

Learning Lab 3 – Milan

## FUTURING CARE

Rethinking well-being by envisioning digital solutions seamlessly integrated into daily life.



30<sup>th</sup> January – 9<sup>th</sup> February 2023

School of Design @ Campus Bovisa, Politecnico di Milano

Building B2 - Room B2.0.1 (ground floor)

Via Durando, 10 - 20158 - Milano (MI)

---

Before the LLab Milan | Introductory activity | Trend Research

### INSTRUCTIONS

Please read carefully the following instructions in order to perform successfully the Introductory activity on Trend Research before the Learning Lab

Hello! Welcome to the Introductory activity for the Learning Lab Milan!

You are going to challenge yourself with an activity that will make you **discover what trends are and how to conduct a grounded Trend Research**.

Here is what you will need to do:

1. Refer to this document for all the important instructions.
2. First, check the Excel file “*LLab Milan\_Teams&Macro-Themes List*” to **find out** who **your teammates** will be and what’s **the macro-theme assigned to your team**.
3. Now that you have found out **your macro-theme**, carefully read its **description**. You can find it in the document called “*LLab Milan\_Macro-themes\_description*” in the folder “*Before the LLab Milan\_Introductory activity*” that we shared with you.
4. All clear? Great! Now watch the video-recorded presentation entitled “*DC4DM - Trend Research micro-lesson*”. You will find out more about trends, drivers and signals of change and why they are important.
5. Feel like you need more time to digest information? Read the document called “*DC4DM - Trend Research micro-lesson\_Script*”.
6. Now you can start to look for trends, signals, drivers related to the macro-theme you have been assigned to. **Tip:** to start you can use the links provided in the video that are listed in the Annex below.

7. Among the ones you found, **select 3 trends** that you consider the most relevant for your macro-theme and save them using the “*Trend Card*” template provided.

Prepare your 3 Trend Cards before 30<sup>th</sup> January.

You will share them with your teammates on the first day of the LLab!

## Annex - useful websites

### Trendresearch website

<https://www.wgsn.com/en/>

<https://www.trendhunter.com/>

<https://intelligence.wundermanthompson.com/>

<https://projects.qz.com/is/what-happens-next-2/>

<https://www.thefuturelaboratory.com/reports>

<https://www.homeof2030.com/>

<https://futuretodayinstitute.com/> <https://futuretodayinstitute.com/trends/>

<https://trendwatching.com/>

### Web/blog

<https://www.designboom.com/>

<https://www.dezeen.com/>

<https://www.pinterest.it/>

<https://www.wired.it/>

<https://99u.adobe.com/>

<https://design-milk.com/>

### University Research Centres

<https://chemarts.aalto.fi/>

<http://www.ecologicstudio.com/v2/lab/>

<https://materialdesignlab.ke.a.dk/>

<https://www.mit.edu/>

### Material Libraries

<https://materialdistrict.com/>

<http://es.materfad.com/>

### Tech

<https://techdetector.de/>