
2018 Trends – Adi Yoffe



Future *of* Pieces

December 2017

The image features a collage of modern skyscrapers. The top half shows two tall, glass-clad buildings against a bright, cloudy sky. A semi-transparent green horizontal band is overlaid across the middle of these buildings. The bottom half of the image shows a blurred, low-angle view of a city street at night, with bright yellow and white light trails from traffic and streetlights, creating a sense of motion and energy. The overall composition suggests a world of modernity, progress, and abundance.

We live in a world of **excess**.

It is a wealthier world than
we've ever known.

We have more of **everything**



people



possibilities



products



content



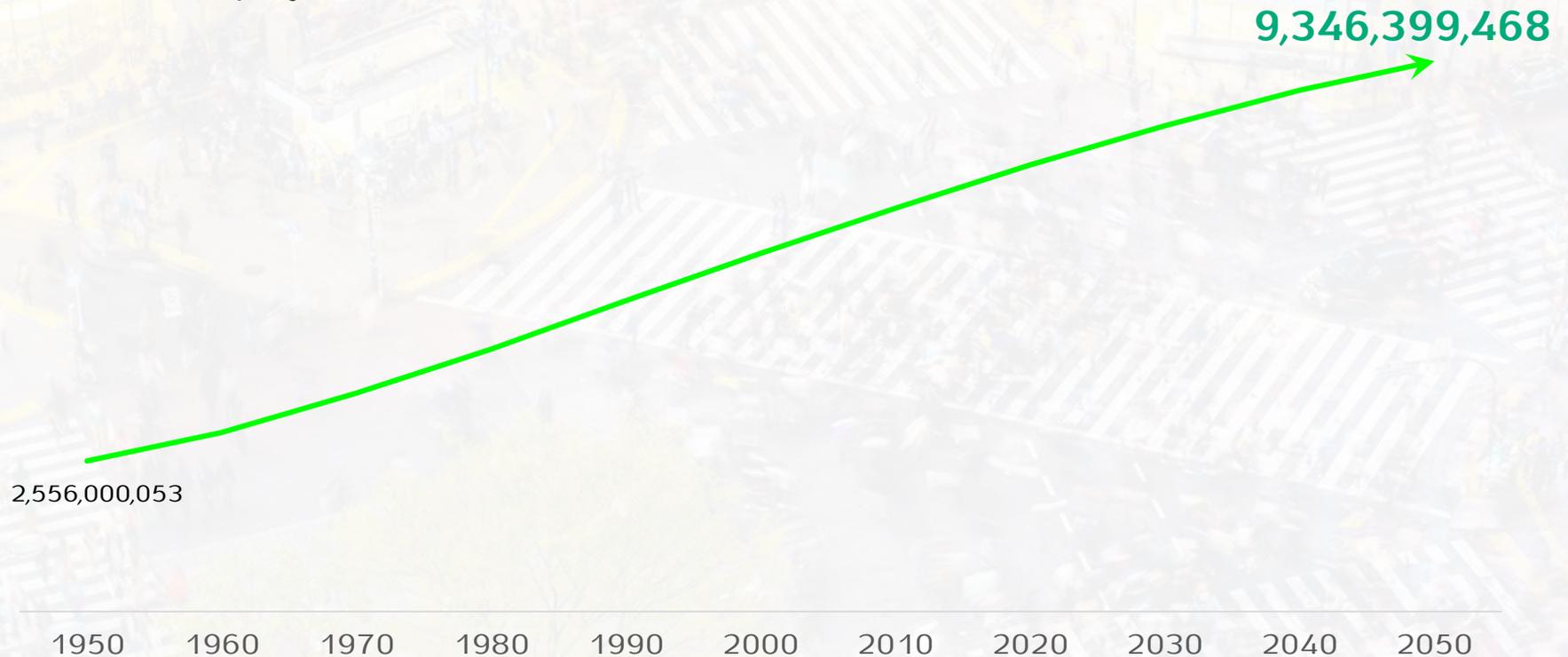
screen



information

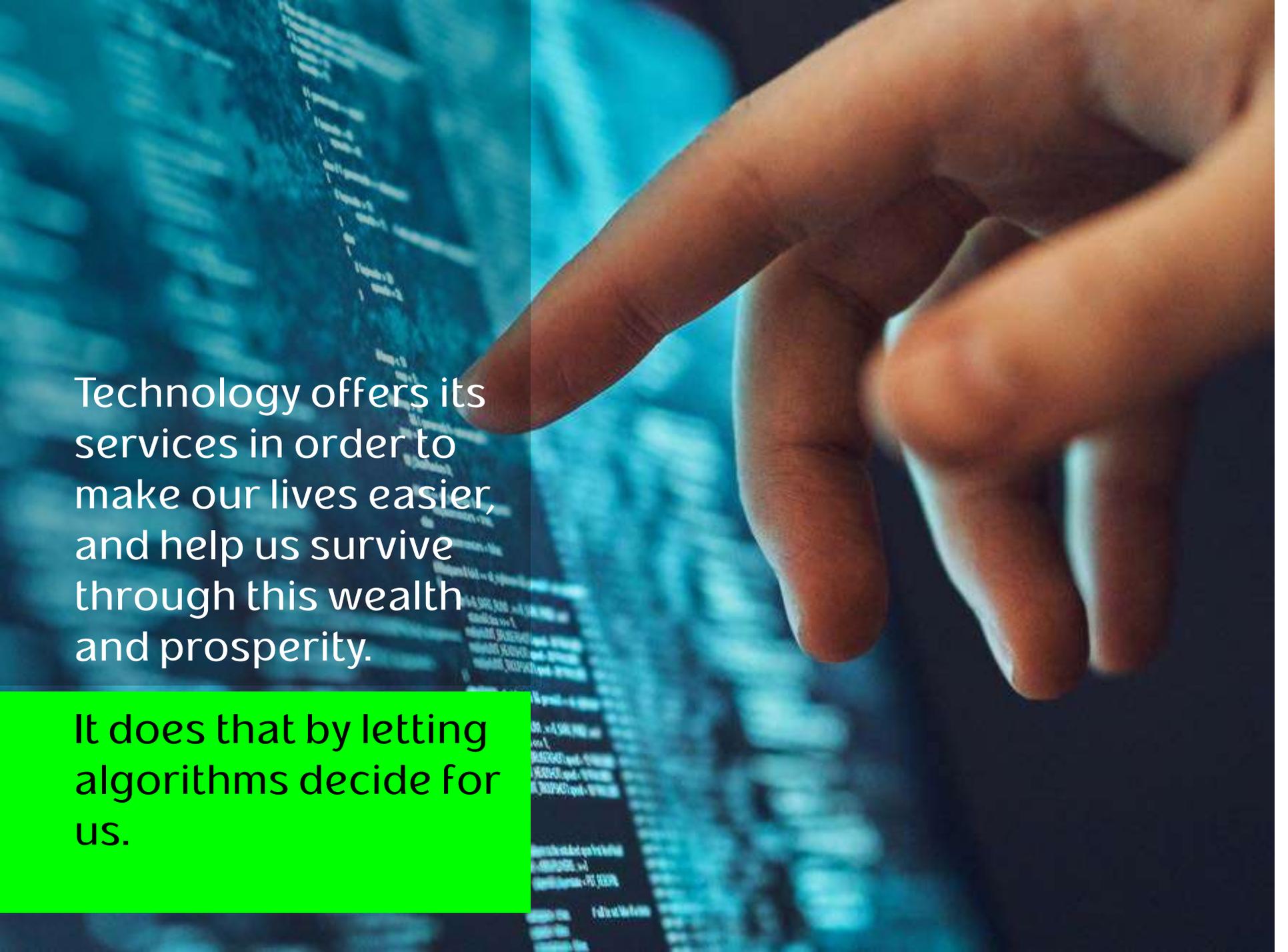
The world was never as crowded

Total Population of the World by Decade, 1950–2050
(historical and projected)



1. Projected.

Source: U.S. Census Bureau, International Database.

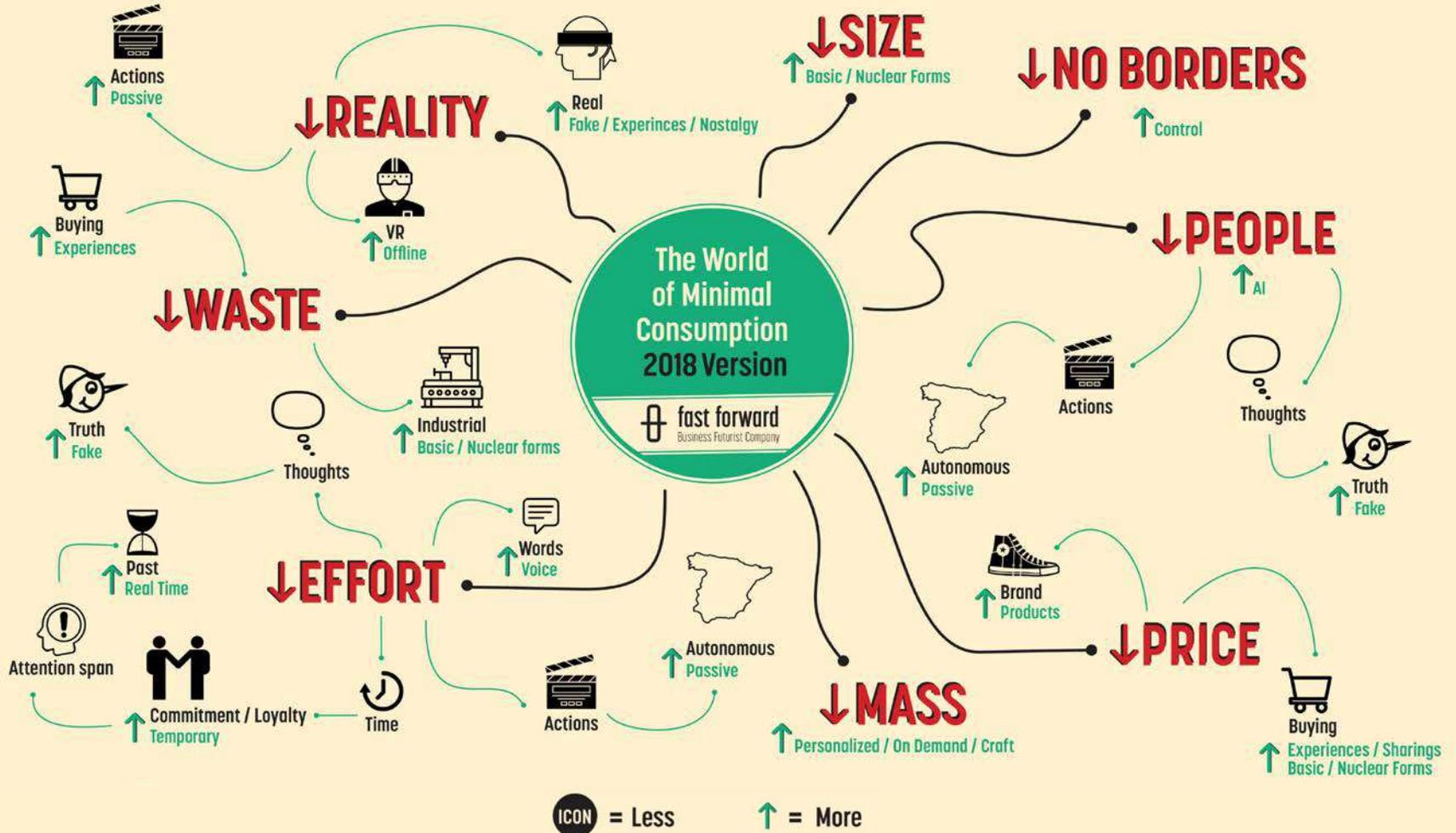
A close-up photograph of a person's hand pointing at a computer screen. The screen displays lines of code in a light blue font against a dark background. The lighting is dramatic, with the hand and the screen's glow being the primary light sources.

Technology offers its services in order to make our lives easier, and help us survive through this wealth and prosperity.

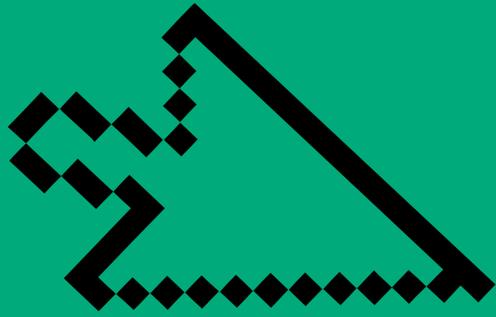
It does that by letting algorithms decide for us.

In our 2014 prediction, we discussed these choices and decisions.
We called them **minimum consumption trends**.

According to the minimum consumption principles, choosing from the wealth is a choice we make based on functional benefits relevant to the time of the purchase or use.



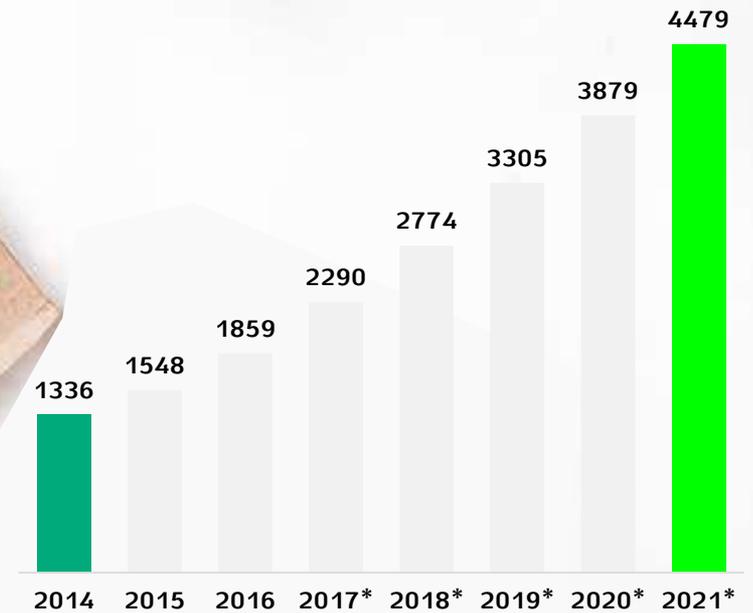
As long as it saves me time, money or effort. Those are benefits I comprehend, therefore, I will cooperate with the algorithm that assists my decision making, over and over again.



Technology enables us to create optimization and personalization in a world of excess.



Consequently, we are managed by algorithms that narrow down our possibilities, while feeling as if all options are available and we are free to choose.



Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars)



Action time shortens,
our patience decreases,
content shrinks,

and the distance between the
manufacturer and consumer
and contact between
diminishes.



A sole glimpse is sufficient to authorize actions.



We narrow
ranges.
Narrow
actions.
Narrow
sizes.

Everything becomes smaller.



As part of this process,
some things completely disappear.

And
become
ghosts or
shadows...





Even reality is slowly disappearing.

We are barely able to recognize what is true and what is not.



We can no longer see the big picture.
It is too big, but mainly over-crowded
with details.

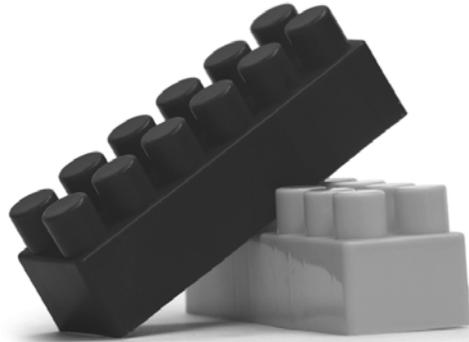
Living in
a world of
wealth is
deceiving

A blurred, circular image showing multiple smartphones and tablets, suggesting a digital or technological environment. The devices are arranged in a circular pattern, creating a sense of depth and movement. The colors are vibrant and varied, including blues, greens, and oranges.

less of the world,
less of existence,
less of everything.



We really only see bits
and pieces of reality



And consume only
a piece of something.

Pieces of complete
things.



A piece of
content

FAKE NEWS

A piece of

information



A small and
immediate piece
of **time**



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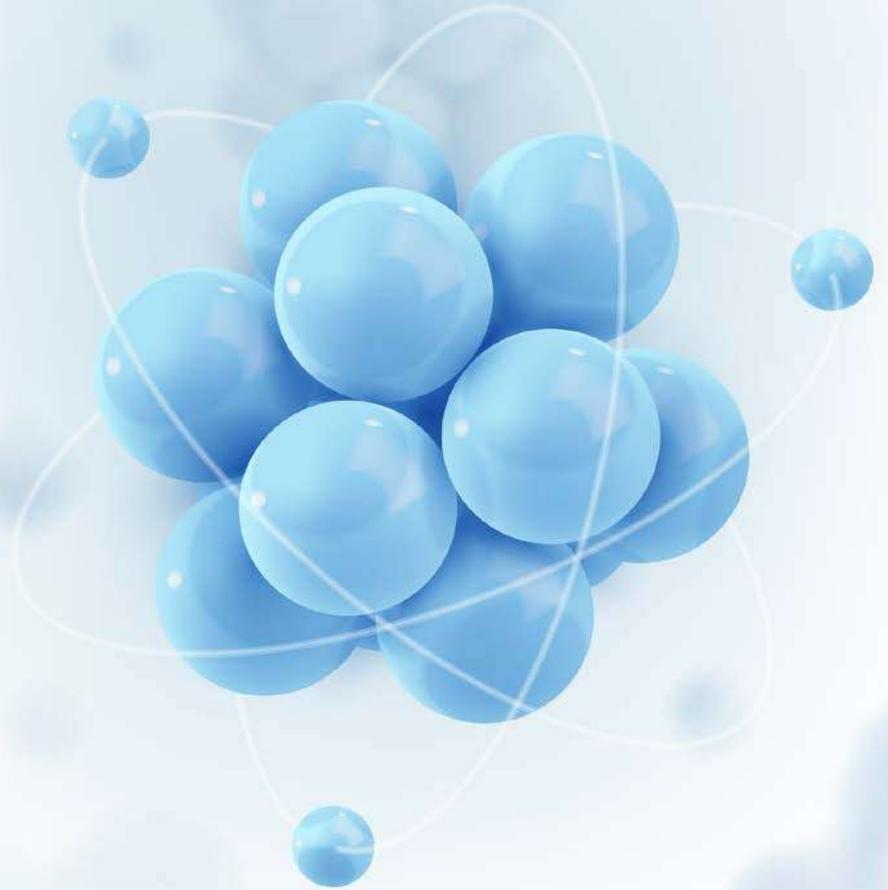
\$90/once

A piece of **education**

A small
piece of a
product



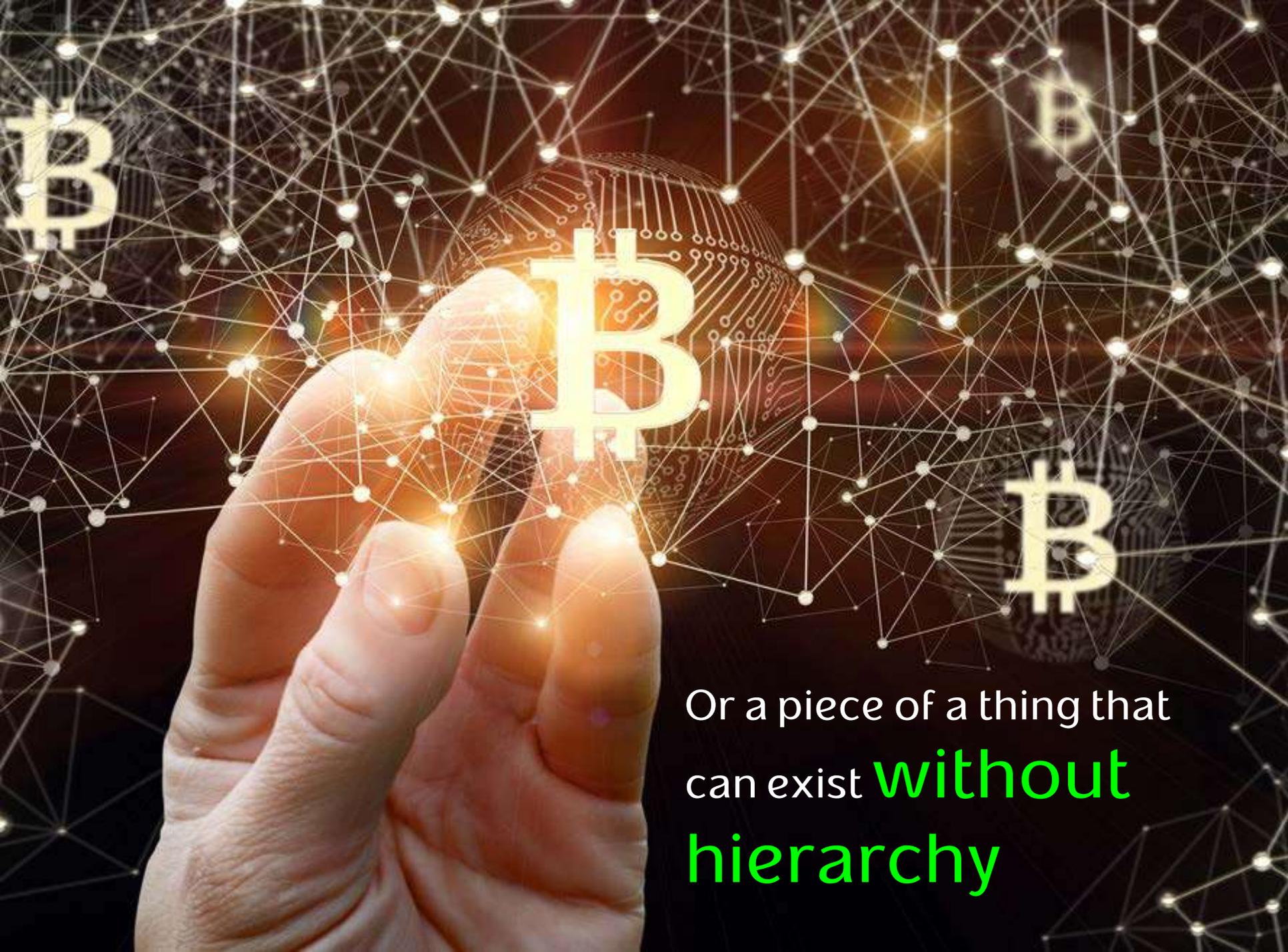
Micro ingredients



Pieces of products
become **actual
products**

Algae
Chips

Chives
vinegar



Or a piece of a thing that
can exist **without**
hierarchy



From minimal consumption we evolved into the next level: the minimalism of things.

A piece of something.

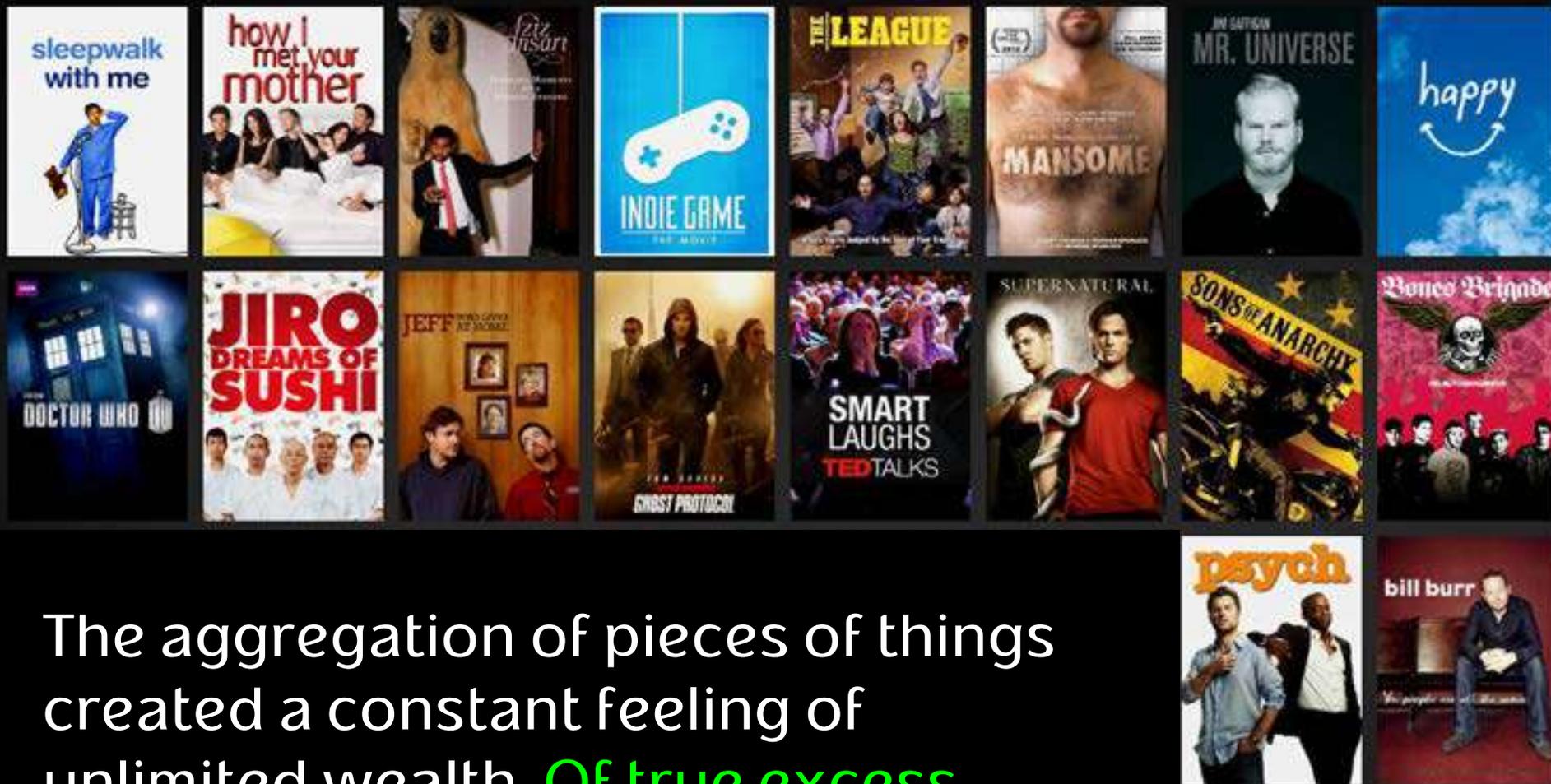
Small,
Narrow,
minimal.



Things that fit an
exact moment

NETFLIX

New Releases



The aggregation of pieces of things created a constant feeling of unlimited wealth. **Of true excess.**

In a world of endless possibilities, we don't have the ability to see or understand everything around us.



So, we choose a piece.

The future of pieces is based on two components:

1

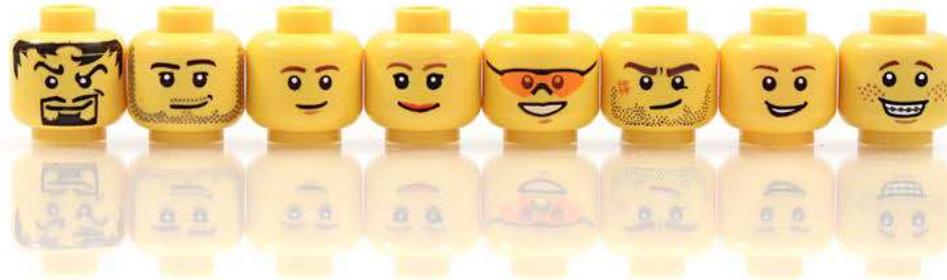
The ability to display a lot of pieces, and the ability to offer the most accurate and precise one amongst them.

2

Or to offer the consumers an option of assembling together the pieces they need.



Corporates and entrepreneurs will need to adapt to consumers and create "pieces" from their products or services they are selling.



The future is headed towards a standard of a **hyper-personalization**, in which the consumer wants to get the most relevant piece for him, in the right moment and in a specific context.

Consumers want to control the process of assembling and disassembling pieces, which is why they'll prefer to choose their own pieces from a variety of possibilities.



The source where the pieces come from should be trustworthy in the eye of the consumer. It doesn't need to be a familiar brand or platform.

In an era when the well-known technological platforms are under scrutiny and criticism, consumers will look for the most reliable source from which to purchase.

On the one hand, this is an opportunity for 'traditional' brands and products to lead trustworthy, innovative moves; and on the other hand, it's an opportunity for

blockchain technology to expand to new industries.

Want to understand how these trends affect your business?

Contact us and we will bring the relevant piece for you



Our trends
predictions



2013

Consumer
Hives

2014

Minimal
Consumption
Trends

2015

Future of
Temporary &
the Nomad
Consumer

2017

Future of
Caving

2018

Future of
Pieces

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business ready?**

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