kubrick
celebrates the mix of genres*

The Exquisite, da Gucci, é uma homenagem ao cineasta Stanley Kubrick. A referência veio da admiração do diretor criativo da marca, Alessandro Michele, pela capacidade de Kubrick em não categorizar o seu trabalho. A mistura de gêneros clássicos, característica do cinema de Kubrick, está presente nos *looks* em lugares incomuns, em diferentes contextos e sem rótulos. Na campanha, cenas icônicas dos filmes mais famosos do diretor são revisitadas, preservando o *high-low* coerente e sofisticado que é marca do trabalho de Michele para a Gucci.



GUCCI HA HA HA

*Fun and exaggerated tailoring is
the result of a co-creation with a pop star*

Gucci HA HA HA is a collaborative collection comprising funny and romantic tailored pieces, with an irreverent and exaggerated touch. It is a partnership of the brand with the British singer Harry Styles, born from the friendship of the pop star with the creative director of the fashion brand, Alessandra Michele. There are 25 looks inspired by the pieces that the two friends like to wear and that recall the British bohemian and pop aesthetics of the 70s.



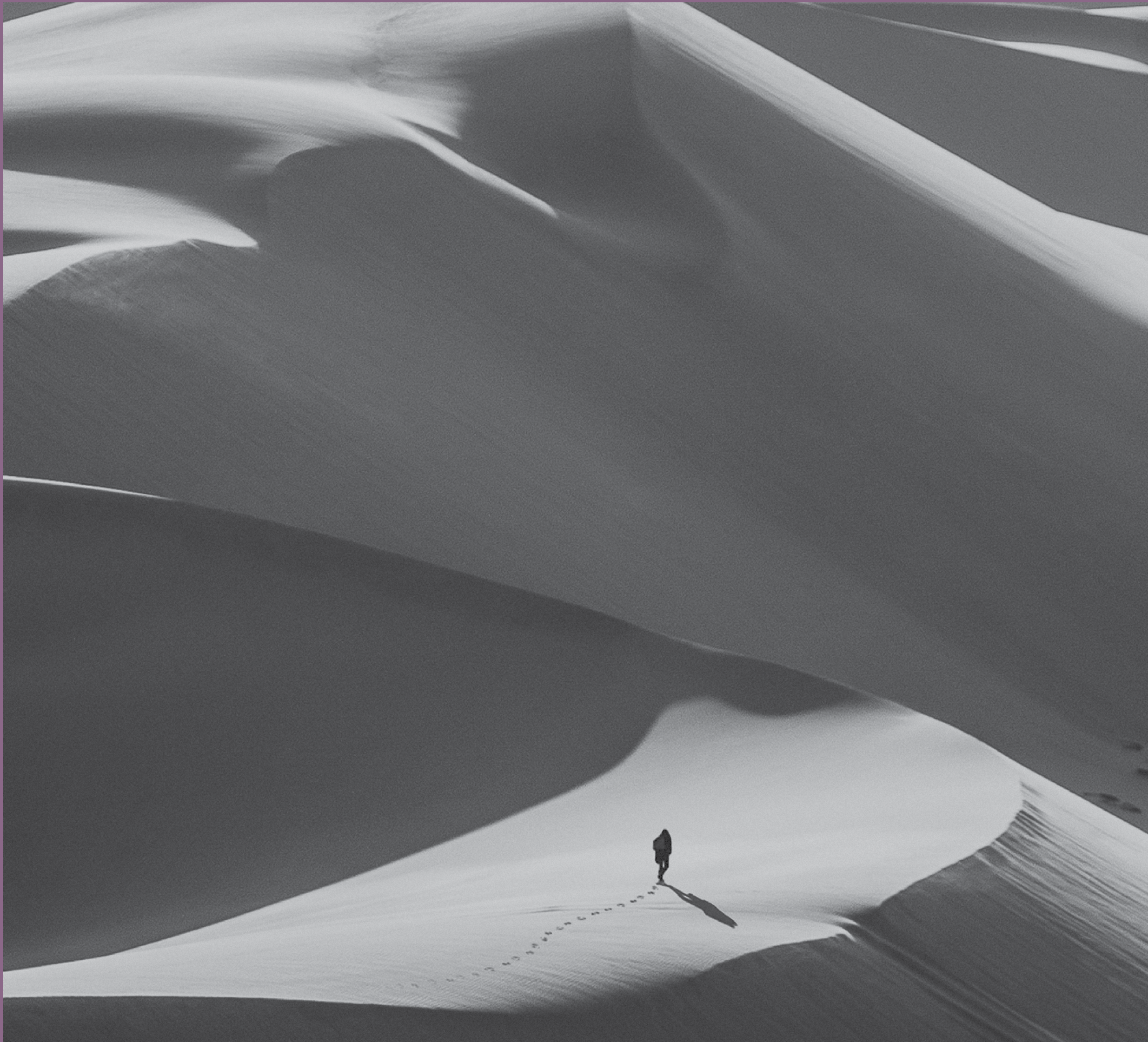
Disclosure Images



DOWN- TO-EARTH

*/ Real hope
/ Possible future
/ Social beliefs*

We must rescue the optimism regarding the future of the planet, but realistically. Believe in the preservation of life down here, by keeping our feet and eyes very attentive on Earth. Initiatives that rethink the collective interests by delivering sustainability and empathy towards all the living creatures. This attitude will and renew hopes, as they are imperative for the new generation of consumers.



BEGREEN

Either at shopping malls or in the companies, vegetable gardens are gaining the urban spaces

We are transforming the production model and the food distribution more efficiently, avoiding waste and intermediaries. This definition is attributed to BeGreen by the company itself, which was born in 2017 and today has eight urban farms throughout Brazil. They are gardens that produce vegetables and herbs, 365 days a year, without pesticides, utilizing urban spaces such as shopping malls and business terraces. Taking food production closer to consumers in large cities and simplifying the value chain is the goal of several startups in Brazil. In the case of BeGreen, the products are sold to restaurants and grocery stores. Guided tours are offered throughout the vegetable gardens as education to sustainability. The support of customers such as Ifood, Ambev, and Mercedes-Benz, signals that concrete solutions to bear a more sustainable world, encouraging the coexistence of different forms of life are very welcome.



NEW EUROPEAN BAUHAUS

A better way to live with sustainability, style, and accessibility

The New European Bauhaus emerged to contribute to the implementation of the European Green Deal. The movement defends three values: sustainability, style, and accessibility for all, seeking to break boundaries between science, technology, art, culture, and social inclusion. The same way as Bauhaus emerged in Germany after World War I – proposing a cultural renewal, while advocating functional, simplistic, and easy-to-disseminate art, thus revolutionizing modern design – the New Bauhaus emerges following the pandemic to create and disseminate new concepts that can contribute to a world in which functionality is becoming increasingly important. “The new European Bauhaus is a project of hope for a better way of coexistence after the pandemic. It tries to join sustainability and style, to bring the European Green Deal closer to people and society. All sorts of creative minds are invited - designers, artists, scientists, architects, and other citizens – to make the New European Bauhaus succeed,” says European Commission President Ursula Von Der Leyen.



First image: Iwan Baan. Second image: Blerta Kambo.

DOWNTOWN FOREST

A piece of forest integrated into the urban scenario that generates income for the forest guardians

A store in the center of São Paulo, the largest city in the Southern Hemisphere, where you can find elements of Brazilian forests. So is Floresta no Centro, where you can find everything from decorative to edible products: ceramic pottery, fabric baskets and even pepper powder and dried mushrooms. When opening the store, The Socio-environmental Institute aimed to bring together those who live in the cosmopolitan São Paulo and the native and indigenous peoples from the interior of the country. All the products are produced by indigenous communities, “quilombolas”, or original riverside peoples. According to a recent study published by the Socioenvironmental Institute, they are responsible to protect 30.5% of Brazil’s forests. In addition to generating income for these forest guardians, the store holds events so they can share their stories.



PERU

The climate crisis and the wisdom of the ancestors

To keep alive the small Peruvian district of San Pedro de Casta, about 85km from Lima, a pilot project has been developed with funding from the Peruvian beverage company Backus and the German agency GIZ. The construction of “amunas”, an irrigation technique used for centuries by the ancient Incas, is a solution to ensure the water stocks of communities that live on the western side of the Andes and are experiencing difficulties because of the accelerated thaw of the top of the mountains. Amunas are irrigation dike systems that diverts excess water from streams formed during the summer for their later use in crops on high land. An alternative to Peru’s historic water security problem, exacerbated by the climate crisis.



Disclosure Image

GREECE

A country connected 100% with clean energy

Greece was the scenario of a milestone in renewable energy generation in 2022. The Greek electrical system worked 100% supplied with clean energy for the first time. Renewable energy sources, such as sunlight and wind, covered Greece’s electricity demands for about five hours. The achievement was celebrated by environmentalists and governments, as it demonstrates in practice the feasibility of sustainable initiatives in the electricity sector. The Green Tank group called the achievement “a record of optimism for the country’s transition to clean energy, abandoning fossil fuels and ensuring energy security.” The company that operates the Greek electric transmission system, connecting power plants with customers, says the achievement will open the door to making its energy matrix greener in the coming years.



Getty Images

WE MANIFESTO

/ WE (R)EXIST
/ CULTURE MASHUP
/ DOWN-TO-EARTH

Terralma



Sebastian Cox's Nature First



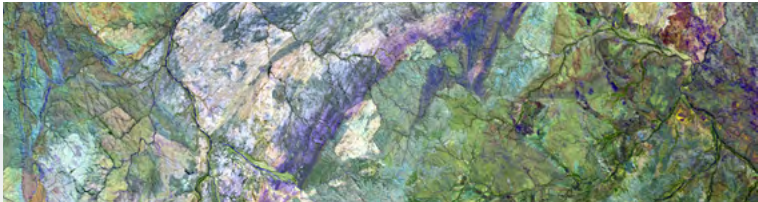
Dries Van Noten Disclosure



Laurence Leenaert & Lrnce Studio



Henrique Oliveira



Sebastian Cox's Nature First

Dan Meyers



Artematica Mostarda

2.INSIDE OUT



*What's next?
Slow down.
Look inside.
Focus on the essentials.*

*But wait a minute: Isn't wellbeing all about this?
Yes, but it was driven to exaggeration and, consequently, to a sick obligation to always feel good. InsideOut, is a movement towards being kind to yourself in the pursuit of well-being, accepting failures, embracing vulnerabilities and values, and reconnecting with your essence. From the inside out.*

The culture of well-being was taken to the extreme, and what was to do well became harmful, generating anxiety and despair to consume all the manuals and put into practice any tips to live a physically and mentally healthy life.

ESSENTIA MATTERS

/ Truth appreciation
/ Raw material
/ Made by hand
and nature

Essential materials, utilitarian forms,
transparency in discourse and the process:
the union of form, function, and truth for a
fuller life, focusing on what really matters.



Jipyeongzip, Horizon Earth House, South Korea.

VINCENZO DE COTIIS

The rescue of the gross and imperfect antiquity

Italian architect and designer Vincenzo de Cotiis chose to furnish his home in Milan's Corso Magenta district with sculptures created by himself — all produced in ateliers in Italy. They are sculptures that embody Cotiis' search for what he defines as “perfect imperfection”.

The pieces, previously exhibited in a gallery in Milan, now occupy the bright environments and spaces on the first floor of an 18th-century palace, once abandoned. Upon taking over, Vincenzo de Cotiis made no structural changes in the 300m2 space. He gave up all the decorative ornaments that belonged to the families who had previously lived there and removed the layers of the building until reaching its gross antiquity.



Disclosure Images

GALERIE PHILIA

The essence and purity of children’s creations

An initiative of the Galerie Philia in collaboration with the Behaghel Foiny Studio resulted in the exhibition Design Brut | Philia & Kids, held in the Espace Meyer Zafra in Paris. Designers Antoine Behaghel and Alexis Foiny proposed to the children of a school in Breil-sur-Roya, south-east France, to design pieces of furniture to be made by the duo. The pieces were carved in local olive wood — preserving the essence of creation and the purity of children’s traits — by the Behaghel Eny Studio in partnership with a local carpenter, a documentary was recorded during the whole process. “If raw art is defined by the unadulterated approach and lack of boundaries in the creative field, it seems here that functionality —the necessary notion of proportion and balance—is maintained, making it a key component of sculptural design,” says the Galerie Philia founder Ygaël Attali.



Disclosure Images

GOOGLE HOUSE

Large companies are attentive to the preservation of nature and the valorization of native peoples

A project that respects local culture came about when Google decided to set up an office in New Zealand, showing their desire to dialogue with the country’s indigenous peoples to show the concern of this technology giant in valuing and respecting the environment globally and locally. Google’s first official home in the country, in Aotearoa, is the result of a partnership between the company and the cultural consultant Anzac Tasker together with the local tribe Ngāti Whātua. The project was developed to create a space that respects nature — the central theme in New Zealand— in its various forms. One of the expressions of the concept can be seen in the ephemeral digital ceiling in which paintings depicting the country’s nature, heritage, and the various native cultures will be displayed in alternation throughout the day —a showcase of Google’s innovative technology.



JACQUEMUS FASHION

*Scenarios and clothing value
raw material and its imperfections*

Jacquemus’ new collection explores new shapes and volumes, and leaves a sense of imperfection as it makes a connection with the raw material. The brand, led by designer Simon Porte Jacquemus, chose Camargue, in the South of France, as a location to present the Le Papier collection. The region is known for its natural landscape, formed by sand and gravel. The color palette refers to the earth in its raw state: it is sophisticated and privileges the dusty tones ranging from raw to rust, from green to blue.



Disclosure Image



B&B ITALIA

*Being transparent, even in
the deepest layers, is a trend*

Transparency is not only present in the materials. Processes are also revealed to connect people to design. Thus, it is possible to understand how pieces are constructed focused on well-being and sustainability. An example of this is the new version of Mario Bellini’s iconic Bambole, presented by B&B Italia at Salone dei Mobile. Instead of changing the appearance of the sofa, the brand revisited the object from the inside and took advantage of contemporary technologies to make its production focused on sustainability. The Bambole 2022 shell is made from 98% recycled polyethylene with 70% less polyurethane than the classic version. In addition, the components allow an easy disassembly, so it can easily be performed by the consumer, reinforcing the idea of circularity.



Disclosure Image B&B Italia

BALMAIN FASHION

Organic materials are desired raw materials in the fashion industry

The designer Olivier Rousteing, an advocate of various causes, took to the catwalk a huge range of organic materials, in a show filled with pieces made of banana leaves, paper, wood, raphia and recycled fabrics. The design teams searched for these elements in various biomes. What we saw were exquisite handicrafts. Basketry, for example, was made with materials found in swamps and meadows, while one of the bustiês of the collection was created from the bark of chestnut trees.



Disclosure Images

LE RAPHIA – JACQUEMUS

Rustic raw materials become protagonists on the catwalks

As the title itself implies, the raphia, a textile fiber of palm trees, is the protagonist of Jacquemus' collection for spring/summer 2023. The material usually utilized to make of rustic transportation bags was used in purses, hats, and even the coating of chairs in the space of the Parc-des-expositions of Le Bourget in Paris, where the collection Le Raphia was presented. To complete the bucolic environment, created in a wide, round, and beige space, a rain of hay straw fell on the models as they entered the catwalk. The designer Simon Porte Jacquemus created a world where organic materials and handmade pieces stand out, such as in hats of very wide flaps, made of straw or raphia, a reference to the sheaves of wheat that, in summer, dry in the sun in the Mediterranean countries. Leather sabots and huge flower-shaped earrings also refer to the simplicity of the countryside.



Disclosure Image

COBOGÓ FITA

A tribute to the artisanal and cultural richness of Brazil

Inspired by the collection of authorial furniture of the same name, Fernando and Humberto Campana created an installation at Firma Casa for the launch of their new piece, the cobogó Fitas. The geometric design gains depth in this terracotta creation, further valuing the architectural function of cobogós. Produced in the Minas Gerais state, the cobogós are born through an artisanal process, developed by Divina Terra, which specialized in ceramics, bricks, and tiles, and values handmade work and the Brazilian cultural exuberance.



Disclosure Image

HERMÈS – DESERT HUES

Well-being also comes from the tones that connect us with nature and the earth

Suny browns and sunset shades lead Hermès’ color palette for 2023. The idea is to convey a sense of acceptance through tones that bring comfort and serenity, contributing to the individual and collective search for balance and happiness, so pursued after the turbulence of recent years. In this process of change, products, and tones that connect people to nature, such as the use of natural ingredients and processes —wild pigments and rustic textures—and promote well-being and self-care will be attractive and relevant, as they provide experiences that nourish the spirit and contribute to healing rituals.



Disclosure Images

GORPCORE

When being functional is as important as having style

Gorpcore is a new aesthetic in which the usefulness and function of clothing are more relevant than style. While more and more people want a life close to nature, brands such as North Face and Patagonia have seen their clothes, previously associated exclusively with clothing for trekking, camping, and billboards, be repositioned for use in urban centers. They are waterproof, ultralight pieces, which facilitate movements whereas practicality as their main feature. Padded jackets, windbreaker jackets, and utilitarian pants are some examples of clothing that are associated with outdoor activities and the search for a greater connection with nature.



Disclosure Image H&M

DIOR

The tree of life: diverse traditions connect and lead to the origins

The connection with the origins is the central theme of Dior’s autumn/winter 2022/2023 high-fashion collection. The brand chose as a starting point the tree of life, a structure that sustains the sky and connects it to the earth through its branches and roots, in addition to connecting all forms of creation. The collection is filled with pieces that reflect different folk customs, capable of inspiring all cultures. For Dior, the tree of life is a call to make traditions and gestures visible, allowing us to regain balance, albeit momentarily.



Disclosure Images



COMFY BEING

*/ Softness embrace
/ Body shape
/ Organic flow*

*Feel embraced to restart: pause
the routine for self-care through
fluid and cozy organic touches.*



Metamorphosis Paola Lenti + Campana Brothers.

ORGANIC SHAPES

Coziness is the focus of a new relationship with the house

Naturally organic shapes that invite to hugs have decreed that straight and orthogonal lines are no longer dominant. A reflection of the post-pandemic world, which has resonated its relationship with the house and now sees this novelty emerging in creations. They are soft fabrics, warm colors, and rounded shapes, focused on comfort and warmth.

The wall coverings presented by Moooi at Salone dei Mobile 2022 reinforce the concept of absolute comfort. They are padded and have a soft-touch. The intention is to extend the comfort of carpets throughout the space.



Disclosure Image B&B Italia



Disclosure Image Moooi



Disclosure Image Natuzzi

LOUIS VUITTON

Fashion reflects the appreciation for comfort

For the spring/summer 2023 Louis Vuitton collection show, designer Nicolas Ghesquière played with the feminine proportions, in addition to bringing to the catwalk wide and rounded shapes, which appear, for example, in the collars and sleeves. The padded finishes guarantee visual comfort, a way to bring to fashion and to the streets the coziness that is so valued at home. The brand also bets on a more informal look, with oversized jackets, puffer jackets, and boots with thick soles, worn with socks and dresses at knee height.



Disclosure Images

GUSTAF WESTMAN

*Humorous design creates
funny and welcoming spaces*

The Chunky Table, the Curvy Mirror, and the Chunky Cup are the creations by Swedish designer Gustaf Westman, which have won over celebrities and fans on social media around the world. The pastel tones and humorous design of the pieces lead to cozy spaces, colorful, and fun. Westman himself describes his style as being “ruleless and with a good dose of humor”.



Disclosure Images



NEUTRAL PALETTE

*Colors that bring
comfort and calm*

A palette of neutrals, influenced by tones that refer to silence and calm, is composed of nuances of sand and heated ash, but naturally organic. They are colors that refer to warmth and bring comfort to the day-to-day.



Disclosure Image

LG ELECTRONICS

*Functional pieces gain prominence
in the search for well-being*

With the launch of the table air purifier, the PuriCare Objet, in August 2022, LG Electronics has shown that it is keeping an eye on the opportunities that arise from people's desire to be healthier but have little willingness to make major changes in their habits. Available in three colors and two formats, in addition to purifying the air, the device brings together design, wireless charging, and ambient lighting. The PuriCare Objet fills this gap between aspirations and actions as it is an affordable monitoring product that makes changes in mental and physical health easier.



Disclosure Image



TIP:
Caixa Forum, in València, Spain
A space for exhibitions and visits, with lots of wood and a vertical garden with walls of organic shapes, inspired by nature. This is what the work of the renowned architect Calatrava is about.

METAMORFOSE BROTHERS CAMPANA AND PAOLA LENTI

The warmth of a hug

Metamorphosis, a collection of the Campana brothers for Paola Lenti, was born from the recovery of leftover fabrics and materials used in the creations of the Italian designer. Fernando and Humberto transform these fragments into unique pieces with organic and colorful shapes, all handmade. Padded, the formal chairs and tapestry that make up the collection prioritize comfort, refer to the cozy feeling of a hug and still bring a universal message: use the existing resources not to waste, but to produce more ethically. “We challenge everything, we make patches and, with them, new patterns, mixing many colors to become a new material,” says Humberto.



Disclosure Images

VULNE- RAPY

/ No filter

/ Transparency

/ Fakeness free

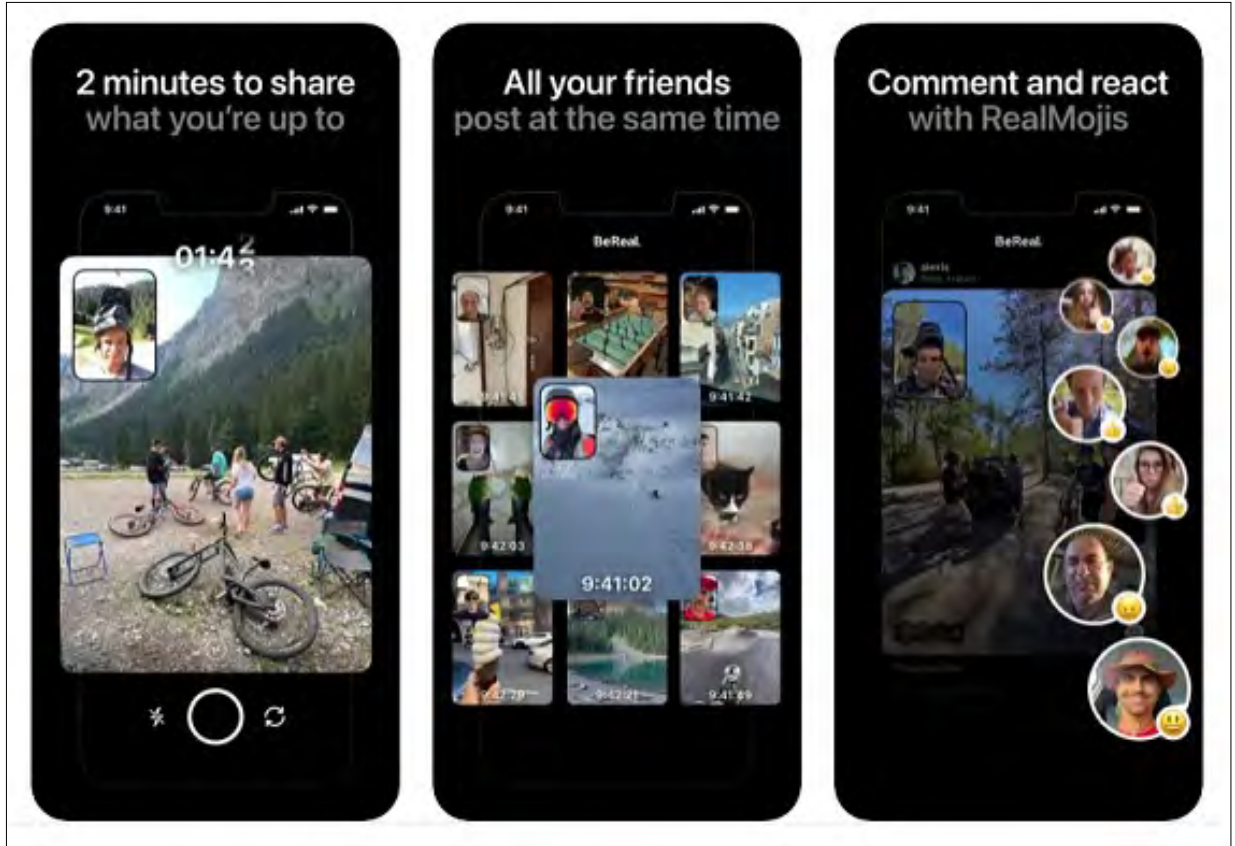
*Vulnerability as a way of collective healing:
expressing your true self can be therapeutic
for you and others. After all, nothing better than
seeing reality without someone's filters to put
an end on the harmful idea of a perfect and
unattainable life on social media.*



BE REAL

*Be authentic
at any time*

Be Real is an application that emerged in 2019 in France, intending to be a social media that shows the real daily life of people. Every day, users are notified simultaneously, at a random time, to capture that moment in a free of filters and curation photo. The record must be shared in two minutes. Thus, the application stimulates the reproduction of authentic content.



Disclosure Images

CRYING MAKE-UP

*Life is not as perfect as on social
media; if you have to, please, cry*

Crying make-up tutorials, videos that show the step-by-step for a make-up to look like one has cried are a TikTok hit. They are part of a movement that encourages people to express their fragilities, diminishing the unreal - and so harmful to mental health - feeling that everything shall be perfect. However, this trend is generating controversy, since it can be seen as a way to romanticize feelings such as sadness, depression, and various behavior disorders. Selfies posted by the tearful model Bella Hadid in December 2021 reportedly started the videos, which became even more popular after the singer Anitta used a filter to make her look like she was crying during the release of her new album on the social media.



Disclosure Image



TIP:
Red - A film for children, about embracing the emotional outbursts of adolescence, especially with the arrival of the periods in girls.

TRANSPARENCY

*Seeing the others and being seen
bear connection among people*

Glas Italia presented furniture made with transparent materials at Salone dei Mobile 2022, which reinforce people’s desire to be closer and actually see one another. Transparencies also help the house to be welcoming places, as they let, for example, the light in.



Disclosure Image Glas

ALEXANDER MCQUEEN

*In a post-isolation world,
transparency connects people*

Alexander McQueen has used a transparent cloud-shaped bubble to present his new spring 2023 ready-to-wear collection. By having the sunlight going through this structure, one could see better the looks and the people who were in the place. This choice is part of the approach chosen by stylist Sarah Burton, who suggests a reflection on the post-isolation connection and brings the concept of “caring about people again, seeing humanity”.



Disclosure Image Alexander McQueen



THIS IS US

TIP:
This Is Us - It is no longer new, but it is the pure embrace of vulnerabilities, uncertainties, and an optimistic approach to life that helps us to forgive and accept not only ourselves but also our family members.

MOSCHINO

*As we sink into chaos,
we better accept our
weaknesses*

An ironic and relaxed look was Moschino’s choice to address inflation and the economic crisis. A catwalk filled with looks with unexpected inflatable buoys to rescue us from the negative news. In this chaotic world, Moschino humorously suggests the acceptance of vulnerability. The question marks appear as symbols of anxiety, but the show also brings heart-shaped love and some moments of joy with animal-shaped inflatables.



Disclosure Images

INSIDE OUT

/ ESSENTIA MATTERS
/ COMFY BEING
/ VULNERAPY



On Fire Terracota

Hortensia armchair | Moooi

Sharon Wauchob Disclosure

Vedononvedo

Héloïse Piraud Ceramics

Folk Ice

3.NEO REAL



The metaverse is providing a new place to go, to create, and to have experiences with others in real-time. Though its exact form is not fixed, the scenario for a cultural evolution that will change the relationships between people and brands is being built, little by little.

Soft-Tech treated the digital as an extension of reality. Now, NeoReal treats digital as reality itself. There is nothing else to separate material from the data and the digitalization of every aspect of life is no longer a fantasy. There are no more frontiers: digital aesthetics influence the physical world and vice versa. Technology allows full control of our lives and, beyond, empowers us to create new biomes and new intelligence.

The concept of reality has been reframed. The boundaries of space and time have been dissolved. Technology is the agent of all these changes. We live in several places at the same time.

SHARED REALITY

/ Pixels
/ Nonsense
/ Playful Futurism

*The digital world is materialized
in the physical world (and vice
versa). There are no limits, and
our expression in the metaverse
represents ourselves as much as
our real body does.*



lqon, in Quito, building with a pixelated facade.

FRED SEGAL'S ARCADE

As the retail industry is transformed, physical and virtual products share the same environment.

Fred Segal's Arcade came from the idea of the CEO and owner Jeff Lotman to completely rethink how consumers shop. He refers to a “massive transformation in the retail sector” that inspired the brand. The store has a new physical concept in which customers can buy virtual products along with physical products. In collaboration with Subnation, Fred Segal's Arcade launched the retailer's first preliminary shopping experience in 2012. Digital skins, cryptographic art, and NFTs accompany the physical items of the store and can be purchased with cryptocurrencies.



Disclosure Image

DIRECT-TO-COMMUNITY

Virtual communities revolutionize brand-consumer relationships

The Shibuya video platform offers users a way to get videos and series from the web while allowing them to experience creative direction. One of the platform’s first programs, an anime series called White Rabbit, allows users to decide between two options on what happens in the story. Viewers need to buy and coin an NFT Producer Pass and bet it to choose one of the paths. The project shows how web 3 technology can revolutionize the brand-consumer relationship, as it offers unprecedented levels of engagement, which would never be possible on the web 2.



TIP:
ArtFutura – An event that explores projects of new media, virtual reality, interaction design, and digital animation in various cities around the world.



RHIZOMATIKS

*When seeing the sound
is made possible*

Sensing Streams 2022: Invisible, Inaudible is an installation in which the public is invited to interact with the artwork, changing the frequency and length of sound waves created by capturing electromagnetic waves by an antenna. In the project, Daito Manabe, one of the founders of Rhizomatiks — a Japanese company that creates commercial and artistic projects using art and technology — in collaboration with the Japanese musician Ryuichi Sakamoto, makes the waves visible and audible in real time through a 10m² high-definition LED screen and speakers.



TIP:
Dream Tapestry Experience - You tell it a dream and it interprets it by transforming it into images through Artificial Intelligence. It happens at the Dali Museum in Florida.



LOEWE

*From the digital world to real life:
pixelated pieces are shaped in
the “analogic” fashion*

At Paris Fashion Week, the Loewe brand surprised the audience by presenting clothes with pixelated effects. The creations are the result of an inversion of the usual path, in which the “analogic” fashion seeks inspiration in the digital world. The pieces, with jagged edges and blurry shadows look fake, but they are real. Loewe’s spring 2023 collection comes after the wave of virtual shows and the presence of luxury brands in the metaverse.



BURBERRY: FREEDOM TO GO BEYOND

*No more barriers separate the gamer
universe from luxury brands*

The first collab of the English luxury brand Burberry with the Minecraft game franchise has resulted in a capsule collection for the real and virtual worlds. Through an experience in the game world —one of the planet’s most popular games, having more than 140 million active fans— brands take players on a fantasy adventure in a geometrized universe. At the Burberry: Freedom to Go Beyond, the user takes on the role of an adventurer in charge of restoring the order in four kingdoms.



Disclosure Images

PALACE GUCCI

Streetwear and high-fashion together and exclusively online

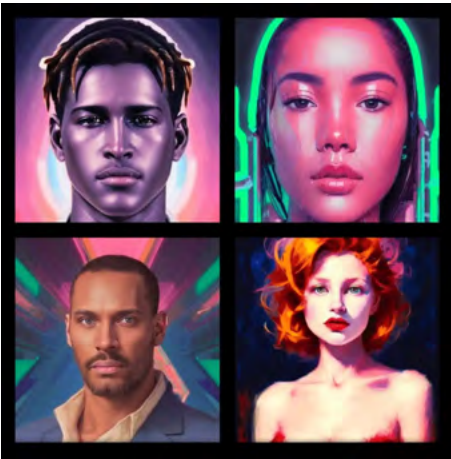
The unlikely marriage between the Italian luxury and the Londoner street culture has given rise to a project that transits between reality and absurdity. This is the result of a collab between Gucci and the British streetwear and skateboarding brand Palace. The pieces in the collection are available exclusively at the Gucci Vault, the brand's online store. The Gucci Palace is a way to get closer to the new generation, providing Gucci with a younger, more modern look.



ANITTA + THE SIMS

Music stars invade online games and can even speak fictional languages

The singer Anitta recorded an exclusive version of her song Practice inspired by the game The Sims and also some lines of speech in Simlish, the language used by users of the game, for its implementation on the platform. The fictitious language gathers the sounds, that do not follow any logic, so that they can be understood throughout the world. The Sims is a game that simulates real life and has become one of the best-selling games of all time. Released 22 years ago, the latest version of the game has nearly 36 million users.



TIP:
Lensa – An app that went viral on social media with photos of people created by Artificial Intelligence.

MAISON MARGIELA + SAMSUNG = MOBILE

*The traditional aesthetics and technology
in a state-of-the-art equipment*

With exclusive design and accessories, Samsung has announced a special version of the Galaxy Z Flip 4 in collaboration with Maison Margiela. The design joins the traditional analog aesthetics with state-of-the-art equipment. The Galaxy Z Flip 4 Maison Margiela Edition comes with two cases, one of them was created with the brand's bianchetto technique, which incorporates a unique texture paint and an emblem. The other cover has a coded ring of the brand with the number 11 in highlight, used by it to refer to the collection of accessories.



LOUIS VUITTON SPRING-SUMMER 2023

*Amid the urban scenery,
a giant flower blossom*

The designer Nicolas Ghesquière has remained loyal to the futuristic and architectural atmosphere of Louis Vuitton fashion shows in recent years to present the brand's spring/summer 2023 collection. For the scenery, he invited the well-known French contemporary artist Philippe Parreno and the production designer James Chinlund, responsible for the huge flower-shaped installation, located outside the Louvre Museum. In the scenery filled with mirrors, lamps, and metal grids, moving cameras have created an immersive and futuristic dynamic.



MAISON MARGIELA + SALOMON = SNEAKERS

*Unusual partnerships create products
that join aesthetics and performance*

The MM6 conceptual brand Maison Margiela has teamed up with Salomon, a traditional sports equipment manufacturer, to produce a collection of sneakers with futuristic aesthetics. The aim is to fuse the irreverence of Maison’s fashion signature with Salomon’s performance-oriented design approach. “Our motivation was to create footwear that could easily transition between urban landscapes and the exterior - a unique product that joins Salomon’s high-performance specifications and the contemporary aesthetics of MM6 Maison Margiela,” Margiela said at the launch.



Disclosure Image

HIGH CONTROL

/ Facilities
/ Custom
/ Techlife

Technology allows greater control of our routine, facilitating, speeding up tasks, and organizing what we will expose to the world.

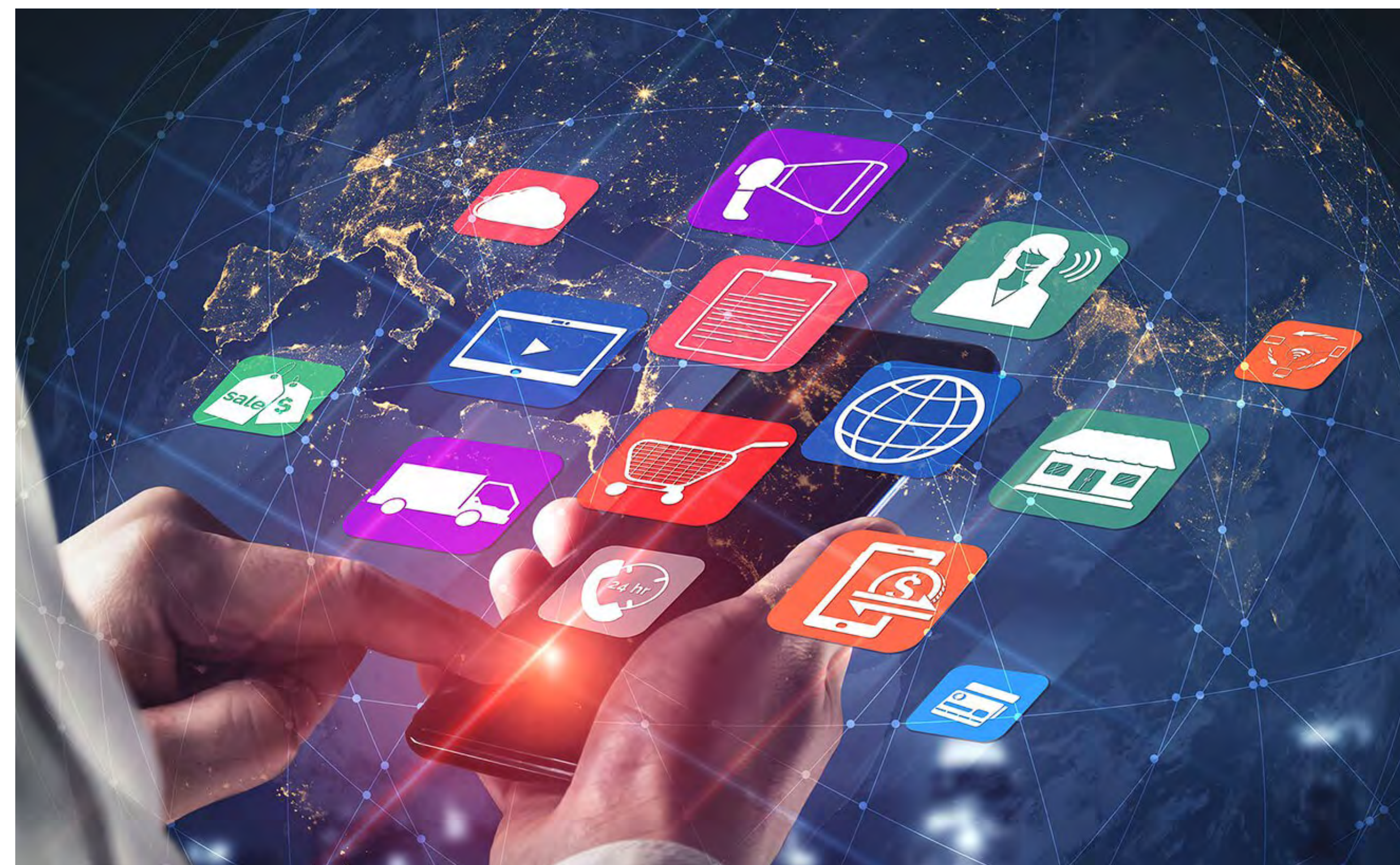


SUPERAPPS

*To simplify: various
services in a single app*

Gojek Indonesia started with an app with a ride-hailing service for motorcycles to help people cut off Jakarta's traffic. The solution has become a superapp, which today offers anything from food to medicine and massage. The merger of Gojek's with Tokopedia, Indonesia's largest online marketplace, originated GoTo, another superapp that offers multiple functions in a single integrated platform, from messaging to e-commerce, from ride-sharing to payments and financial services.

Grab headquarters is located in Singapore. It is called the "all-day app". The slogan, which, at first, may sound pretentious, makes sense when considering the range of services currently offered by the super application. By accessing Grab, its 180 million users across Southeast Asia find ride-hailing and delivery services, payments, insurance, and even financial services.



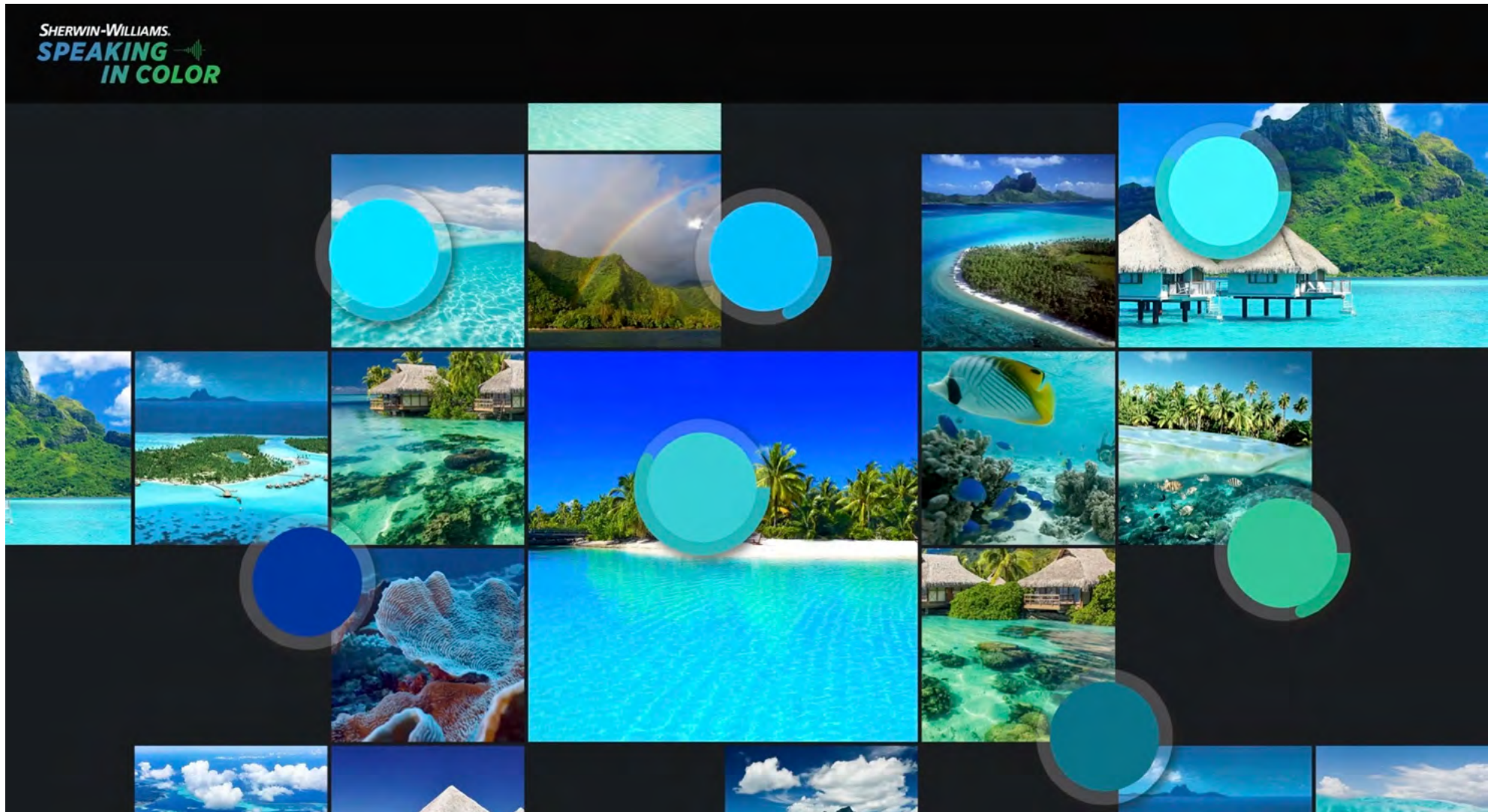
Unsplash

IN A WORLD FILLED WITH COLOR, HOW DO YOU FIND THE ONE?

*Tones and color nuances can be
reached through voice command*

The global leader in colored coatings, Sherwin-Williams Coil Coatings, in search for the perfect color, decided to make it as intuitive as possible, so it created Speaking In Color. From the human voice, the AI color system produces a custom color palette. For example, if you speak “crystalline sea”, a search algorithm analyzes millions of images and creates new hues. Colors can still be adjusted to reach the ideal tone, with requests such as: “a little bluer” or “less brightness”.

TIP:
Human-Assisted Art - Gallery
Opening in New York - Impressive
interactive installations that allow the
viewer to be part of the art.



Disclosure Images

COMMBANK

*To save time and money,
it's worth relying on AI*

Several economic crises, followed by price increases, value automated tools that help consumers save time, deal with this financial reality, and reduce its impact. In Australia, CommBank has developed an app that helps drivers find the cheapest fuel prices in a given area. The AI-powered tool learns the user's fuel usage patterns, predicts when they may need to refuel, and then alerts them in advance about the cheapest option nearby.



Disclosure Image

LISTEN & BOOK TOOL DA EASYJET

*Suggested travel destinations
from a person's musical taste*

To help those who want to travel but feel a little lost to find their next destination, Spotify Advertising and EasyJet teamed up in August 2022 to launch EasyJet Listen & Book Tool. The initiative explores the strong connection between music and travel and, from the user's musical preferences, suggests destinations in Europe. In addition, the listener receives information about the local music scene so you can enjoy the trip by listening to your favorite soundtrack.



Disclosure Image

SEOUL GOVERNMENT

*To solve real problems,
visit the metaverse*

By 2026, Seoul aims to have a complete metaverse: a virtual space in which citizens can put on virtual reality glasses and do everything from visiting a historic site to filing a complaint. The Seoul Metropolitan Government’s municipal metaverse was launched in 2021, and by 2023, the city plans a Metaverse 120 Center, a site for virtual public services. In Seoul, an AI chatbot already responds to public inquiries and complaints.



Disclosure Image

MINIMALIST FURNITURE

*Functionality that ensures
more possibilities*

Spaces with impeccable functionality are designed to leave everything at hand and ensure that the user can make choices. Minimalist furnishings hide daily utilities. They are kitchens, tubs, ovens, and refrigerators. Built-in furniture to be used when needed. They are complete solutions with little apparent information, providing visual comfort and practicality.



Disclosure Image

DEI SAPIENS

*/ New biomes
/ Self-sufficient AI
/ Artificial human
feelings*

*Self-sufficient Artificial Intelligence,
human characteristics which are
artificially created, hyper-reality.
It is a huge universe of high-
rebound creations developed
through technology.*



INFINITECONVERSATION.COM

*Artificial intelligence simulates
conversations between philosophers*

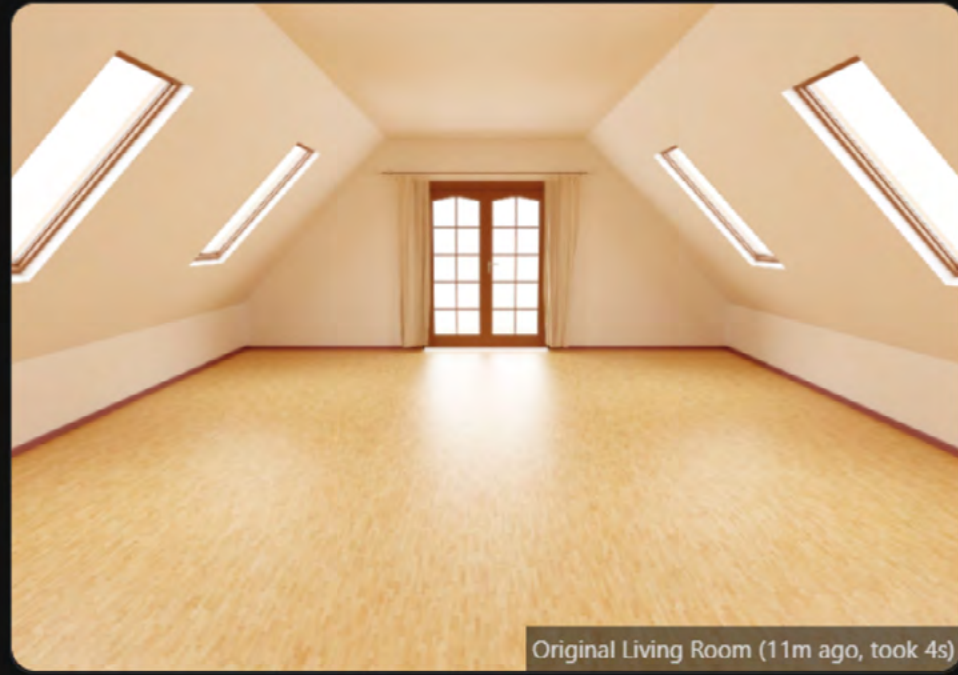
Infiniteconversation.com is an endless AI-generated discussion between the German film director Werner Herzog and the Slovenian philosopher Slavoj Žižek. When accessing the website, everything you hear is fully generated by a machine. According to the project author, the Italian Giacomo Miceli, the program was developed from the analysis of papers, interviews, and other content produced by each of the speakers. It is, therefore, an expansion, and not a simple reproduction of fragments. Opinions and beliefs do not represent anyone's opinion, and though they do not make much sense, the dialogues are cohesive.



INTERIOR AI

*High technology creates
new spaces and styles*

Interior AI is an image generator, launched in October 2022, with Artificial Intelligence, which shows users different ways to redesign a space. You can upload, for example, an image of a room in your home, and the program navigates 17 pre-selected styles, such as tropical, maximalist, or even cyberpunk. The software also takes images found on the internet. The platform helps users generate not only new styles but also new functions for their spaces.



Original Living Room (11m ago, took 4s)



Interior Design of Tropical Living Room (11m ago, took 4s)



TIP:
Non-Things, Byung-Chul Han - The book is about things and non-things. The author develops a philosophy of smartphones and criticizes artificial intelligence from a new perspective.



DALL·E

When creativity improves thanks to AI

From the launch of creative AI tools such as DALL-E, several services have emerged that help consumers and businesses expand their levels of creativity. A magazine cover designed by AI? Why not? How about turning thoughts and memories into vibrant colors? Even urban planning has received an automated review.



Disclosure Image

MOOOI

The technology that reproduces our emotions

Mooodi surprised guests at Salone dei Mobile 2022 by using artistic technology to represent human characteristics in a multisensory exhibition. In an impeccable scenography, Mooodi's robot diffusers welcomed visitors with looks and perfumes, emulating human emotions and mannerisms, offering a physical experience and combining the best of design, lifestyle, technology, and innovation. The rooms had names like Tokyo Blue, Get Lucky and Talking Heads. They all represented A Life Extraordinary and gave the user the chance to create their own version of a Mooodi's mission.



Disclosure Image

THE LINE SAUDI ARABIA

*The city of the future will emerge
in the middle of the desert*

A city designed from scratch to achieve harmony between urban development and nature preservation. The high technology allowed the prince of Saudi Arabia, Mohammed bin Salman, to put into practice the project The Line: a 170km long skyscraper city, with capacity to accommodate up to 9 million residents. The grand structure, composed of two gigantic parallel skyscrapers, 200m wide and 500m high, is one of the highlights of Neom’s planned megacity, which will emerge in the Desert of Saudi Arabia. According to the creators, The Line will have 100% renewable energy and water and the environment will be carefully created to allow a balance between sunlight, shade and natural ventilation in order to maintain a pleasant climate throughout the year. The project also offers an unprecedented way to take advantage of the city: it takes a five-minute walk to access basic needs, and high-speed trains will cut through the city. In The Line, high technology will ensure residents more time to take care of health and well-being as they will be powered by Artificial Intelligence (AI) to continually learn ways to make life easier.



Disclosure Images



ICON + LENNAR

*Robot builders are
already a reality*

A fleet of robots developed by Icon is working for Lennar, one of the largest home builders in the United States, to shape the world's largest 3D-printed neighborhood in the north of Austin, Texas. Each of the 100 homes, designed by the BIG-Bjarke Ingels Group, will cost \$400,000, and will be equipped with state-of-the-art devices and rooftop solar panels. Building each house —walls, plumbing, and wiring—requires three human operators for two weeks. Icon believes that a single operator will soon be able to oversee the construction of several residences.



IRIS VAN HERPEN

*The metaverse visits us
on the catwalks*

Over the past 15 years, the Dutch fashion designer Iris van Herpen has conquered a niche as a future-facing fashion designer, being able to redefine the charm of high-fashion and show how technology will transform the way we dress. In her autumn 2022 collection, she presented post-humanism, metaverse and hyperreality pieces. Digital reality and physical reality are fused.



NEO REAL

/ SHARED REALITY
/ HIGH CONTROL
/ DEI SAPIENS



Coperni



Artematica mirtilo



Kit Soul

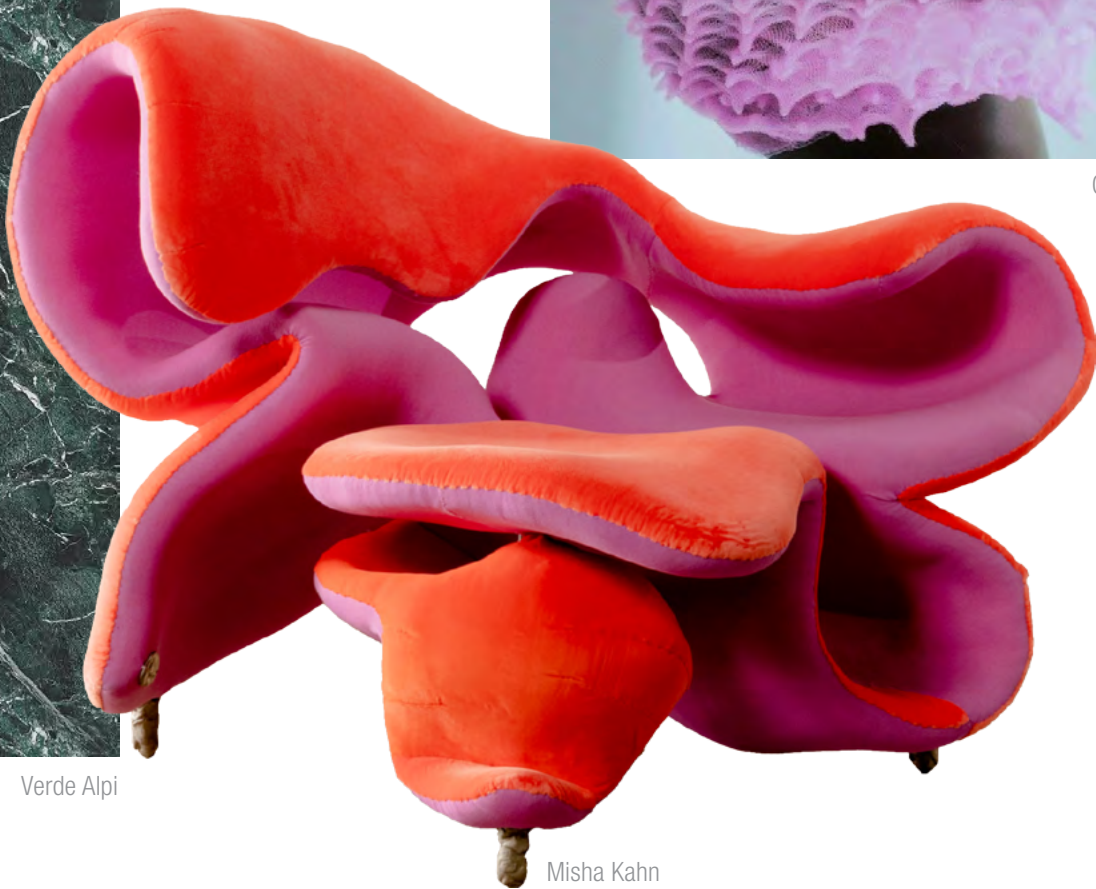
Dries Van Noten



Verde Alpi



Chet Lo Disclosure



Misha Kahn

MACRO SUMMARY



***We manifesto** is a statement of responsibility towards the world in which we live. It is caring for nature and respecting the various human lifestyles.*



***Inside Out** is self-care, but also self-acceptance. Making amends with your failures, discovering vulnerabilities, valuing, and reconnecting with what is essential. From the inside out.*



***Neo Real** is dissolution of time and space. It's the magnification of real life in the metaverse.*

FUTURE IN ACTION

Our trend research reflects, truly and transparently, the responsibility we take before the world. It is a continuous work that requires attentive and trained eyes, dialogue, and data analysis. It is perspective, a search for inspirations and suggestions to move forward, together, in the construction of a more authentic and diverse world, with more humane and sustainable cities. After the pandemic, we face a complex context. Adjustments and opportunities. Attentive to what is happening in the world, we begin to think of the environmental and social impacts of our choices. At the same time, having the awareness of our need to accept our limitations, to connect with who we are, and thus improve our quality of life. All in an enlarged physical world since there is no longer such an evident distinction between real and digital. We manifesto, Inside Out and Neo Real are macrotrends that complement one another and broaden perspectives, opening up possibilities for occupying the world. More conscious, connected with our essence, and expanding our realities through the use of technology.

Yes, we are becoming more and more conscious! And we believe knowledge leads to responsibility, reflection, and focus, to take on the construction of a beautiful future. We count on your help, of course. And this is a formal invitation for you to come with us.

Portobello
