



WHAT'S NEXT?

WHAT TO EXPECT IN 2013

By Marian Salzman

with Angie Argabrite, Heidi Ernst, Stuart Harris and Sheri Radel Rosenberg

Design by JoMarie Fecci and Scott Cosgrove

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Author: Marian Salzman

Contributors: Angie Argabrite, Heidi Ernst, Stuart Harris and Sheri Radel Rosenberg

Book design: Scott Cosgrove

Cover design: JoMarie Fecci

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SOUND OF THE YEAR FOR 2013: *CO*



One great way of reading the zeitgeist is to track which prefixes and suffixes are getting used to spice up old words and create new ones.

Take scandals and conspiracies. Since the 1972 Watergate scandal, the media has flagged any whiff of wrongdoing by adding *-gate* to it: Irangate, Nannygate, Nipplegate, Climategate and Monicagate. Other languages have even adopted it: There has been **Pornogate** in Switzerland, **Pemexgate** in Mexico and **Petrogate** in Peru.

Take our obsession with all things digital—we're all busy dreaming up new words and names bearing witness to it. We are using not only *cyber-* (cyberbullying, cybercafé, cybercrime, cybernaut, cybersex, cyberspace, cyberwarfare) but also *techno-* (technomania, technophile, technophobe, technopolis). And don't forget *net-* (netbook, Netflix, netizens, netzine) or, of course, Apple's *i-* (iPad, iPhone, iPod, iTunes).

Take our fascination with the brain. The media is now regularly reporting that “new brain research shows” and driving *neuro-* deep into the popular culture. As well as the technical branches of neuroscience (e.g., neurobiology, neuromusicology, neurosurgery), we now have neuromarketing, neurosexism, neurogaming and neuromania. None of this will have surprised the original cyberpunk, William Gibson, who coined the term *cyberspace* and popularized it in his 1984 novel, *Neuromancer*.

Cyber-, *neuro-*, *techno-* and the rest have all been pretty easy to spot, because they're new and different. But there's a new prefix that has risen almost unnoticed; it's small and has been around for so long that it just blends in—until you pay attention. It's what links collaboration, community, commitment, company, connect and cohort as well as connect and common. Those two letters at the beginning—*co*—signal togetherness. They shift the focus from the individual to the links among people. *Co-* is the “we” particle. *Co-* is to 2013 what *reboot* was to 2009.

In its various forms (*com-*, *col-*, *con-*), *co-* has been part of the furniture for as long as we all can remember. But over the past few years, people have been feeling the need to highlight it and use it more emphatically. Just check out the number of times you see or hear *co-* used: Cohabitation, co-parenting, co-creation, co-authoring, coed, co-worker, co-religionist and co-production are just a few examples that easily spring to mind.

A new one rising fast is copreneurship, meaning a working relationship that used to be common in pre-industrial times before most people went out to work for someone else. Now it's being reframed for our post-industrial, post-feminist era as life partners of whatever gender and sexual orientation go into business together. Copreneurs are both involved in a joint business, with neither one engaging in a career outside the business; unlike regular business partners (e.g., Hewlett and Packard, Jobs and Wozniak) **copreneurs are** marital partners and business partners.

The *co-* trend is actually two trends commingled: There's the trend toward people deliberately combining their efforts at work, at home and online; and there's the related trend of pointing it out in the words that are used. The same people who used to be colleagues are now co-workers; they used to collaborate, but now they co-create.

One factor driving this trend is a reaction to the individualism that has prevailed for decades. It's a yin to the yang of self-development, self-discovery, self-mastery, selfish genes, personal growth, personal power, personal computers, personalization and, of course, Brand Me.

Another big factor is the economic crisis that knocked the world off-balance in 2007-08. For millions of people in North America, Europe and beyond, life has gotten tougher. Money is tighter, jobs are more precarious, safety nets are looking threadbare and the world seems pretty wild. In companies, the talk is now all about engagement, teams and culture. In public life, people are looking to strengthen their local communities. In private life, empty nests are filling again as multiple generations gather under the same roof to collaborate, pool resources, and share financial, practical and emotional support.

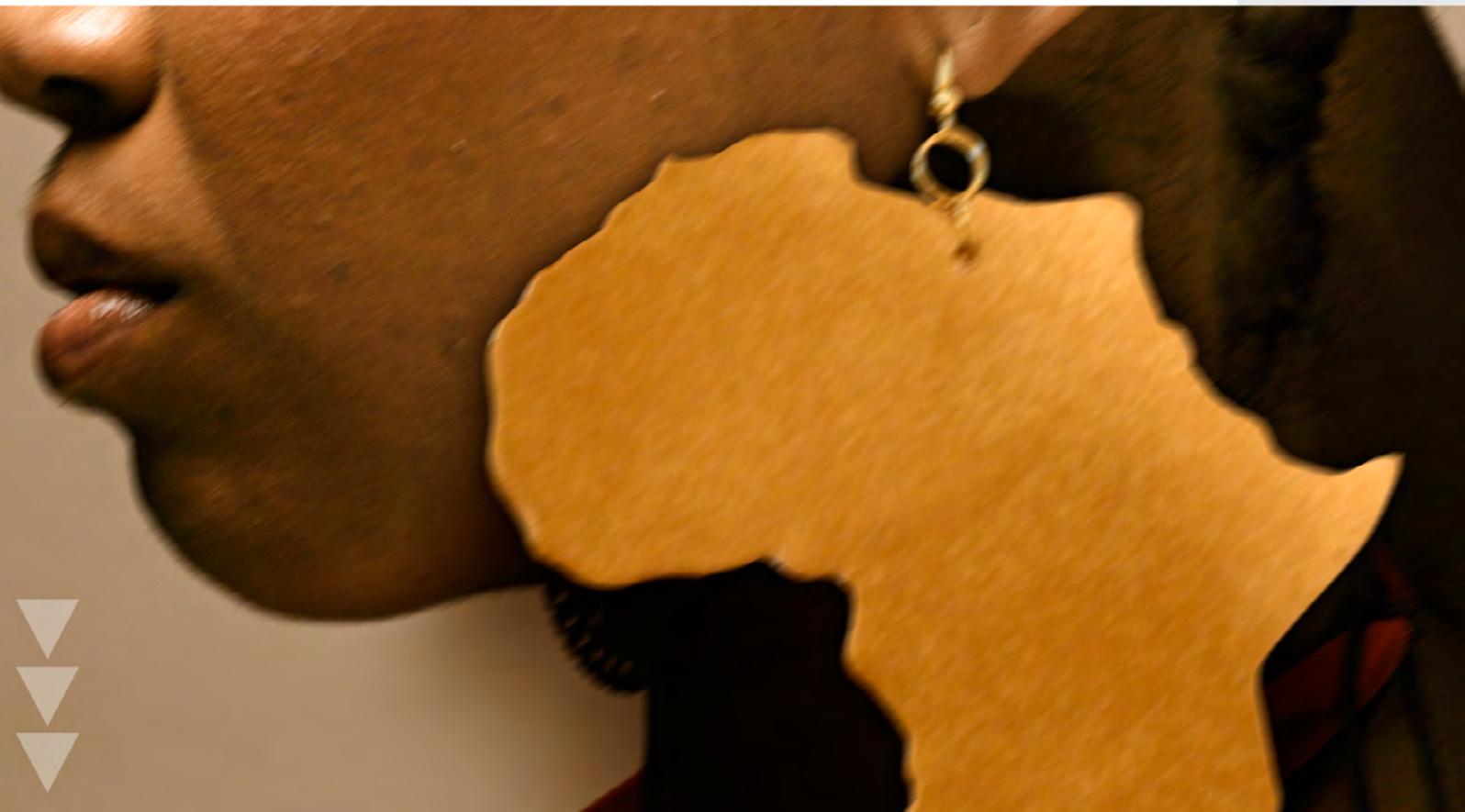
The tougher economy has also reduced people's knee-jerk impulse to use retail therapy as a feel-good option. It has prompted them to think about what makes life worth living and to realize that there's pleasure, satisfaction and security in doing things together. **Bowling alone** doesn't cut it. They're finding out for themselves by trial and error what social research has been showing for a long while: People need lots of social and community connections to thrive as individuals; individuals flourish when they are connected and when they make choices that benefit their connections with other people.

As the influential social psychologist Jonathan Haidt put it metaphorically in *The Righteous Mind*, human beings are 90 percent chimp and 10 percent bee. The chest-beating selfish drive is very strong, but there's also a strong urge to be part of a group and to feel unified in common causes. People have the ability to shut down their petty selves and become like bees in a hive, working for the good of the group. These experiences are often among the most cherished.

Social media platforms are blurring the me/we boundary in new and baffling ways. A superficial take sees only a lot of people staring at their screens, oblivious to the people around them. Look a little deeper and there are millions using social media as another channel of connection to stay in touch with wider circles and coordinate activities in the physical world.

In collaboration,
Marian
CEO
Havas PR North America

WHAT'S NEXT FOR AFRICA



Beyond the billion in India and billion-plus in China, there are also a billion Africans who are just joining the great race for inclusion, making it not about ethnicity or race as much as a numbers game: The rest of us will be subsumed by people who are genuinely hungry, opportunistic and poised to pull a number—make that numbers—on the flabby old West. On the global trendsetter list, to be sure, is Jacob Zuma, head of the African National Congress, South Africa's governing party.

ASIAN TIGER, AFRICAN LION

Although the African continent is not yet a paragon of peace and prosperity, compared with even a decade ago things are looking way up. While many parts of the world have been struggling with flat or flagging economic growth, Africa looks set to carry on growing at a fair clip. The World Bank put 2012 growth at a respectable **5.0 percent in sub-Saharan Africa, with a forecast of 6.3 percent in 2013**. From 2001 to 2010, six of the world's 10 fastest-growing economies were in Africa, and **the IMF predicts** that seven of the top 10 will be by 2015. Over the past 30 years, the continent's middle class has grown significantly, from about 126 million people (27 percent of the population) in 1980 to almost 350 million (34 percent) in 2010, according to **figures** from the African Development Bank. AfDB defines "middle class" not only by individual income (exceeding \$3,900 **purchasing power parity**) but also in terms of education, professions, aspirations and lifestyle. Plenty of astute observers and powerful investors (e.g., China) are putting their weight behind Africa's rise.

HERE, NOW AND THE FUTURE

At the very poor end, one-fifth of African countries are still hauling themselves up from a very low economic baseline. Conflicts and political upheaval have left these very poor nations way behind the rest of the continent. The upside is that when periods of stability come, opportunities for economic activity and growth happen fast. Installing or upgrading essential infrastructure not only makes life better with here-and-now growth, but it also sets things up for future growth. Despite occasional outbursts of unrest, a growing number of African nations have been largely stable and steadily reaping the benefits of reforms. Nigeria, with its population of 170 million, has averaged **growth** of around 7 percent for the past decade, although unemployment and poverty are still high. Also in West Africa, Ghana (population: 25 million) is projected to have GDP growth of more than 8 percent and continue to **lead** the way in civil liberty, political rights and political stability.

FROM BASKET CASE TO CASE STUDY

Abundant raw materials and rising commodity prices have certainly helped Africa's growth, although history shows that for poor countries, having oil, diamonds and timber can be more of a curse than a blessing. Fortunately for Africa, natural resources and related government spending accounted

for less than one-third of the continent's growth between 2000 and 2008. According to **McKinsey's Global Institute**, the rest came from wholesale and retail, transportation, telecommunications and manufacturing. Africa was lucky not to be too tightly connected to the mainstream global economy that hit the rocks in 2007-08 and, as Harvard- and Oxford-educated Zambian economist **Dambisa Moyo** explains, pretty much escaped debt crises and budget deficits. It also helps that Africa has a patient new friend with deep pockets and a long view. When the rest of the world was dismissing Africa as a troubled backwater, China was busily embracing it, maybe recalling its own rise from famine and chaos. **As Moyo puts it**, China has been striking deals with struggling developing countries—the “axis of the unloved,” in her words—in return for investment, employment and infrastructure.

ROCKERS WITHOUT BORDERS

Popular music in Africa is redefining genres and breaking down boundaries. In music and global lifestyle magazine *The Fader*, Benjamin Lebrave (based in Ghana) makes a case for a new category of music coming from Africa: music that **defies categorization**. With traditional record stores facing extinction, African artists now have a chance to grow beyond outdated categories (and indexing) to make room for the next generation of “world music.” From **Just a Band** (Kenya) and **Saba** (Ethiopia) to **Alec Lomami** (Democratic Republic of the Congo) and **Spoek Mathambo** (South Africa), look for African music to be more diverse than ever and include an intriguing mix of traditional and modern rhythms and instruments.

MOBILE ME

Kenya is turning into a pioneer of mobile money, and the whole world is watching in admiration. As *Financial Times* put it, “If Europe = yesterday, the stuff that’s going on in Kenya right [now] could very well = the future.” It’s talking about a system called M-Pesa (*M* for mobile; *Pesa* is Swahili for “money”) set up by provider Safaricom that allows users to send and receive money by their mobile phones—very handy for migrant workers in cities who want to send cash to relatives many hours away. It’s even used for simple transactions in shops. Customers pay for credit to be loaded onto their phone, then can send money to a third party by SMS; the recipient can pick up the cash at a nearby vendor or use the credit to pay someone else by SMS. **Annual mobile money transfers in Kenya amount to around \$10 billion,**

which means half of the world's mobile money transactions are taking place in this country of 43 million people; one in three of the world's 60 million mobile money users is Kenyan. This vast live experiment is just one example of African-style innovation, what Nigerian-American journalist Dayo Olopade calls **“recombination, recycling, innovative use of existing objects”** in a lean economy where there's not much room for waste.



WHAT'S NEXT FOR AGING



Boomers will maintain and build strong ties to their extended families, and to friends from childhood, turbocharged by all the new ways to be connected in real time. This means a strengthened support system—or safety net, if the economy isn't warm and fuzzy. Hillary Clinton once argued that it takes a village to raise a child; what's next are villages that care for and feed us emotionally as we move beyond the all-important milestone: the big five-oh. (But because 50 thinks it is the new 30, maybe it becomes six-oh?)

HANDLE WITH CARE

Understandably, the world's 450 million baby boomers want to **age in place** and to stay independent for as long as possible. That's why **making homes more accessible** is all the rage, urban planners are debating how best to adapt whole communities, and home-healthcare product makers are profiting wildly. **By 2018, the home-healthcare market is expected to generate \$306 billion globally.** Considering that nearly three in four Americans aged 65 or older will require long-term care and that it is far from cheap, experts say many boomers **face a long-term-care crisis.** But statisticians warn us not to just concern ourselves with boomer healthcare but with the amount of elder care boomers provide for their living parents; by 2050, the world will contain almost 400 million people aged 80 or older, so **the majority of middle-aged adults will have living parents.** An American survey found that more than 20 percent of boomers now **supply unpaid care to someone over 65** "because of a condition related to aging," and many female boomers are leaving the workforce to provide adult caregiving, **to the tune of nearly \$143,000 in lost wages.** Experts on aging say that even as we fret over bank accounts peppered with so many minuses, though, the **plusses of living longer deserve equal attention.**

FOREVER YOUNG

Growing older during the 21st century is anything but the same old, same old. From **"brutally competitive" over-80s Ping-Pong competitions** to college degrees earned by **students in their 70s**, age ain't nothin' but a number for an aging population not content with just the grandparenting and golf-carting of yesteryear. More baby boomer couples are **adopting children**, and **a third of all Internet and social media users are boomers.** As for **online dating**, those **aged 55 and older visit U.S. dating sites** more than any other age group. And health practitioners say it's never too late for people to begin taking better care of themselves. Research says that even lifelong smokers over the age of 60 can **reduce their risk of premature death** by quitting smoking. Only 47 percent of people 65 years or older currently **meet national exercise guidelines**, but physical activity is important, too, with another study showing that **exercise reduces brain atrophy in the elderly.**

SHATTERING THE GRAY CEILING

In her 2010 book *I Remember Nothing*, Nora Ephron asserted **that older is wiser and more enlightened**—a message that resonates powerfully today, even though the late Ephron would have argued that older certainly **isn't prettier or without its indignities**. Assumptions of old age are being reinvented and stereotypes shattered—one example being the notion that young people display superior creativity. It's been shown that because older people have **more capacity for empathy** than adolescents, they can better discern what will get another person excited and are more apt to see the big picture. And in a recent survey, three-quarters of Americans say **getting older is better** than they expected. And why not? They look to George Clooney, Betty White and Meryl Streep, who has defied Hollywood law by **playing the romantic lead in her 60s**, as role models for aging well. Then there is Jane Fonda, 74, who **divulged** her secret to her youthful looks a few years back: “I owe 30 percent to genes, 30 percent to good sex, 30 percent because of sports and healthy lifestyle with proper nutrition. And for the remaining 10 percent, I have to thank my plastic surgeon.” That nets out to 70 percent of marketable goods; how beautiful.

BOTTLING THE FOUNTAIN OF YOUTH

Not content to merely follow the conventional anti-aging advice about lavishing sunscreen, eating well and exercising, consumers perpetually have their ears—and wallets—open to the **latest, greatest anti-aging product**. Recently, Sederma garnered some loud praise for what appears to be the first product to **fight appearances of aging for legs**. And might baby boomers (“**the world's greatest untapped economic resource**”) be the target audience for the **Japanese moisturizer La Crème** that sells for more than \$13,000 a jar? Sometimes the lengths to which we'll go to prevent and reverse aging are less than savory; see Simon Cowell, who reportedly **enjoys sheep placenta facials**, or beauty-specialist-to-the-stars Deborah Mitchell, whose **Bee Venom mask** is said to work not unlike Botox. Americans lead the way in anti-aging facial skincare usage; 37 percent of U.S. women have used **anti-aging products** for the face, compared with 23 percent of British women, 24 percent of French women, 25 percent of German women and 26 percent of Spanish women. Though the majority of today's anti-aging products are creams and serums, most American consumers of these products report being open to anti-aging devices.

THE AGE OF AGING

By 2050, 2 billion of people globally (about 22 percent) will be **aged 60 or older**—a figure that will have doubled since 2000. In anticipation of our rapidly changing demographics, leaders and physicians worldwide are encouraging an age-friendly age in which seniors are better valued for their contributions—fiscally and otherwise. Of top importance: Keeping seniors healthy and engaged and fighting **loneliness**. Next up on **the graying horizon**: the BRIC nations (Brazil, India, Russia and China) and Korea, whose **populations are growing** by leaps and bounds. As our older populations swell, the World Health Organization looks toward 2050, when 80 percent of older people will live in low- and middle-income countries like Chile, China and Iran.



WHAT'S NEXT FOR EDUCATION?



Watch for a rethink on ages and education: an end of higher education at 18—and the beginning of life apprenticeships that take people from 19 to 29 and prepare them for lifelong reinvention. People will delay entering the workforce by staying in school, taking nonpaying internships or seasonal work, and using life as a classroom. Also watch for more homeschooling and school by social media. (Have you thought about hiring an e-tutor? Now online, and live from India.)

EDUCATION AS EXPORT?

As talk of “Made in America” as a way to reinvest in our nation becomes the new normal, all eyes are on our university system to get us back in the game. Leaders in emerging markets need to have world-class training to compete, so Asian executives especially **are coming stateside** to learn better business practices. Can our business schools and business chops be our greatest export to date? There’s no doubt they present a huge opportunity for growth. And wealthy investors from as far away as Australia, **China**, Nigeria and Russia are **banking on U.S. charter schools** and infusing some much-needed cash (and basketball courts and science labs) into the system. Their hopes? Obtaining an EB-5, which, according to *The Christian Science Monitor*, allows wealthy foreigners to “in effect buy U.S. immigration visas for themselves and their families by investing at least \$500,000 in certain development projects.”

ALL WORK, NO PAY

From **London** to **Lancaster, Mass.**, and all across the globe, millions of college students and graduates look to enrich their summers with mentorship and valuable work experience in the form of an internship. **Ninety-one percent of employers** say they think students should have at least one or two internships before they graduate. But as the number of internships increases, so does **discontent with the unpaid-internship model**, which some complain exploits interns, providing too little experience and requiring too much photocopy making. Legal questions are being raised and lawsuits filed; see the **two interns who sued Fox Searchlight** after working on *Black Swan* (their lawyers are now extending the case to all Fox Entertainment interns) and the *Harper’s Bazaar* intern who sued for minimum wage. **According to the U.S. Department of Labor**, unpaid internships should be “similar to training which would be given in an educational environment,” among other guidelines. One suggestion to address these issues is the **creation of an “intern bill of rights”**—an agreement between employer and intern about what the experience will provide.

LIVE AND LEARN

As we know, technology is steadily altering the learning landscape; **startups such as StudyBlue** allow the creation of online study groups, and **BookRenter** lets college kids secure textbooks on the cheap. But the newest education trend to sweep U.S. classrooms can't be found online: **discovery learning**, which emphasizes acquiring knowledge through trial and error rather than finding the right answer. Some educators fret that moving away from the traditional direct-instruction model will hamper academic outcomes—especially after one study found that 23 percent of discovery learners achieve mastery-level performance compared with 75 percent of direct instruction learners. And **research shows that** students trained through immersion “outperform their counterparts in non-immersion programs, even when gender, socioeconomic background and parents’ education are taken into account.” The number of bilingual Americans **hovers around 55 million**, whereas most of the rest of the world is fluent in at least two languages. Learning **another language** can be just what a candidate needs to get a leg up in the job market.

THE GRAYING OF KINDERGARTEN

Not so long ago, if we wanted our children to get ahead, we'd see to it that they skipped a grade. But more of today's children, in the United States especially, are being held back so as to have a competitive advantage over classmates. “60 Minutes” reported that **nearly a quarter of some kindergarten classrooms** are populated by 6-year-olds, meaning there's as much as an 18-month age spread. The trend of “redshirting” 5-year-olds—a term borrowed from the practice of postponing college athletes from participating in competitive games—has more than tripled since the 1970s, with boys more likely to be held back than girls, whites more than minorities, and the rich more than the poor. Redshirting was propelled by an unlikely source: Malcolm Gladwell, who in *Outliers* noted that **winter birthdays are predominant in sports**. He theorized that kids who begin kindergarten later become bigger, stronger and more competitive throughout their lives, athletically or otherwise. Not everyone is thrilled with the **inequity it has introduced** to the classroom (much has been made, too, about redshirting being the province of **today's “hyperparents”**).

THE FUTURE OF BACK TO SCHOOL

Students today acknowledge, sometimes unconsciously, that as the **price of education continues to rise**, the value of a college diploma has begun to diminish. What it takes to get ahead is no longer so predominantly defined by a traditional four-year degree but often by the levels of innovation and business expertise one possesses. Such tech wunderkinds as Bill Gates, Steve Jobs and Mark Zuckerberg proved that you don't need a degree to succeed. Peter Thiel, co-founder and former CEO of PayPal and one of the first outsider investors in Facebook, is a pioneer in this world of new education: His **Thiel Fellowship** provides \$100,000 grants to skip college and focus on innovating in technology—work that many would consider to be our country's future. (But some might argue that the fellowship is laying the groundwork for the future of the American education system, too.) Of 1,000 applicants for 2012, only 20 made the cut. Applications for the 2013 class close at midnight on **Dec. 31, 2012**. Would-be Zuckerbergs would do well to apply.



WHAT'S NEXT FOR ENTERTAINMENT?



The smoldering looks of classic movies (think Mae West) have given way to trash talk and full-contact nude scenes. In music, the old code words for sex are out and explicit lyrics are commonplace. This will leave many people today feeling overwhelmed and possibly a little uneasy, and thus we will retreat en masse from TMI in our personal lives. But is that just wishful thinking? And is lurid the next normal?

RETREAT FROM REALITY

With reality TV falling out of favor and viewers looking for new ways to escape, TV fans will welcome the next generation of scripted shows and a full-on push for TV on the Internet. But just because viewers are eschewing reality TV doesn't mean they are embracing life beyond the boob tube—in fact, viewing will become even more compelling as second screens become de rigueur. **YouTube** is now debuting scheduled programming in Europe (it launched 100 channels in the U.S. last year), and **Netflix** is getting in on the game by planning to air all-new “Arrested Development” episodes next spring—a game changer for the brand in need of a boost to not only its credibility but also its content offerings. Big networks, take heed.

THIRD TIME'S THE CHARM

For anyone who has ever longed for more after finishing a book, the **influx of trilogies** into the fiction market is good news. From *The Hunger Games* to *Fifty Shades of Grey*, three-peats allow storylines to continue to unspool and readers to get further tangled in them. It seems readers agree; authors report that they're **more frequently asked** these days whether a sequel will follow their novels. (Of course, other pop culture home runs have introduced even further installments—see *Harry Potter's* seven volumes and the *Twilight* series' four.) Experts suggest the trilogy gives readers the space to really understand the characters and story without panicking as the final 50 pages approach.

JUST PLANE FUN

Airlines are scrambling to meet our need to be 24/7 entertained and connected, and because everything is being touted as “an experience” these days, look for the major carriers to find new ways to distract us from all that turbulence and lack of real food. One big boon? **In-flight connectivity**. And passengers, who want the option to watch and choose from a variety of programming, can now look forward to streaming content available in-flight from their own devices. **Delta has installed** wireless video systems that stream content such as movies and TV shows from an online server to your personal device (for a cost). French Airline OpenSkies **recently upgraded its offerings** to give upper-class passengers from Paris to New York free access to an iPad with more than 70 hours of entertainment loaded on it. As airlines search to make traveling a better experience, look for upgrades like these to be quick, and successful, fixes for some of the latest travel woes.

I LIKE THIS, EVERYBODY

Part voyeurism, part instant inspiration and all real, new technologies are letting us announce our interests. Trendwatching.com calls it **Real World Liking**. At the Coachella Festival earlier this year, attendees got encrypted NFC-enabled (that's "near field communication") wristbands for tickets. By waving them at stations around the grounds, their Facebook status would automatically update to show which band they were watching on which stage. NFC bracelets were also used at the **opening night gala cocktail party** for the New York Public Library, and at a **foodie event** and on bus stop ads in New York City, too. Likewise, theme parks from Belgium to Australia to Israel have used **RFID** (radio frequency identification) bracelets that let visitors update their Facebook status while checking out their favorite attractions. By swiping their wrists over sensors before going on rides, they can "like" features, notify friends about what they're doing, and capture and tag pictures. Look for this new era of social sharing to extend to lots of other areas, such as fashion. In Williamsburg, Brooklyn, for instance, a new blog called **Styleblaster** is part fashion blog, part real world liking. Touted as "the first live fashion blog," it lets online viewers check out who's walking down the borough's streets at different times of day. Now *that's* entertainment.

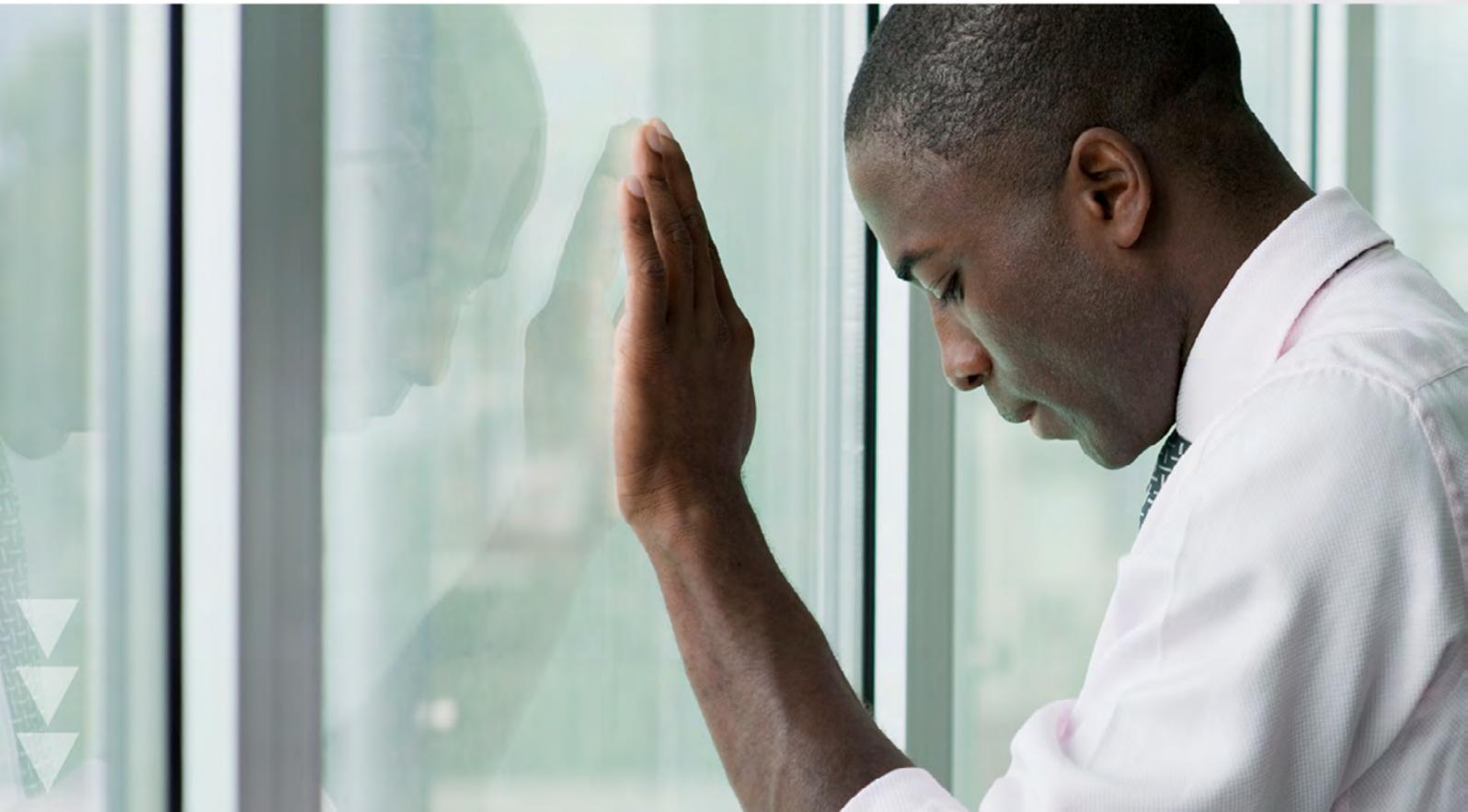
LIFE ON SCREEN

Growing up in a hyperconnected world could lead to some big changes in how we think about entertainment. Writer Kai Goerlich thinks that by 2030, almost all daily experiences **will incorporate some sort of element of entertainment**. Technology will let us express ourselves in new and fun ways, and information and content will be framed through a lens of entertaining us—or it won't be viewed at all. News reporting will get more interactive and incorporate stunning visuals and mapping; teaching might be more like performing than simply reading or reciting in front of the classroom. As information takes on more than just content and veers into entertainment, we will, in the future, says Goerlich, take in only information that meets that criterion and organize our lives around all this entertaining stuff—or, as he calls it, *lifetainment*, where life itself serves as entertainment. In a recent piece in *Advertising Age*, TV ad expert Dave Morgan notes that by 2020, we will enter an age of what he calls "**Web-driven ubiquity**," where content will not be tied to networks, cable or controlled channels; television will be

completely “ubiquitous, on-demand and intelligent.” And what’s more, we’ll consume more video content (30 percent to 40 percent more) because of its constant supply and screens everywhere. With today’s young people being very comfortable on camera (from posting photos on Instagram to Skyping with friends), it’s not hard to imagine them as tomorrow’s entertainers in the next iteration of reality programming: real life.



WHAT'S NEXT FOR FATIGUE



Fatigue is übertrendy, in almost every format. Mom's maternity fatigues have trended as clothes for future hipster moms, and there are all kinds of trendy diagnoses raging, but none as talked-about as chronic fatigue syndrome. And even medical journals have reported on fad diagnoses including adrenal fatigue. When we write history for 2013, it might be the year fatigue set in and we all migrated back to a binary approach to living, with no outlets for overload because everything is survival or reboot.

GREEN FATIGUE

Are we tiring of a world gone green? Maybe sustainability is such a firmly implanted part of the new normal that the need to talk green is becoming a redundant conversation. On the other hand, there is evidence of a backlash. Ford says sales of its **popular Explorer SUV** are up 18 percent. Many of us are tuning out products touting their greenness (and which products aren't?) as we still struggle to pay our bills and question the value of organic kale over the much cheaper leafy stuff in our local supermarket. (The **Stanford University** study showing that organic produce isn't more healthful than conventional produce didn't help that cause.) And places such as Los Angeles County have banned plastic shopping bags, but a doctor from Loma Linda University tested a **sampling of reusable bags** and found E. coli, chloroforms and other bacteria in them. How many tired Americans will add "Wash reusable shopping bags" to their to-do list?

DECISION FATIGUE

Dollar Shave Club, a U.S. startup that ships inexpensive razors directly to a man's door each month, has some people proclaiming that **"lazy men"** are the newest target demo, especially after the company's viral ad racked up **more than 3 million views** in the first week. (Sample line: "Do you think your razor needs a vibrating handle, a flashlight, a back-scratcher and 10 blades? Your handsome-ass grandfather had one blade ... and polio.") Big brands such as **Braun** are taking notice and trying to compete with their own version of quirky content, but the impact of Dollar Shave Club does speak to our collective laziness. A similar concept—the "girlfriend approved" Manpacks—supplies men with basics such as socks, underwear and condoms every three months, or on a customized schedule. Lest you think this laziness is an American virtue, think again: **Twenty-nine percent of Swedish adults** and 38 percent of young Swedes, as just one example, are sedentary for eight hours or more every weekday. It's about how overwhelmed with choice we've all become. Look for more companies to understand our fatigue and return to a simpler model.

STATUS QUO FATIGUE

With taps being played for the era of entitlement, and with social media continuing to connect us, more movements will be hatched worldwide. People will be mobilized to speak out against everything from **bullying** to **GMOs**. U.S. presidential candidates took cues from Obama's 2008 campaign and reached out to digital natives (millennials) and the socially conscious (those online 24/7/365). But it's not all peace, love and understanding; some protests have become violent, and **Euroskepticism** and distrust of traditional American values are floating around. Regardless of what you believe or where you live, people are talking—loudly, clearly and with great aplomb. Look for instajargon to permeate the movement landscape, as we saw with Mitt Romney's admission that he had **“binders full of women”** to choose from when hiring females for his gubernatorial staff. It had the social world building **Tumblr sites** and **Twitter profiles** for said binders in real time.

“ALWAYS ON” FATIGUE

I don't have to tell you that we are a society addicted to constant connection. Stanford psychologist Kelly McGonigal, who wrote *The Willpower Instinct*, **says bluntly**, “Internet addiction is a debilitating problem, destroying relationships and threatening job security.” Some people are even sleeping with their phones, and there's a word for the anxiety we feel when separated from them: “nomophobia.” (A **British study** found that two-thirds of the population suffers from nomophobia.) But many people are tiring of it all. A group of Jewish artists **called Reboot** is encouraging Americans to take one day a week to completely shut down, with **its Sabbath Manifesto**, and to participate in the National Day of Unplugging (March 1-2, 2013). Its **cellphone sleeping bag** helps users resist temptation; there's also the **Phonekerchief**, a cloth phone case made with silver fibers to block incoming calls. Employers are realizing the value of a **work-life unplugged balance**, too. Volkswagen in Germany turns off mobile email 30 minutes after shifts end and restarts it 30 minutes before employees' next shift. And Google, Nike and the Huffington Post, among others, offer nap/meditation space to encourage rejuvenation time. Look for more people to start reconnecting—with life.

WORKPLACE FATIGUE

A new **survey** has found that workplace fatigue and burnout continues to rise. Almost two-thirds (63 percent) of those polled say they have high stress levels, and 39 percent cite workload as the top cause. About half (46 percent) note stress and personal relationship issues as the most common reason for absences, before medical reasons and caregiving duties. Employers are taking cues from companies such as Google and Zappos, known for their perks to help ease the burn of constant connection and expectations. In Florida, **an animal shelter** is testing a cats-in-the-workplace program for businesses to foster pets, for stress relief. **Clif Bar** has on-site massage, **Deloitte** offers backup senior care and marital counselors, Jetsetter allows employees a tab at the local coffee shop and **Evernote** offers \$1,000 in cash toward a vacation. **Billtrust** hosts everything from Wii Olympics to surprise visits from an ice cream truck—giving a whole new meaning to “I scream, you scream” when we’re stressed out.



WHAT'S NEXT FOR FITNESS



The better you blend it, the smoother the experience. So it's no wonder that Yogalates is growing and Zumba has gone mainstream. Fitness mashups are flourishing, and so are the old-fashioned forms of exercise: Walking is the new old running, mountain biking the new old trekking.

THE GYM GOES HOME

If you think the fitness video retired along with Jane Fonda's hot pink leg warmers, you'd be wrong. Fitness videos are enjoying **renewed popularity**, as is 74-year-old Fonda, revisiting her fitness-instructor persona by releasing a series of workout DVDs **targeted to baby boomers**. The new wave of exercise vids—even famously intense video series like P90X (with the high-profile endorsement **of Paul Ryan**) and Insanity—isn't scaring consumers away: Fitness DVD revenue rose 12.6 percent last year. If **80 is the new 70**—and it seems to be, as more seniors, particularly those in retirement communities, participate in fitness and wellness programs—then look for aging exercise gurus like Kathy Smith, Denise Austin, Gilad and more to capitalize on the trend. (Even 40- and 50-something skateboarding figureheads such as Tony Hawk and Stacy Peralta are being welcomed back by **graying members of Gen X**, as is a new line of decks called Fat Old Guy Skateboards.) With new fitness crazes surfacing regularly ("**Gangnam Style**," anyone?), look for the at-home workout to heat up even more.

MAKING A BIG STATEMENT

Dieting continues to take up much of the public's brain space: Along with the introduction of such extreme weight-loss fads as the "**feeding tube diet**" comes the resurgence of injecting HCG (human chorionic gonadotropin) for a quick-fix—but potentially dangerous—diet solution and the **Dukan diet**, a new program popular with celebrities. Despite the continued popularity of those and other fat fighters, another inclination is taking root: Call it a back(fat)lash against years of body shame. Body-size pride is coming on strong as stars such as **Lady Gaga** and **Christina Aguilera** shrug off criticism about recent weight gains, while It Funny Girl Lena Dunham unabashedly **displayed her assets** on her hit HBO show "Girls." Midwest TV personality Jennifer Livingston became a hero when she **defended herself against an email** critical of her weight in a video that took off, and a New York college student's **bikini-clad photo went viral** when it was posted online along with the proclamation that she loves her body. Even high-fashion mag *Vogue* is taking a stand: It **banned superskinny models** from its pages. It seems that here, at least, size does matter.

PARTY FITNESS

As Lady Gaga plumped up, one of her past beaux, SiriusXM radio host Lüc Carl, **slimmed down without giving up his rock 'n' roll lifestyle**—chronicling his 40-pound weight loss in a memoir called *The Drunk Diet*. These days, Richard Simmons' sweating to the oldies has given way to the “**party workout**,” which gives exercise regimes a nightlife-inspired makeover replete with famous instructors and mash-up DJs, neon spotlights and **post-workout “pretendinis” made from Vitaminwater**. There are even glow sticks and, in some cases, singles looking to mingle over (**real**) **cocktails afterward**. All in the name of tightening your abs while shaking your booty, boutique fitness brands such as Flywheel Sports, **Nightclub Cardio** and the Kim Kardashian-endorsed **Barry's Bootcamp** have either based their business model entirely around the party workout or integrated it into more traditional class schedules. Cousin to the **equally fun-loving Zumba craze**, these fitness fiestas do suffer from some of the same inconveniences as nightclubs—think sold-out classes and waiting lists—but with one huge bonus: no hangovers. Fitness hasn't been this fun since, well, ever.

SWEAT WORKING

Having healthy work habits takes on new meaning today as the most devoted employees find time to **exercise daily** to reduce stress, get fit and stay healthy. More corporate leaders will be taking steps to help employees fight the battle of the bulge, from **sponsoring their spots in sporting events** to installing fitness equipment in the office to teaming with diet programs such as Jenny Craig, Nutrisystem and Weight Watchers. The latter program is focusing on **partnering with corporations** to offer subsidized memberships to employees; the latest to team up are American Express and NYSE Euronext. Startup Keas, co-founded by a Google Health co-founder, aims to tap into the **popularity of social media and gaming to help people get healthy** at work. There's talk of **Fit Fridays**, the **hybrid commute** and the benefits of doing **multiple mini-workouts** throughout the day. And with more cities **adding bike lanes**, and even **bike-sharing programs**, look for a growing portion of the population to work hard to keep in shape.

NAMASTE LEADS THE WAY

With all the stress around a shaky economy and technology advances moving a mile a minute, it's no surprise that more of us are seeking a **bit of the om in the everyday**. Hip-hop mogul Russell Simmons is a **high-profile devotee**, as is Stanton Kawer, CEO and chairman of Blue Chip Marketing Worldwide, who credits yoga with **making him a better CEO**. Though the numbers who practice it in the U.S. **have gone up from 15.8 million in 2008 to 20.4 million in 2012**, according to a study by *Yoga Journal*, the practice isn't without controversy. A recent spate of accounts examined the **potential for injury** to practitioners, and even more recently a group of parents in California have been considering **bringing suit against their school district** over free yoga lessons being offered to their children during the school day. The story of yoga that plays out will continue to be a twisty one; expect passions on both sides to get as heated as a hot yoga room.



WHAT'S NEXT FOR FOOD AND DRINK?



Foodspotting is one thing, but in this age of TMI, look for more people to socialize food diaries. Food seems to inspire passion in SoMe environments; watch for the rise of “celery stalkers”—people who pounce on food conversations, using a dash of oregano to move closer to people in the virtual conversation. Gamification, move over: Social (as in face to face with friends) snackification is what’s next, and it had better be natural. Artificial everything is out and spicy new flavors in, whether on plates or in glasses.

CAN YOU BEER ME NOW?

Beer is **one of the few things**, along with technology, that eternally budget-conscious Americans won't skip on, and beer sales **have survived the recession**. (In the U.K., **the cost of beer** is also rising.) Even relatively small labels like Jamaica's Red Stripe are **preparing for growth**. Though mass-market suds, such as **MillerCoors** and **Anheuser-Busch InBev products**, still dominate sales, the craft-brewing industry is increasingly tapping into the public's taste buds. The fear of a microbrewing bubble has **been mostly assuaged** with the continued growth of the market. While **cider**, beer's sweeter cousin, is **emerging as a new** favorite, look for craft brewers to come up with ever more inventive ways to differentiate their handcrafted suds. With so many new brands available, even the snobbiest of beer snobs might find it more difficult to pick their poison. Expect more help on that front from social media, like the **BrewTrackr app**, which lets you record and rate the beers you like and dislike. Remember that old "Tastes great/Less filling" debate? Put your money on "Tastes great."

EVERYTHING OLD IS NEW AGAIN

PepsiCo wants to increase current U.S. beverage container recycling rates to 50 percent by 2018. The company is **creating an incentive for the recycling push** with bonus points for people who use any of the thousands of automated kiosks installed as part of its Dream Machine initiative, plus it is working to **improve its water efficiency**. Among the recycling efforts by Pepsi competitor Coca-Cola is a €6.5 million investment in a joint venture with a French company **to increase plastic bottle recycling rates**. Honest Tea, a Coca-Cola-owned company, makes **recycling one of its cornerstone platforms**. Another big name that's **keen to be green**: McDonald's, which reports a **20 percent increase in the amount of cardboard recycled** at U.K. locations and a **95 percent recycling rate at its Austrian outposts** thanks to the McRecycle program. The second most popular fast food chain in the U.S., Subway, now uses salad bowls and lids made from **95 percent post-consumer recycled materials**, saving 2.6 million pounds of plastic from landfills. As food and beverage makers look for fresh ways to stand out in an increasingly overpopulated crowd, recycling and green efforts will become ever more common around the globe.

DIETING DRAMA

Heard of **orthorexia nervosa**? It's the newest kid on the eating disorder block and defined by severely limiting one's diet in an attempt at "perfect," clean eating. Though it's not yet on the list of official mental disorders, it's no doubt on the rise—it was even the subject of an **episode of MTV's "True Life."** Also on the rise? Snackoholism. Four percent of Brits have admitted to being **addicted to snacking** between meals and feel they're unable to stop. One in 10 actually said they'd rather have a snack than a roll in the hay. (There's good news for snackers, though: Those who regularly consume small amounts of chocolate **have a lower body mass index** than those who don't.) Meanwhile, excited chatter about the potential new weight-loss drugs has been tempered by **concerns about their safety**. Even as eating extremes continue to manifest, some people might wish more would heed Oscar Wilde, who wrote, "Everything in moderation, including moderation."

CITY CHICKS

The urban chicken is trending big with locavores who love the backyard flock for being both green- and **family-friendly**—even **historically relevant**. The hobby is a hit, too, with designers who are itching to construct a **coop worth clucking about**. The recent demand has **U.S. cities scrambling** to create laws, or debate existing ones, about the number of chickens allowed—or whether chickens are allowable at all. Common **complaints from neighbors** include **noise and stench**, and most cities end up forbidding the ownership of roosters. For hens whose best laying days are behind them, there are **urban chicken retirement homes** or sanctuaries, whose owners agree to shelter aging chickens on one condition: They won't be eaten. These "rehomed" chickens are often used to eat unwanted pests and grass, for breeding and to turn compost. All these pet poultry give **"backyard barbecues" a whole new meaning**.

VIP VEGGIES

Despite new data that indicates organic produce **might not be healthier than nonorganic**, a study confirms that those who follow pristine eating plans **feel "self-righteous"** about their **"moral behavior."** And organic foods—which are now **preferred by two-thirds of Australians**—have helped

some **family farms stay profitable** in an age when agriculture has largely become the territory of corporations. As the demand for organic continues to build, it's increasingly available at mass-market retailers. Experts say that it's **price- and health-effective to purchase nonorganic produce** in some cases, while at least a dozen fruits and vegetables, such as apples, peaches, grapes and celery, should be purchased organic because they're **more susceptible to pesticide residue**. Three in four U.S. adults say they would **buy more organic food if it cost less**, but as it stands now, 45 percent "never or rarely" seek out organic foods, which cost 50 percent to 100 percent more. With new information pouring in, **consumers' stance on organic foods** will continue to seesaw.



WHAT'S NEXT FOR HEALTH AND WELLNESS?



Now that smartphones have become the technology of choice for the majority, watch as people turn to apps to help manage their health. With their ever-present gadget, they'll not only be tracking weight, diet, mood, physical activity, sleep and heart rate, but they'll also be sharing progress and tips with each other through SoMe. With added gamification making it more compelling, expect healthful behavior to spread through social networks online and off (although this won't necessarily translate to healthier people).

CRASH ZONE

Good news: The number of fatal crashes in the States declined nearly 2 percent last year—the lowest percentage of highway deaths since 1949. Safety experts attribute this to **fewer people driving in a tough economy**, better safety equipment in cars, and successful efforts to curb drunk driving and encourage seatbelt use. French researchers recently revealed that **sleepy drivers are nearly as dangerous** as drunk drivers; both are twice as likely to cause an accident as sober or well-rested drivers. Several other studies shed light on this decade's car crash epidemic: distracted driving. One showed that parents who worry about their kids texting while driving should look first to **their own habits**, as 48 percent of teens reported seeing one of their parents talking on a cellphone while driving and 15 percent had observed a parent texting behind the wheel. And if you're working for the weekend, take heed from yet another study—from Nationwide, based on claims—which says **Fridays are the most perilous** for commuting, most likely because of distracted drivers.

SURGERY GOES SOCIAL

Whether you're a fan of hospital dramas such as "Grey's Anatomy," it's hard not to be amazed by **this story about a different Seattle hospital**. On Oct. 2, the Swedish Medical Center in Seattle held the world's **first live-tweeted and live-Instagrammed** hearing-restoration surgery. Dr. Douglas Backous performed cochlear implant surgery on Eleanor Day, 79, who has been deaf for five years, while the medical center's communications team **documented** the entire experience on social media. Using the handle **@Swedish** and hashtag **#SwedishHear**, the team hopes to raise awareness for hearing loss and cochlear implant surgery. More hospitals and medical programs are hoping **SoMe** will play a significant role in spreading awareness for disease prevention and procedures that might help patients. Other live-tweeted medical procedures, including open-heart and brain surgery, have **proved successful in garnering attention**. Do you hear the future that I hear?

CREATURE COMFORTS

A study of rats has researchers hypothesizing that **eating 40 percent less food** could extend our lives by 20 years. And there's the study of fruit flies (which age very similarly to humans) that determined that **flies that dieted and exercised lived longer** than those who just dieted; the same can be said

for humans, reported scientists. Both young and old mice are seeing a **boost in cognitive skills** and a decrease in depression and anxiety through a new drug being studied—a drug that in an earlier study **helped mice live longer**. In other rodent news, scientists **linked the naked mole rat's longevity** (it lives up to 10 times longer than other mammals its size) to its concentration of the protein NRG-1 in the brain and now want to explore how that protein might protract the lives of humans, too. Still another study revealed that older honeybees that take on tasks usually handled by younger honeybees **show some reversal of aging** in their brains. As a result, researchers theorize that social intervention might be valuable in treating age-related dementia in humans.

TAKING IT ON THE CHIN

Whether making the most of a weak chin or tightening a turkey neck, chin augmentations are quickly growing in popularity, leaving breast implants, liposuction and Botox in the dust. Between 2010 and 2011, there was a **71 percent increase in “chinplants,”** thanks to the flood of aging baby boomers, more competition in the workplace (90 percent of **top executives have a stronger chin** than the average population) and the increasing popularity of video chat technology. Chin augmentation is most popular among those aged 40 and older, with patients paying between \$2,500 and \$5,000 to have the work done. But some parents are reportedly forking over thousands of dollars for their **teens to have pre-prom procedures**, most commonly chin jobs and ear pinning. If you're worried about safety during surgery, note that the **world's first practice-based aesthetic surgery degree** is being offered in the U.K., designed to complement a cosmetic surgeon's qualifications with additional safety training.

SODA WARS

Liquid calories **appear to affect the body**—and the conscious—differently than solid ones; we're less likely to make up for the calories consumed in a beverage by eliminating calories elsewhere in our diet. So it's little wonder that, as consumption of sugary drinks has ballooned, many organizations have set out to see that drink sizes be restricted and food advertising to kids be regulated. In California, where one town has proposed that **the sweetened drinks be taxed** at a rate of one cent per ounce, there's the **Kick the Can project**; in New York, there was the proclamation heard round the world

when Mayor Michael Bloomberg proposed to **ban the sale of sugary drinks** larger than 16 ounces (though his idea **found some supporters**, it was roundly met with **protestation from such disparate camps** as conservative talking head Tucker Carlson and “The Daily Show” star Jon Stewart). Meanwhile, in Washington, D.C., the Sugary Drinks Summit of 2012 aimed to spread the message that “Life’s sweeter with fewer sugary drinks.” Funded by the Center for Science in the Public Interest, the **Life’s Sweeter challenge** asks individuals and organizations to pledge to reduce sugary drink consumption by stimulating conversation and changing company policy. The sweet smell of success will likely fuel more unhealthy-food bans.



WHAT'S NEXT FOR HOME LIFE?



The recent couch-surfing fad has given birth to a bona fide trend as a business model: airbnb. Although no hotel chains are probably feeling the pinch from the success of local hosting in every city and town planetwide, this exchange program for adults is sizzling, and it marries two mini trends: Earn cash at home and collect experiences. Inviting strangers into your home is the new normal; so is charging them a fair price for their overnight stay.

FLEXIBLE SPENDING

With so many college kids boomeranging back home to live with their parents and boomers taking in their elderly parents rather than place them in costly assisted living, and even adult children moving in with their aging parents, the multigenerational household is having many of us rethink the notion of home. Besides the mix of generations and personalities, living spaces need to accommodate more special needs and a different look at finances. Pew Research reports that 48 percent of boomerang children have paid rent to their parents and 89 percent have helped with household expenses. On the other end, grandparents are **showing their love** not only by sharing space but also by spending—about \$32 billion on their grandchildren’s education, \$11 billion on their clothes, \$6 billion on toys and almost \$700 million on diapers. They’re also spending time making sure all is harmonious under one bulging roof, focusing on personal space and rules that everyone can live with. Plus, families are making it work by dividing rooms and establishing militant bathroom rotation schedules. “Proximity with privacy is the key to success,” says Sharon Niederhaus, who along with John Graham interviewed more than 100 families living in **multigenerational households** for their book *Together Again: A Guide to Successful Multi-Generational Living*, “Even just giving someone a two-burner stove and a mini refrigerator can go a long way.”

THE GRASS IS GREENER

Mommies and daddies will be polarized by and green with envy about careers in the house and outside—each one will think the other has it better. Coming out of this mancession, will moms and dads remain on the fence about work at home versus work away from home? Will child care evolve into homeschooling and Internet schooling, and will those who stay at home compete with those who work in an office? Regardless, home design will now have to account for workspaces: The number of Americans **working from home** has soared 41 percent in the last decade. About 13.4 million people worked from home at least one day a week in the United States in 2010 (latest numbers available, according to a **recent Census Bureau report**).

THE FUTURE IS BRIGHT—AND EXPENSIVE

When it comes to home décor, brighter colors such as red are being used to denote power (**Pantone lists** Poppy Red as one of its top colors for spring 2013), and animal prints, stripes and florals are **going strong**, according to the Boston Design Center. Fashion darling **Duro Olowu** is launching a new home line for JCPenney to include bright prints, patterns and colors inspired by her childhood spent in Nigeria and England. And in **PPG Porter Paints'** color forecast for 2013-14, color is back, so look for deep teals and fuchsias to be in high demand for a much needed spark. Lest you think it's all about inexpensive touch-ups and makeovers, though, something deeper is happening in home décor—as in deeper pockets. Julie Rogowski, vice president and general manager of the Boston Design Center, says post-meltdown anxiety might be stabilizing and people might be willing to invest in high-end pieces for their homes: “The emphasis is changing from ‘Where can I save the most money’ to ‘What’s the perfect piece that totally reflects me.’... It could be the economy, or it could be that people are ready for change.” I know I am.

THE NEW GREEN DESIGN

By now, we all know that changing our light bulbs and rethinking heating and cooling are ways to be more in sync with our world gone green, but designers are taking the trend literally and going back to nature to get in on the craze for more natural décor. Bringing nature inside is a big idea: Think wood, animal or pastoral prints, and metals. Perhaps the desire for the pastoral started back in 2008, when designer **John Derian debuted** his first of three popular collections for Target featuring chic accessories more suited for Walden Pond than West Hollywood, with plates and other objects adorned with insects, trees and flowers. “To **achieve the look**,” says Ralph Snyder, home design director for Kohl's, “try adding decorative pillows and throws in warm, earthy hues, like moss green or burnt amber, and incorporate pieces made from natural elements, such as weathered wood or bark, stone, faux leather or suede.”

SMALL SPACES

This new trend correlates to a few others that are enduring: “Less Is More,” miniaturization and increasing emphasis on mobility. Small (really small) homes are in my sights: The **Tumbleweed Tiny House Co.**, based in Sebastopol, Calif., builds mini architectural marvels between 50 and 750 square feet, and **Small Home Oregon** offers up tiny homes and adorable garden cottages suited for modern Thumbelinas who are tired of the trappings of life in “the big house.” When everything gets to be too much, maybe taking a cue from the **Treebones Resort** in Big Sur and building a custom yurt as your private respite is the way to go. But city dwellings are getting smaller, too: San Francisco lawmakers are considering reducing the required size for domiciles from **290 square feet to 220**; New York and Boston are testing out tiny spaces of one’s own. It’s news **the world over**: Small is big.



WHAT'S NEXT FOR AN IMPERFECT WORLD?



The quest for perfectly imperfect drives so much of our new consumerism: flawlessly aged denim, old pictures remounted and framed and lit just so, painted furniture (a pie chest in every home?), even the television we watch from the 1970s and 1980s. Rachael Ray and Sandra Lee teach us to embrace the imperfections in tasty (semi-) home-cooked meals. Even our yin of nostalgia for the wrinkles of real life has the yang of future perfect.

CUSTOM BODY WORK

The quest for perfection has come so far that it's now taken for granted, especially in new media. **Digital imaging** software slims silhouettes and erases skin blemishes. **Digital recording technology** corrects a singer's wobbly pitch and fills out a weak voice, making anybody **sound like a star**. Cosmetic procedures straighten teeth and noses, reshape ears, firm up sagging folds, remove unsightly hair and sculpt chests to order. Botox injections smooth out lines and wrinkles. Nail extensions enhance humble hands. And on and on. It used to be only celebrities and older wealthy people in rich countries who wanted cosmetic surgery. Now it's mainstream, and the patients are getting younger—and it's not just in the United States. In **India**, teens reportedly want the perfect look before the first day of college. And China has become the world's **third-biggest market** for plastic surgery after the U.S. and Brazil, while **South Korea** might be moving up in the ranks.

FOR REAL?

Computer-generated images (CGI) now look perfectly real, just more so. CGI and live action are blended so seamlessly in movies that it's hard to tell what's got DNA and what's a silicon-based life form. Artificial and real have gradually synced up: The perfectly smooth, enhanced look of CGI has become the prevailing hyperrealistic style of many leading TV shows. And in Windfall Films' *Strip the City*, CGI animation looks under the modern top layer of Dubai, London, Rome, San Francisco, Sydney and Toronto to see what lies underneath, highlighting the challenges engineers face when building cities. Much like life itself, the lines between what's digital and what's real in everything from entertainment to city planning are getting quite blurry.

TWO SIDES OF COMPETITION

The unforgettable opening of the 2008 Olympic Games in Beijing fulfilled the quest for perfection. Thousands of finely honed young bodies gave flawlessly coordinated displays of physical skill. A cute little girl with a weak voice **lip-synched** "Ode to the Motherland" while a not-as-cute little girl with a strong voice **was actually singing it**, out of sight. The whole event was meticulously planned and executed—and a perfectly magnificent spectacle. Four years later, a different yearning was expressed. The opening ceremony of the 2012 London Olympics included a sequence of sick children bouncing on hospital beds, comedian Rowan Atkinson **cheating in a running race** and

a solo by a choir boy who was born with his left arm missing below the elbow. The difference between the two events wasn't just a matter of resources or national self-images; it was because London sought to reflect a big shift in attitudes toward perfection and imperfection. South African runner **Oscar Pistorius** couldn't have been a better poster boy. The double below-the-knee amputee ("The Blade Runner") became the first athlete to compete in the Olympics and the Paralympics; he has sponsorship deals with BT, Oakley and Thierry Mugler, among others; he's on style magazine covers everywhere; and he's regularly described as sexy. There are plenty of other amazing athletes who look great and are perfectly formed from head to toe, but Pistorius' combination of physical impairment and physical prowess makes him far more interesting than if he were just straight-out physically perfect.

THE PICTURE OF PERFECTION (NOT)

Now that anybody can produce technically perfect, beautiful images with digital photography, we're seeing a countercurrent of interest in producing images that are not perfect but grainy, backlit, overexposed, blurred—anything that suggests a human touch. The smartphone app **Hipstamatic** boasts "Digital photography never looked so analog," and Instagram, **snapped up by Facebook for \$1 billion**, goes for the Polaroid look. The message? Working toward perfection is just an option, not an obligation. (And **everything old is new again.**) The alternative is not necessarily accepting a decline into slackerdom; it can be looking more creatively at apparent imperfections.

BEAUTY BACKLASH

For people who are unsure of themselves, striving for perfection might seem like the answer to achieving lasting confidence: getting that bigger/smaller bust, cooler car, next-generation gadget and so on. But it can become a self-defeating spiral into anxiety and depression or go badly wrong (see Jocelyn Wildenstein or Michael Jackson). Even successful Botox procedures might have unintended consequences: Numerous studies over the years have found that people who have had Botox injections have an impaired ability **to read the emotions of others** and **feel emotions fully themselves**. British cultural entrepreneur Stephen Bayley looks deeper into the appeal of imperfection in *Ugly: The Aesthetics of Everything*. He makes the point in *The Independent* that **talking about beauty is "boring"**; discussing ugliness

makes things “interesting.” He might also have said the same thing about body decoration, a hallmark of the millennial generation; it’s not always beautiful by conventional standards, but it is interesting and it is personal. There’s no doubting the insatiable appetite for upgrading, for moving things a little closer to whatever people regard as perfection: bigger, brighter, better. But there’s also a different appetite growing. If the relentless yang is for a better version of everything, then the yin is for additional different versions—more interesting, more authentic, more personal. **Lena Dunham** from the HBO show “Girls” is an obvious embodiment of this trend: She’s real, she’s quirky, she’s smart and she’s beautiful in a nontraditional way (and well tattooed to boot).



WHAT'S NEXT FOR LOOKS



Total wellness and holistic health are an increasing focus, and this means more time and money spent on looking good to project mind-body balance. Skin will be the new status symbol: young, clear, elastic skin will be the ultimate billboard for lookin' good. And although fashion is still highbrow, lowbrow and no-brow, the newest beauty must-do for women and men will be eyebrow—sculpture, that is, with “just enough” the mandate (just enough character to message your unique life posture).

A NEW FASHION CAPITAL?

Fashionista and shopaholic vacation planners, take heed: Africa is fast becoming a fashion destination. In March, 77 designers showed at **ARISE Magazine Fashion Week** in Lagos, Nigeria, proving the power of African designs on the high-fashion catwalk. Already, Nigeria has carved itself out as a **haven for moviemakers**; nicknamed Nollywood, it claims a \$500 million movie business, and now dozens of fashion designers are further cultivating the country's creative community. The Lagos elite are working to position the city as a couture capital to rival London, Milan, New York City and Paris. Given the rising prominence of the continent's fashion, it's understandable that we are hearing calls for designers—and the rest of us—to **toss out, in the words of a *Guardian* writer, “tired clichés”** such as “exotic,” “tribal” and “ethnic” when describing African-inspired collections. South Sudanese model Alek Wek might have **said it best**: “African fashion isn't just one thing, just like there are many different African beauties out there. It's an aesthetic, it's the music, the energy and colors.”

CLOSETS WITH A CONSCIENCE

Sustainable fashion is **taking off in a big way**, from the Paris fashion shows to **Dubai to the U.K.** Luxury brand Maiyet sources its pricey pieces from **artisans in countries with developing economies**. Also: Stella McCartney's collection of **eco-friendly sunglasses**, and **O by Kimberly Ovitz**, which reinvents bestsellers from Ovitz's main line in 100 percent tencel fabric. New Zealand native Rebecca Taylor has frothy pieces made from recycled plastic bottles and leftover cotton fibers, and designer **Carrie Parry** is using environmentally conscious textiles and local manufacturers plus planting a tree for every garment purchased. The International Trade Centre created the **Ethical Fashion Initiative** to enable international fashion companies to source from African communities; participant Vivienne Westwood has already been credited with providing a steady **income to impoverished Kenyan women**. Vancouver **hosts its annual Eco Fashion Week**, and Hong Kong Fashion Week 2013 will be attended by an Aussie student who won attendance with her beautiful apparel **fashioned from a paper-like textile** (don't worry—it's washable). But even the best-hearted of clothing lines are answering first to the **demands of good craftsmanship and good taste**.

ACCESSIBLE GETS CHIC

As the economy continues to **recover so very slowly**, fashion-forward consumers aren't able to afford what they used to. This has meant making the newest high-end designers as affordable as possible, with such businesses as **Rent the Runway**, where users rent designer clothing for a few days before sending it back. Traditional retailers have also responded with affordable lines tagged with famous fashion names, such as H&M, which made quite the stir when it partnered with **the likes of Versace**; it is now working with edgy Parisian label **Maison Martin Margiela**. This success has pushed H&M to go even further with its new luxury house label **& Other Stories**, which is both affordable and based on "inspiring fashion stories." Target is also invested in high fashion at affordable rates, teaming up with Neiman Marcus to bring in a designer holiday collection that will **include Marc Jacobs and Oscar de la Renta**. And amid a struggling battle against **large losses**, JCPenney is **collaborating with hot brand Joe Fresh** as part of its attempt to reinvent itself. With no real end in sight to many people's economic woes, designers and retailers alike have to find ways of bringing high fashion down to street prices.

BLACK AND WHITE ALL OVER

Just try finding a clothing store right now where blocks of candy-colored hues *aren't* all the rage. But runway watchers during the Spring 2013 shows couldn't help but notice one of the biggest trends to emerge from New York, Milan and Paris: Designers are looking through **black-and-white-colored glasses**. Call it a reflection of our very extremist world or the divisive election in the United States, or maybe it's a stripped-down vibe using two opposite colors to posit some need for order, balance and a yin/yang chic in a wild world, but fashion is reflecting our age of extremes. Prints ruled the runways, from **Honor's** feminine prints to **Suno's** loose silhouettes to **Marc Jacobs'** Edie Sedgwick-like black-and-white mod designs, and apparently will rule our spring next year.

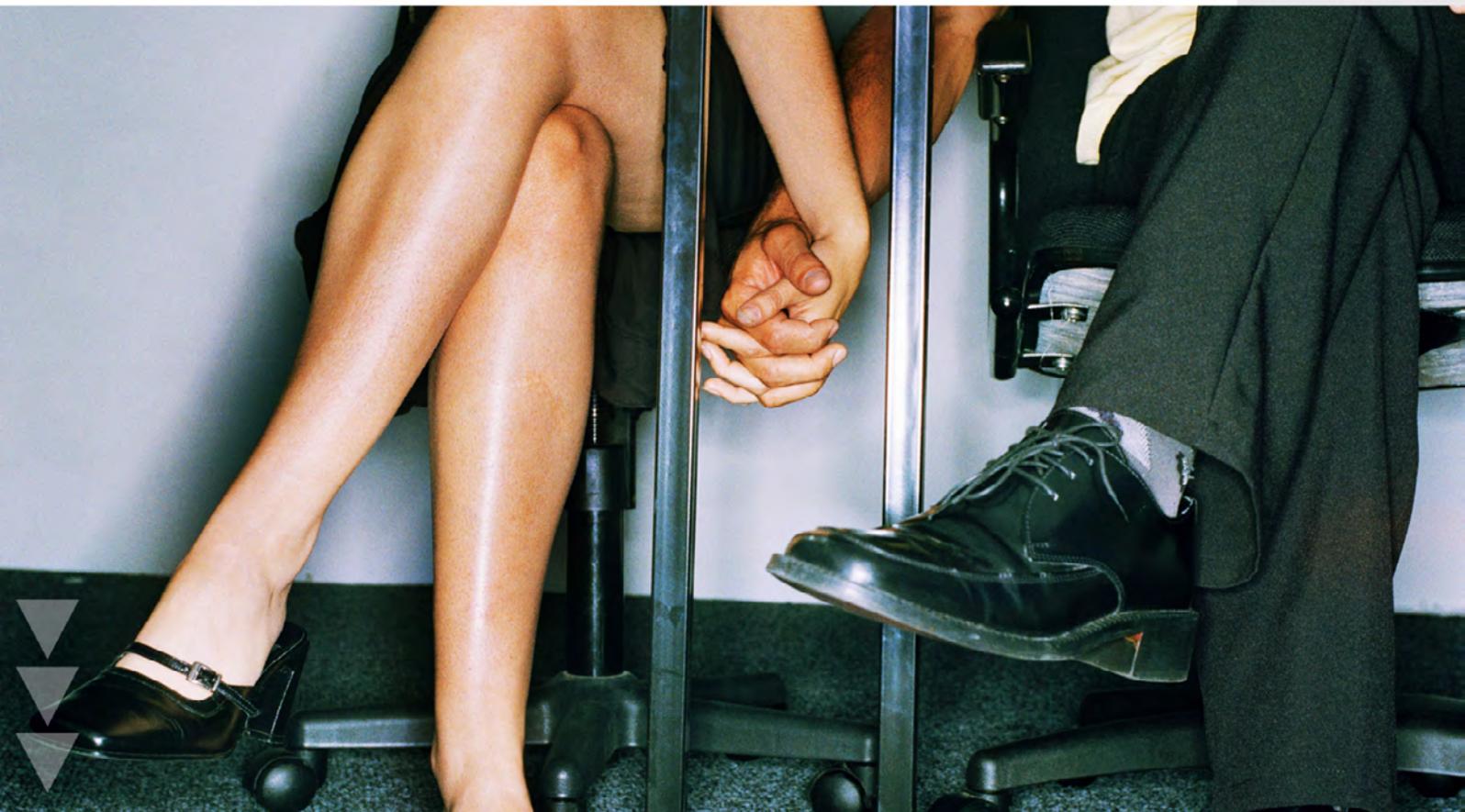
BAGELS: NOT JUST FOR BREAKFAST ANYMORE

This might not be a trend that takes off globally, but it's hard not to gawk at Japan's latest craze for the "**bagel head**," in which trendy Japanese are injecting 400cc of saline into their foreheads to create a rounded indent that resembles the carb-laden breakfast food. A twist on the popularity

of injectables such as Botox, this trend might seem insane but is part of a larger cultural craving for body modification (including “permanent” alterations such as tattoos, piercings and ear gauges, and temporary changes like colored contacts or temporary tattoos). The saline-induced results are temporary, so foreheads will go back to normal after about 16 hours. This trend wasn't born in Japan, home of big street-style trends such as the **Harajuku** girls; it came from Canada. Photographer and journalist Ryoichi “Keropy” Maeda **brought the technique to Japan** after meeting Montreal photographer Jerome Abramovitch, who pioneered it, at a ModCon convention (for people into body modification) in 1999. The rest was history. Or the future.



WHAT'S NEXT FOR LOVE AND RELATIONSHIPS?



Love used to be equated with magic, but today it seems to be a much more exotic futuristic cocktail of technology platforms and algorithms, enhanced with a dab of Hallmark greeting card sentiments. Although love used to be the domain of the youthful, an emerging minority of tomorrow's Romeos and Juliets will be those who picked the silver divorce, or who woke up at 50-plus and realized they forgot to head to the altar and now decide to partner for the next 35 years.

POKING HOLES IN ONLINE LOVE

There is no mathematical equation in the world that can determine whether two people will feel chemistry or rapport that culminates in true love—so says a recent study that **shoots holes through dating sites' claims** of scientific and surefire matchmaking. Documented by a social psychology professor at Northwestern, the study evaluated online dating on its three main selling points (access to people not ordinarily encountered, computer-mediated communication and matching by mathematical algorithm) and found that online dating engenders a **“shopping mentality”** that makes us too picky. Maybe that's why online daters say it's OK to fib on their profiles a bit, subtracting a few years or 10 pounds (they may also want to use a pseudonym, considering that less reputable sites around the world are **selling daters' profiles**). Another study discovered that **people prefer to start out as friends** before things become romantic. Maybe we'll see love going retro.

THE UN-MARRYING KIND

There seems to be an ever-growing number of us suddenly jonesing to have the ink dried on our divorce papers. In the U.S., the divorce rate of those over 50 is **double what it was 20 years ago**. Recent high-profile divorce announcements include **Joe and Tina Simpson** and **Rhea Perlman and Danny DeVito**, so even in Tinseltown, divorce is getting very gray. Meanwhile, military couples are **splitting up in spades**, with a 42 percent increase in divorces, and more couples find their marriage on the rocks **because of social media**, as spouses re-spark old flames. Might there be a **“divorce gene”** that predisposes some to a split? Research out of Sweden suggests that an **abnormality in a gene** that affects oxytocin reception could be responsible for a lack of bonding with a marital partner—resulting in a 50 percent higher likelihood of divorce or discord. But divorce is not exactly a level playing field. The **Australian Institute of Family Studies** found that women usually suffer a drop in income, but men's incomes don't experience a major effect. One **contrarian** (and perversely optimistic) take is that **divorce is actually good for the economy** because more people will willingly live under the economic strain of singlehood.

BREAKING UP IS HARD TO DO, AND EVEN HARDER TO ERASE

As the ink dries on that ever growing stack of divorce papers, many people are erasing a different kind of ink—from their bodies. Angelina Jolie, Johnny Depp and Britney Spears are among the high-profile body-art aficionados who have wanted to **erase history**. Tattoo regret is more common than you might think; nearly **one-third of all people** who get inked eventually want their skin pic removed. And although removal technologies have come a long way (topical acid scrubs have been replaced by sleek lasers), it's still quite the process. *Not* getting tattooed with your lover's name is a decision you most likely won't regret the next morning. Or the next year. Or the next decade.

A MARRIAGE OF CONVENIENCE

Engaged couples today are **more often turning to Web-blessed clergy** to officiate their nuptials. Though many counties and states don't keep records of officiants' religious affiliations, both Ohio and New York City report that the number of people becoming ordained through websites such as that for the **Universal Life Church**, which claims to have certified 20 million ministers worldwide, has doubled in recent years. In Vermont, 13.5 percent of couples were married by friends or family who had secured temporary permits. Wedding planners cite lots of reasons for the trend's takeoff: Some couples aren't religious and wouldn't feel comfortable with a traditional ceremony, others find it more meaningful when a friend or family member performs the wedding, and as more couples marry later in life, the betrothed are less wed to old-fashioned ideals about weddings. Celebrities are in on the gig, too: Conan O'Brien **made light of how easy it is** to be ordained online, chronicling the minutes-long process necessary to become a "minister," and onetime "Apprentice" villainess Omarosa was **ordained in the Baptist tradition**, then served as assistant pastor of her Los Angeles church. The number of **ordained college students** has even doubled since 2006. This is taking the DIY movement to a whole new level.

HAVE I TOLD YOU LATELY?

Marriage isn't exactly in style. It's at **a record low** (51 percent) in the U.S., where many who once would have been smack-dab in the middle of a marriage are just living together instead; the number of 30- to 44-year-old cohabiting couples has **more than doubled** since the '90s. And although

same-sex marriage is making slow but steady progress—now legal in **eight U.S. states** and the District of Columbia—one in five gay couples say they **already consider themselves married**, legalities be damned. (The same-sex marriage issue is being **argued with passion** in the U.K. as well.) With all that public pressure, might more marrieds be neglecting to stoke the fires of their unions? Two businessmen from New York are aiming to give married couples a romantic kick in the pants with the launch of **HowAboutWe, a dating site for committed couples**. The *New York Times* best-seller list might also be a testament to efforts to reenergize marriages. Four words: ***Fifty Shades of Grey***. (Publishers hope so: They're jumping on the **rising interest in erotica e-books**.) Also inspiring? This couple **married for 72 years**—just six years short of the longest American marriage on record. Says the 96-year-old bridegroom, “[The secret is to] have a glass of wine every day.”



WHAT'S NEXT FOR LUXURY



The stability of the luxury market is hard to fathom in the days of Hurricane Sandy and Occupy Wall Street, yet stable it is. Luxury products are leading the way in home renovations, and boutique luxury defines the hotels that have people buzzing from Sydney to Savannah. And now, luxe is being redefined through the lens of authenticity, so homestays and hand-me-downs can be luxe—if storified. Authentic stories might, in fact, be the ultimate luxury items today.

TECH THIS OUT

The luxury goods industry has seen serious growth in emerging markets, and now it's growing in high-tech markets, too. One of the last digital marketing holdouts, **the luxury industry** is now firmly **looking to technology** to move products. Special offers and sales—mainstays of social media campaigns for lower-end brands—don't appeal to the luxury consumer, who craves V.I.P. access instead. Burberry and Stella McCartney are among the labels granting that entrée with behind-the-scenes glimpses of catwalk showings through iPad apps (and click-to-shop options). Plus, luxury U.K. department store Harrods offers a snazzy **iPad version of its catalog**, and so will **Neiman Marcus** this Christmas. The time is right: Some 60 percent of high-net-worth individuals **own smartphones**, and of those, 67 percent have used them to shop. Though we're seeing **some mixed signals**, the global luxe goods industry will continue to live large, especially as it continues to adopt new technologies.

THE NEW DAPPER

A new mantra for the fashion business might be “Men don't shop; they buy.” Menswear **accounted for 40 percent** of the total luxury fashion market last year, growing 14 percent in 2011, compared with womenswear, which grew by just 8 percent. **In Australia**, the post-recession recovery phase paired with Gen X's concern with its appearance has ushered in a profit surge in the menswear sector. As for what they're wearing—or forecasted to be wearing by the Spring-Summer 2013 shows in Paris and Milan—**bold design is in**, as are dapper, **slim-fit suits in anything but black**. Paul Smith played with a rainbow of color and debuted trousers with a carrot shape silhouette; Jean Paul Gaultier outfitted his models in **black-and-white striped suits and turbans**; Lanvin recalled glam rock with high waists and baggy shirts with rolled sleeves; and 90-year-old Pierre Cardin sent 138 space-age looks down the runway in Paris. Not every garment was so outlandish. Hermès and Dior **played it safe** with muted, even monochromatic, colors, focusing instead on luxurious fabric and sharp tailoring. A focus on prying open purses might see a big switch to murses instead.

LUXE ON WHEELS

Taking a lesson from the established popularity of fashionable food trucks and pop-up stores, many luxury goods and services industries are finding more ways to maintain their momentum with temporary digs. High-end shops and boutiques are popping up from the **American Midwest** to the **U.K.**, while **the Styleliner** (a decked-out former potato chip truck) peddles luxury clothing and accessories on “tour dates” around the U.S. The luxury travel and tourism sector is **embracing the pop-up trend** as well; some swanky hotels are made entirely of pop-up structures (and often boast higher occupancy rates than their staid brick-and-mortar brethren), while other hot properties take over existing buildings and transform them into seasonal or themed resorts. The Mandarin Oriental in Boston is hosting a **pop-up afternoon tea lounge** for this holiday season. High-end accessories house Fendi is even offering an **online pop-up shop**. In an age in which everyone is ever more furiously on the lookout for the next big thing, the luxury market is doing its best to keep consumers on their toes.

THE MILE-HIGH COUNTRY CLUB

Personal minibars. An in-flight shower. Caviar-filled meals. These days, first-class flights are **more dramatically luxurious** than ever before—in stark comparison to the spartan amenities afforded those occupying the back portion of the plane. Business travelers appreciate these perks, as **traveling in comfort** is their main priority. But with large recent cutbacks and airlines just **beginning to see some positive profit** trends, public relations must be as carefully plotted as the routes along which jumbo jets travel. Speaking of PR, Southwest Airlines’ reality television show, **“On the Fly,”** shows a much more personal side of airlines that just might make you appreciate their work a little more. Working hard they are for their luxe travelers, and it’s no wonder: Business- and first-class seats have in the past supplied as much as a **combined 40 percent to 50 percent of airline revenue**. Airlines can always fall back on luxury passengers; **Delta, for one, reimagines eight of its planes** in the fall in order to accompany NBA teams and their 7-foot players. (So this is how the 1 percent fly.)

RISE OF THE BABYNISTAS

First came **babyccinos** and **iPad apps for infants**; now there are these, just some of the outrageously priced designer children's items offered in **the burgeoning market for stylish tots**: a Gucci backpack for \$795, a Lanvin leopard-print coat (price tag: \$1,090) and Dolce & Gabbana's plaid shirts for boys (\$190 each). The demand for designer baby clothes is **high in Asia and the Middle East**, where labels such as Burberry have opened kids-only outposts, but children's apparel grew faster worldwide than women's apparel in 2011. Burberry sold \$91 million in clothing for children in 2011, a 23 percent increase over 2010. Celebrities are jumping on the baby-fashion wagon, too. Tori Spelling just released Little Maven, **a new line of children's clothing for JCPenney**, and Heidi Klum has partnered with Babies R Us for her **Truly Scrumptious kids line**. Not to be outdone, Fendi, Gucci, Marc Jacobs, Marni, Missoni, Oscar de la Renta, Roberto Cavalli and Stella McCartney are all trying their hand at children's clothing. (Oh, baby!)



WHAT'S NEXT FOR MEN



The age of dads who take parenting seriously has arrived. Increasingly, dads are not only the new moms, but they're also carving out their own next identities: superdads. Men in general are losing ground as providers, but watch for manhood and the business of being Dad to become more commingled as men embrace parenting and build it into the definition of the good, modern man.

DISHING IT OUT

Although it's true that both genders gossip, **a recent study** found that **we gab about very different things**—women about physical appearance and social information, and men about achievement-related topics. Most notably, the study revealed that the effects of gossip on female friendships and male friendships are very different; gossip helps enhance the bond between males while it is potentially more damaging to the quality of female friendships, which thrive on communion and intimacy. And although another report revealed that gossip can actually **be good for our health**—as a stress reducer and for its role in maintaining social order—yet another indicated that most of us are **happier when talking deeply** with friends rather than engaging in small talk. Want to cut the crap and get to the heart of the matter? Try texting: It seems that people are **more likely to disclose sensitive information** in a text message. Plus, saying, “I love you, man” by text is a lot easier (especially, dare we say, for most men) than saying so in person.

SCENT OF A MAN

Men might be working their pecs into oblivion at the gym or dressing to impress on date night, but if they smell bad, all bets are off. A **study at Oxford University** once had women rating photos of men, and researchers upped the ante by showing each photo with either **a pleasant scent or a putrid odor**. Is it really surprising that the best-smelling men scored the highest? **Brad Pitt** might be shilling for Chanel No. 5 (much to the amusement of the Internet, with the **dog spoof** getting top honors), but men also need to smell nice. And so do their homes. Behold a limited-edition **collection of Yankee Candles** in scents called Man Town, First Down, Riding Mower and 2 X 4, and a brand called **Mandle** that sells scents like Meat & Potatoes, Bass Killer and Kegger, even Strippers Mouth. We can't vouch for how these candles actually smell, but we do know they point to a trend of marketing scents to men.

DADDY DRAMA

Time's controversial breastfeeding cover gave **further ammunition** to the ongoing mom wars, but what about dad wars? Sixteen percent of American preschoolers are cared for by stay-at-home dads, and many of these dads complain that they're plagued by assumptions that they're **not cut out for the job** or that masculinity is better rooted in career and financial pursuits.

One study even found that **testosterone levels were lowest among new fathers** and that the most devoted dads lay claim to the least testosterone. Kids are most concerned, however, with their father's availability. Roughly 35 percent of Australian 10- and 11-year-olds worry that their **dads work too much**. And the girls reported that they would go to their mothers and friends before their fathers for help with problems. American fathers, on the other hand, are **more involved in their children's lives** than ever before. But we knew that, if only from the **great abundance of daddy blogs** out there, a trend we've had on our radar for some time.

HE'S IN THE MONEY

A couple of reports have shown that men might be a step ahead of women when it comes to retirement savings. In fact, in one study coming **out of the United Kingdom**, the gap between men's and women's savings has reached an all-time high. "The gender gap in savings has increased 10 percent in the last year ... to a gap of almost 30,000 pounds (\$48,100) between men and women's **retirement** savings," says CNBC about the recent Women and Pensions report from investment firm Scottish Widows based on a survey of 5,200 adults. In addition, it says, "the number of women saving nothing at all for retirement has also increased since last year, with 26 percent of women failing to put anything aside for old age compared to 19 percent of men." Across the pond, Vanguard **has stated** in its annual "How America Saves" report that in 2011 the average balance in men's defined-contribution plans, aka 401(k)s and 403(b)s, was \$94,063, compared with \$59,104 for women. There are **numerous reasons** for this gap, and neither gender's number will fund a retirement, but for now men are tops at thinking green.

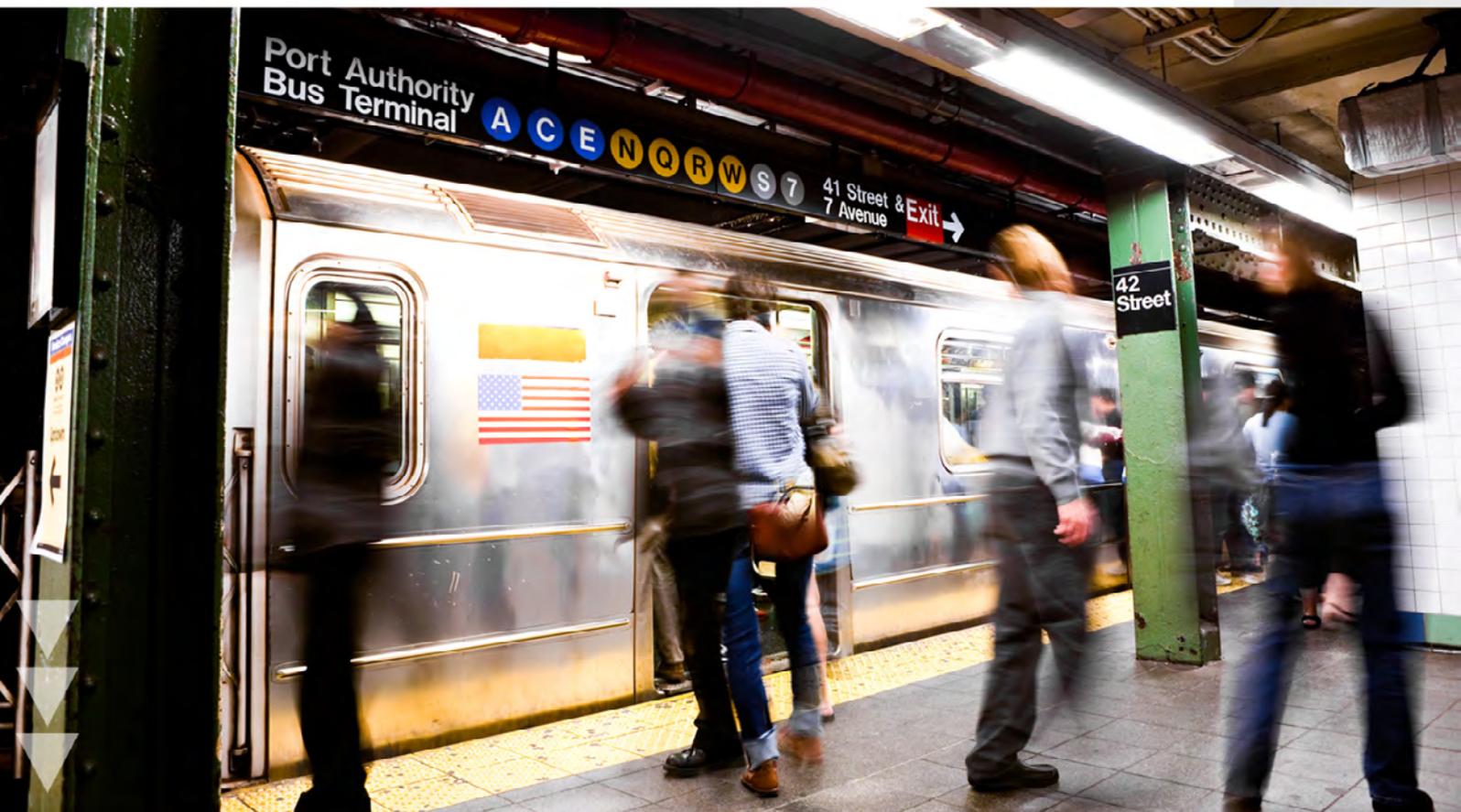
THE GOSLING EFFECT

It's no secret that a pretty face can give job seekers a leg up during the hiring process, but it seems that attractive men have the greatest advantage of all. Possibly that's because human resources departments are staffed predominantly by women, who want to filter out potential competition, but even when it's **men making the decision**, attractive men are selected over other candidates. Would including a photo of yourself along with your résumé whiff of narcissism? Yes, but ... a study out of the University of Nebraska at Lincoln found that people with narcissistic qualities **usually outperform** more modest job candidates. How do we measure attractiveness, anyway?

Psychologists in China and Toronto found that most kids **stop being so unbearably cute** at age 4½, as their noses and mouths catch up with their big eyes and heads. For adults, perceived beauty all comes down to symmetry. Men and women both rate the opposite sex as healthier and more attractive when they lay claim to **symmetrical faces and bodies**. Imagine how well Ryan Gosling would do in the workplace.



WHAT'S NEXT FOR MILLENNIALS?



YOLO, or You Only Live Once. Millennials are living the #YOLO credo, which seems to have grown out of having been dealt life in the age of the recession. More and more of them know that instead of being angst-ridden about facing off with the constant challenges of the unknown—and futures riddled with debt and uncertainty—they should say “WTF” and remember YOLO, partying hard, savoring the sunshine, eating the last cupcake.

THE BOOKISH BUNCH

A recent **Pew study** might be changing some perceptions about the digital-native generation (16- to 29-year-olds in this survey). They **read more than the average American**, says the research, and not just texts or status updates. More than eight in 10 people under 30 have read a book in the past year, compared with about seven in 10 adults in general. Good news for authors and publishers everywhere, the results also showed that some 75 percent of those surveyed read a print book, 19 percent read an e-book, 11 percent listened to an audio book and 60 percent used a library in the past year. If there's bad news here, it is for tablet makers: Forty-one percent of young readers view books using a cellphone and 55 percent read them on a computer; only 23 percent use an e-reader and 16 percent a tablet. Look for libraries to enact ways to engage this much coveted and oft misunderstood demographic—think pre-loaded e-books, wired spaces, and areas for young people to chill out, hold book clubs and, of course, tweet #ihearthemingway from a comfy sofa.

SAVE US, MILLENNIALS

It might be time to kick your college grad to the curb if we want to save the economy, according to a recent piece in *The Atlantic*. Though their loud music and ability to eat you out of house and home might have you vexed, there may be deeper reasons to get them to become more independent, despite **fewer job prospects** (although opinions about that **are mixed**). Senior Editor Derek Thompson argues that **delaying the kids' adulthood** by letting them stay at home after college inhibits our fiscal future and that creating more “households” is what's needed to make the economy thrive. If millennials get their own apartments and roommates, they'll need to buy their own food, furniture and lifestyle essentials, not to mention that they'll stimulate rent prices by creating a higher demand. Clearly, the slump is not their fault, but the creation of more households is going to help more than just Mom and Dad, who would get their spare room back.

THE ORDER IS RAPIDLY FADIN'

Turnout at the polls by millennials is on par with that of the baby boom generation when they were that age—surprising even experts who remember the activist era of the '70s, according to **a story** in *The New York Times*.

A *USA Today/Gallup* poll revealed that 58 percent of 18- to 29-year-olds believe the president should work to legalize marriage equality, and their top concern is the creation of good jobs. Other issues in their wheelhouse? Improving public schools and the environment, **raising taxes on the rich, and legalizing illegal immigrants and marijuana**. Other hot issues are protecting a woman's right to choose and HIV/AIDS prevention. And what of this new buzz term to describe this generation of "slacktivists"? **An Intelligence Group study** that surveyed 900 people online aged 14 to 34 notes that two-thirds think "a person on a computer, being aware and spreading the word" creates more change than "a person on the street, rallying and protesting." And more than half (56 percent) would take a lower salary to work "somewhere that is positively changing the world." The times, they sure are a-changin'.

MILLENNIALS AT WORK

Once thought of as a passing fad, using crowdsourcing and user-generated content to solve problems is here to stay. Big brands are increasingly taking advantage of user-generated opportunities, which can only mean good news for collaboration-inclined millennials (unless you believe that crowdsourcing is **actually putting people out of jobs**). Millennials are also shaking up offices worldwide by wanting workspaces that have no glass ceilings—or windows or doors (or even common destinations, as the cloud will mean we can all collaborate from anywhere). Thomas Fisher, dean of the University of Minnesota's College of Design, told a gathering of commercial building owners recently that millennials actually **see privacy as a negative**. By 2025, he said, the office as we know it will probably be gone.

MIND THE GAP

Today's millennials also are going to force their older bosses to work with them by providing more flexible work schedules. Shifts will be voluntary and self-policed; telecommuters will log on to employers' servers to make contributions whenever and wherever they are at their prime. And with so much negativity out there (vicious comments sections topping the list), people who are part of the generations before millennials can help them manage emo bruises and ignore the noise. "Learn to face criticisms that are unjustified" might replace "Be polite" in terms of what we teach our children—and how managers groom staffs. On the other hand, more and more

millennials will not be rushing into the serial adult lives most people lead for 60-plus years, from age 30 to 90 and beyond. Millions of young people are already delaying entering the workforce by staying in school, taking nonpaying internships or seasonal work, joining AmeriCorps or treading water in other vastly creative ways. We just might see adolescence suddenly lasting from 13 to 30.



WHAT'S NEXT FOR PARENTING?



In the last few years, we've become exhausted by the overparenting trend (alpha moms, helicopter parents and so on), so it's not surprising that the latest buzz might be parents who are working out their kids' brains (and feeding them brainy foods), to try and create smarter, more competitive kids. Smart kid parenting has been the driving trend in ROW (rest of world), but in the U.S. we've just awoken to the fact that they are mopping up our kids with more mathematical and scientific training at a younger age.

MUM AND DAD

So much has been said about French parenting styles this year, but what's happening with our friends in the U.K. when it comes to mummy and dad? A **new study** notes that the number of children being raised by unmarried parents has doubled since 1996, six out of 10 are being raised by married parents and the number of same-sex couples bringing up baby has tripled in just the past two years. The number of single parents has grown to almost 2 million, up a quarter since '96. Much like in the States, the study says that the economic downturn there has shifted family living to mean more than one family; there's a rise in two or more families living together to share costs. And another **study** shows that nearly half of 15-year-old teens do not live with both parents in the U.K., providing another example of how "family" is being redefined today.

SCREEN GEMS

As concerns grow over what kids are doing online and **70 percent of U.S. teens** are hiding their online habits from Mom and Dad, it's time for a reboot. Parenting experts such as **Vanessa Van Edwards** say setting well-defined ground rules around digital life is the only way to ensure quality time with the family—from making the dining room a digital-free zone to making gaming more educational (**Freerice** gives 10 grains of rice through the World Food Programme to help fight hunger for every correct answer to multiple choice questions). Mom herself is more mobile than ever, too; **BabyCenter's 2012 American Media Mom Report** discovered that 65 percent of mothers have a smartphone (38 percent higher than the general U.S. population) so that they can socialize, bank, take pictures, order clothes and groceries, keep medical records organized, and use family and parenting apps, all while on the move and at the touch of a screen.

MOMPREENEURS

With so many mothers struggling to figure out how to **have it all**, or at least tip the scales in favor of a more balanced and healthy existence that includes both work *and* family, look for more moms to take matters into their own hands and start businesses to help regain control of their lives. (The National Association for Moms in Business, which represents 15 million

entrepreneur and executive mothers in the United States, estimates that **44 percent of women business owners** have children under 18.) In **Malaysia**, two overworked female techies created a business selling Islamic children's books; their popular website, now called **ALIMKids Bookshop**, which stands for "active, lively, intelligent Muslim," was the first Islamic online bookshop in their country specializing in Islamic books for children. And in Canada, Elaine Tan Comeau got \$70,000 from the infamous television program "**Dragons' Den**" (named "Shark Tank" in the U.S. version) and created **Easy Daysies**, magnetic schedules for children. Just a few of the many moms making it work.

THE GREAT PARENTAL DIVIDE

Now there's more proof about how class dictates how we raise our children. A new piece in *The Atlantic* takes a fascinating look at how extreme parenting is being countered with something markedly different: parenting to merely help your kids survive in the form of food, water and shelter. The author makes a case for socioeconomic conditions contributing to the great morass known as parenting now and next and shows that more **highly educated parents** spend more time with their kids; poor and working-class families, on the other hand, according to sociologist Annette Lareau, believe "children's development unfold[s] spontaneously, as long as they [are] provided with comfort, food, shelter and other basic support." Showing another angle to the divide, child psychologists Betty Hart and Todd Risley **estimate that by the time children are 3**, those who have professional parents have heard some 45 million words, as opposed to 26 million words for working-class kids and 13 million for kids whose family is on welfare. Regardless, parenting style is not just about preference; it's also affected deeply by other factors.

PARTY TIME

With so many scripts being flipped in terms of what constitutes family these days, is it any surprise that events surrounding births would take on a decidedly nontraditional hue? We already know that parents such as **Bill and Giuliana Rancic** are holding "guess the sex" parties, and many are **poking holes in the traditional baby shower** to hold **casserole showers** (to keep the new mom and dad well fed during those first sleepless nights, and for second- or third-time parents who already have all the stuff) and

book showers (in hopes of Jr. being a book lover and adding to his or her collection), among others. Gender-specific showers are all the rage, too—and we mean for the adults. For mom, it's girl's night out (think massages, mani-pedis and decadent meals with girlfriends for one last hurrah), and for dad? **"Dadchelor"** parties, of course, wherein dad whoops it up with the boys in Vegas or at a close-at-home beerfest and grillout to celebrate the closing bell on a child-free life. For anyone not up to painting the *town* red, hire a henna artist to paint mama's belly red, with **belly henna**.



WHAT'S NEXT FOR PETS



The big trend in the U.S. is a mounting recognition that pets are genuine members of the family and thus worthy of berths in emergency shelters, as extreme weather conditions rise. Move over, pet greeting cards and pet health insurance plans; watch for animal custody settlements, visitation rights, and even court-mandated burial plans around the dog or cat that is the victim of human divorce.

A BARK ABOVE

Short ribs, kale and whipped egg soufflé. It's what's for dinner—for your dog, if he's one of thousands of four-legged friends now being served gourmet meals marketed to the tastes of pet parents. Even in the midst of a recession, there has been a certifiable boom in **all things pet related**, but perhaps especially in **fancy pet feasts**. It's no surprise that large companies are looking to take a piece: Purina, which lords over a third of the pet-food market, introduced its “restaurant-inspired” Elegant Medleys foods way back in 2006 and Jackboy's Dog Bakery, with stores popping up throughout California, is selling all-natural, gourmet baked goods such as **Pumpkin Pie “Pup”-zels**. As usual, celebrities have to do it bigger: Rachael Ray recently toured New York City in a **Pup-Up Food Truck for Dogs** to promote her high-end dog food, Nutrish. And with the scare of **dog food linked to salmonella** still fresh in their memories, other pet owners have decided to forgo commercial pet food altogether, preferring to **serve their dogs expensive raw food**. Whatever happened to drinking straight from the toilet bowl?

HERE, ROBOT

For all the serious applications for which robots are being designed—some surgeons use **robotic equipment to operate on patients**, while **Japanese scientists** have created a robot that could be used in high-risk environments (think the Fukushima nuclear power plant) and other robots are **monitoring weather patterns** from the open seas—enterprising professional and amateur scientists worldwide are having fun with robotic technology, too. There's the man whose **robotic dogsitter**, complete with onboard ball launcher and a treat dispenser, entertains his pup while he works his 9 to 5, and the **spider robot** that attracted almost a **half-million YouTube hits** in a single day. Petting a robo-seal has even been shown to **relieve stress and improve mood**, similarly to stroking the real (seal) deal. Woody Allen's 1973 comedy *Sleeper* proved prescient in its **vision of robot pets**, and movies are still toying with the concept (Tim Burton's most recent flick, *Frankenweenie*, is based on the premise of a **pseudo-robotic pup**). Some people already **think of their Roombas as pets**, so just imagine how much we'll **love the robots** actually designed to be our companions.

HAVE PETS, WILL TRAVEL

As our little furry friends become more like family, **vacation planning** often involves thoughts about what to do with Fido. A **new survey** reveals that in the U.S., San Diego, Portland and Chicago are the most pet-friendly cities, while Carmel has been named one of California's **10 most pet-centric tourist destinations**. Pensacola, Fla., is seeing a movement to **allow dogs on its beaches**, while more properties in Manhattan are touting such perks as **pet concierge services**. A growing number of British dog lovers are looking for ways to **bring their pooches on holiday** (note that a pet passport is necessary for transcountry jaunts), as are **dog lovers Down Under**. One particularly timely sign of just how important our pets have become is the sheer number of **animal-rescue efforts** enacted during Hurricane Sandy. Hundreds of **shelters were pet-friendly**, and it wasn't unheard of for refugees to **pass up shelters** that wouldn't let them bring their animal companions and keep searching. It'll be a wakeup call for a new business: animal-friendly evacuation services. So whether it's travel for leisure or safety, look for more of us to count on pets in the itinerary.

WHAT'S IN A NAME?

In the U.K., a new **poll** revealed the top puppy names in the past year. Alfie, which topped the list, references Alfred the Great, while Charlie, the second most popular, might give kudos to the second in line to the throne or to the popular YouTube baby who bit his brother's finger. For the girls, Molly, Mary and Poppy were crowd-pleasers. As we become more attached to our pets and treat them like family, is it any surprise that their names are becoming more "human"?

THE NEW ZOO

Zoos have come a long way in conservation and saving endangered species through coordinated breeding programs and fundraising. The Saint Louis Zoo recently succeeded in **propagating an endangered species of salamander** with the intriguing name of hellbender, while Chicago's Brookfield Zoo is leading the charge in **reintroducing a very rare Mexican gray wolf** into its natural habitat. Another Chicago-area facility, the Lincoln Park Zoo, is home to a **newborn endangered western lowland gorilla**. Meanwhile, the National Zoo in Washington, D.C., suffered heartbreak when a baby born

to an endangered giant panda (on loan from China) **died just six days** after its much-ballyhooed birth. However, many zoos now have to make difficult choices about **which baby animals to let live**, as some facilities euthanize the tiny creatures rather than provide contraception to the adult animals. A possible alternative has been found in **“translocation,”** which puts animals born into captivity in locales needing a restocked gene pool. A more aware public is noticing when the places we expect to protect animals behave badly—in Sweden, a zoo director was suspended when she was caught lying about the **treatment of animals**; in the U.S., a Reston, Va., zoo manager **served jail time** for animal mistreatment. Though not pets per se, the creatures living in our zoos will continue to be a growing concern for a zoo-going public with a conscience.



WHAT'S NEXT FOR PLACES



So what's with the trendiest places in the world, from Brooklyn to Austin, from Amsterdam to Milan? Have they lost their hipster edge, or is the next new thing going to be neighborhoods, and cyberhoods, versus cities? While the list on the next three pages sizzles, and leaves you thinking (there ain't no edge in Palo Alto, unless it's the edge of the next big thing), it also demands an answer: Will what's next be Rio and Cape Town and **Monterrey, Mexico**, or the village where the **Mexican pointy boot** trend was discovered?

COPENHAGEN

When planning your next adventure, give Copenhagen a spin of the globe if you're looking to become your own personal trendspotter. Copenhagen is leading the way in the craze for collaboration, and spaces such as Founders House in this booming Danish city are helping rising tech stars, especially in **clean tech**, share ideas and office space with other like-minded individuals. Startups such as **Podio**, whose model allows users to collaborate and create their own apps, and **Tradeshift**, a global company changing the way invoices are paid through social networking, are making Copenhagen a go-to destination. Plus, a current zeal for Nordic cuisine makes this city **a must for foodies everywhere**—though beware Denmark's fat tax, imposed on high-fat food stuffs, passed way before Mayor Bloomberg of New York City incited controversy over his **ban on sodas** larger than 16 ounces.

DETROIT

With the **American auto industry enjoying** some impressive growth, Detroit is having a real moment. The U.S. presidential election, pitting President Barack Obama against Mitt Romney, son of a former governor of Michigan and **Detroit auto executive**, certainly brought another spotlight to the city. For those with a pioneer spirit and an appreciation for amazing architecture of the Mies van der Rohe and Saarinen variety, Detroit is a must. Local coffee shops and boutiques are sprouting up to forge a new creative class as well as entice young people in search of cheap housing and a cool vibe. And attention, **entrepreneurial types**: If you're looking to up your real estate game, Detroit could be just the place, a city where things are not only made but also handcrafted, farmed and designed. Detroiters young and old are investing in their city's revival, whether it's Wayne State University **students showing up** for a Habitat for Humanity build or the **state's governor announcing an ambitious plan** to turn an abandoned manufacturing site into an outdoor adventure and education center. May the great Detroit rise again.

LAS VEGAS

If you think of Vegas as only a spot for a quickie wedding or a chance to play the slots, think again. Despite word of a **weak casino recovery** (but a **slowly rising housing market**), Tony Hsieh, of Zappos fame, has moved his flagship office to downtown Las Vegas and is going to change the way most

of us think of Sin City. His **\$350 million Downtown Project** is betting that if you build it (great restaurants, affordable housing and other elements of downtown cool), they will come (a creative class even Richard Florida would envy). For those of you looking to move somewhere affordable, sunny, warm and happening, press your luck and book a trip to see how Hsieh is redefining the catchphrase “What happens in Vegas, stays in Vegas.” At a recent Zappos department head retreat, he said that “up to 75 percent of the world’s population will call cities home in our lifetime,” according to *The New York Times*. “So if you fix cities, you kind of fix the world.”

PALO ALTO

Interested in visiting a city-state whose DNA is wholly digital and **energized by innovation**? Palo Alto, Calif., is aflame, partly because of Stanford University, but let’s also count the Steve Jobs factor; **Apple mania** (led by Jobs) was what really stoked the fire, as did the arrival of the face of Facebook, Mark Zuckerberg, in 2004. Even now, young tech entrepreneurs move to the town Jobs called home since the mid-1990s in hopes of living the same dream: making a corporate brand and a name in a place (population: 65,000) where everyone comes to know your name. And it’s 45 minutes from San Francisco, which makes it a must-stop for those who worship at the altar of change. It’s probably not a coincidence that **Julián Castro**, who was educated at Stanford, is a person on my to-be-watched list, as is the city he leads as its mayor, San Antonio. Look for the trend of people making places to get even hotter in 2013.

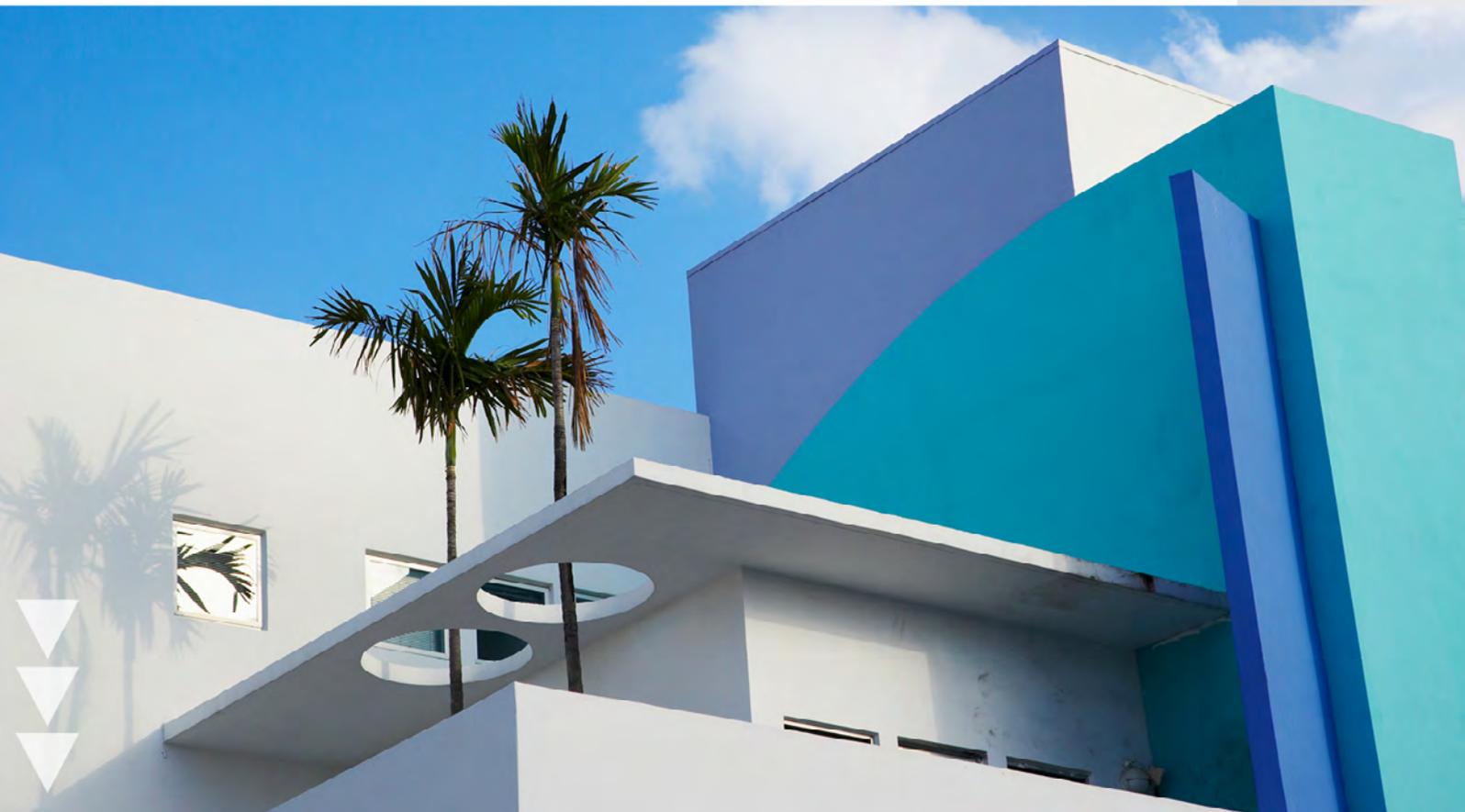
SHANGHAI

If eco anything is high on your list, check out Shanghai, which has been making great strides to go fully green. The ways in which the city is **working toward its green objectives** are myriad—and impressive. From the construction of China’s tallest building, which features green building technology, to the growth of **environmentally friendly auto manufacturing**, even to **designating “green” boulevards** throughout its borders, the city is a marvel of sustainable development—and it has **committed to raising the bar**. Education opportunities also abound, including **a collaboration** between Shanghai Jiao Tong University and the National University of Singapore called Energy and Environmental Solutions for Megacities, and

summer certificate programs and internship programs through the **Shanghai Center for Sustainability**. And the upcoming **green-themed Fashion Week** and the organization **Women in Sustainability Action** show that Shanghai's eco-friendliness even has a **decidedly feminine side**. With all the eco-positive momentum, it's no surprise that China's **green tech industry is booming** along with everything else in that country.



WHAT'S NEXT FOR REAL ESTATE ?



“Real” estate says it all, even though more stores are jockeying for share of mind in the “unreal” estate play online. And true real estate players keep emerging as new downtowns and meccas emerge, calling those who are commerce- and community-minded to their centers; watch for a real estate mini-boomlet in secondary and tertiary markets. And look for real estate to start turning around in the Southwest, especially Austin and Houston, two of Urban Land Institute’s **top five markets to watch**.

BIG DEALS

From **Miami** to **Manhattan**, developers in large U.S. cities have continually been expanding existing spaces to accommodate wealthy buyers whose desire for ever more square footage and luxury seems almost insatiable. One answer has been to tear down walls and open whole floors in high-rises, combining residences to maximize space—pushing home prices into the stratosphere in the process. That's what Jennifer Aniston **planned to do** when she bought two units in Manhattan's West Village last year, but she sold them in 2012 because the paparazzi drove her away. Even when constructing new properties, square footage is up and so is demand for properties priced between \$50 million and \$100 million. Tastes are similarly voracious in other countries: In India, for example, **Gurgaon** is emerging as a destination for luxury housing with some projects selling at around 30,000 rupees per square feet (most other high-end projects are selling at around 14,000 rupees, on average). *The Wall Street Journal* will chronicle this high-end market with a new weekly global luxury real estate section called Mansion.

LESS IS MORE

On the other end of the spectrum, economist E.F. Schumacher's 1973 book, *Small Is Beautiful*, encouraged "enoughness" and warned, among other things, that living in a space with boundless square footage inspires more frustration than happiness. Centuries earlier, Leonardo da Vinci felt similarly, writing, "Small rooms and dwellings set the mind on the right path; large ones cause it to go astray." And let's not forget Henry David Thoreau, who lived and worked, deliberately, in a 150-square-foot cabin that cost him \$28 to build. If today's proliferation of **miniature houses** is any indication, lots of modern architects and developers are harking back to a minimalist philosophy—erecting **tiny spaces** to suit all sorts of purposes. And housing shortages in **big cities worldwide** are feeding the trend for micro spaces. The city of **Dongguan, China**, is one place going micro, considering building apartments at only 160 square feet.

RENTERS ENVY CONTINUES

There's a fresh and deep pang of jealousy that American homeowners feel toward renters and their freedom and flexibility to find new jobs, take risks, and pick up and move. It's a complete about-face from our sentiments a

decade ago, when Americans were snapping up properties with reckless abandon and basking in illusory wealth. We have a new, not necessarily improved, American dream: signing a lease. Look for this trend to continue to make waves in the real estate market, with demand for rentals exceeding supply, especially in big cities such as New York or London. **A study** by Capital Economics predicts 36 percent of households will be renting two years from now, and a **Prudential Douglas Elliman report** shows that in Manhattan, the median rent rose 10.2 percent to \$3,195 from \$2,900 during the same period in 2011. Rent increased **by 3.2 percent annually** to £741 a month across England and Wales, the fastest year-on-year rise seen since February. Look for demand for rental properties to continue to be very hot, especially if the economy improves and millennials begin to leave the parental nest.

PLACE MAKING

In our ever more digitized and virtual world, the centers of power are shifting. It's no longer about establishment capitals but innovative up-and-comers, where a critical mass of creativity is bringing about rapid-fire change, along with a good quality of life and a sense of like-minded community. In our sights? Places like **San Antonio** as one of those midsize cities in a warm climate that boomers are flocking to in order to reinvent themselves and embark on second (slightly slower) acts—but also because of its mayor, **Julián Castro**. He has injected personality and verve into a city that never used to command much attention. His vision includes making the power-hungry Sun Belt city into a leader in the new energy economy through initiatives like the **largest municipally owned mega solar project** and the **Decade of Downtown** revitalization program. And Tony Hsieh of Zappos is giving downtown **Las Vegas** a complete overhaul. When considering where to call home, look for communities making a real place for themselves in the world. In light of the recent Northeast superstorm, there's no doubt people will begin to rethink the West, the Southwest in particular, for its lack of big weather events (other than scorching summers and dry air).

IT'S A FAMILY AFFAIR

There's a recent force on the real estate horizon giving new meaning to “all in the family”: the family office. According to *The Wall Street Journal*, **this is when** “an ultra-high-net-worth family—typically with more than \$100 million in assets—joins with another wealthy family to buy investment property.”

It's not necessarily because they need the cash; they join forces as a way to share the decision making and the risk (you might be sharing the wealth, too, but you're also sharing the burden of a bust). Investors such as Daniel Lubin, whose family wealth comes from his grandfather's diaper rash cream being sold to Pfizer, oversees Upsher Asset Management, which contains his family's finances as well as those of three others descendants. Look for **single-family and multifamily funds** to invest hefty amounts in property and redefine the family—and real estate—business.



WHAT'S NEXT FOR SCIENCE AND TECHNOLOGY?



What was once science fiction is now about innovation, and there is so much innovative change happening so fast that the “wow” threshold keeps rising. What’s next will be abundant not only from the best science parks in the world but also from inside companies, which will increase employee engagement with social strategies and figure out how to measure interaction with followers and business outcomes in real time, leaving those that do it quarterly in the dust.

NO WAY!

Some scientists and philosophers would have us believe that there's a viable explanation for coincidence, which seems by its very nature to be impossible to explain. Carl Jung created the concept of synchronicity, which asserted that **coincidences are the result** of the workings of our unconscious mind. Coincidences **are as old as time**: Some noteworthy ones include that John Adams and Thomas Jefferson died on July 4, 1826, 50 years to the day after they signed the Declaration of Independence, while Mark Twain was born on the day that Halley's comet visited in 1835 and died on the day of its return in 1910. Modern statistician David Spiegelhalter, who recently gathered 3,000 stories of remarkable coincidence, explains that **"it only takes 23 people in a room** to make it more likely than not that two have the same birthday." Scientists have very different ways of explaining (or explaining away) the most perplexing coincidences, but most statisticians agree that as many people as there are on earth, almost **any crazy thing** one can dream up is likely to happen, with lots of little coincidences along the way.

A FACE IN THE SUN

When a crispy-faced New Jersey woman was charged with taking her **then 5-year-old daughter into a tanning bed**, the story burned up the Internet. And for good reason: Indoor tanning significantly increases the **risk of developing melanoma**, the deadliest form of skin cancer. There's already a parental-consent law in New Jersey for teens aged 14 to 17 who want to tan, but the state's legislature this summer **passed a bill that bans tanning for anyone under 16**. Lawmakers might want to take a lesson from healthcare experts, who have found that counseling youngsters of the **potential damage to their looks** from sun overexposure has greater impact than warning them of possible health risks. Though doctors have **condemned the purported benefits of sungazing** as biochemically impossible, there is merit to the idea that sunlight is beneficial. An arthritis research group in the United Kingdom says **the dose of vitamin D our bodies make** when exposed to the sun can stave off bone loss and muscle function problems, among other benefits.

QR STARS

With all the **noise about mobile ads**, it would be hard to blame you for just assuming print ads had died and gone to marketing heaven. But smartphone-interactive codes, specifically QR codes, have taken the traditional ad market by storm; more than 10 percent of ads in the top 100 magazines in the United States **now feature a code of some type**. QR code usage among European smartphone owners has **doubled over the past year**, and the much-hyped tool is beginning to emerge from relative obscurity into the light of possibility. And possibility certainly seems to be the key word, as the medium has allowed for a new creativity even beyond magazines; Guinness recently **released a QR glass** that can only be scanned when it is filled to the top with Guinness only. Boston startup Jossle has taken the interactive technology to the next level, **hiring college students to wear T-shirts with QR codes** and paying them when curious observers scan their code.

TECHNO-TENSION

With our fast-paced lives and the current economic uncertainty, it's no surprise that a new study shows that **work-related stress is on the upswing**. It has even gotten to the point where addiction facilities are treating the **fear and stress-related disorders of being without one's cellphone** (known as nomophobia). Seeming to notice this digital-anxiety connection during its Windows AppFest in Bangalore, **Microsoft held an "Art of Living" stress-relief course** for the record-breaking 2,500 coders that had spent 18 hours writing computer code. It's no surprise that apps for reducing stress have begun rolling in, most recently **Lithuania's Magic Mind**, a "brainwave entrainment application" that users can personalize for their own stress issues based on 40 programs and 28 background noises. It appears that we've created a complex Catch-22: We're addicted to these digital outlets, stressed out by our addiction and looking to use the same technology as a cure.

NET EFFECT

It sounds like an esoteric concept, but **more than 50 percent of Internet connections are things**. In 2011, there were more than 15 billion things on the Web, with 50 billion-plus intermittent connections. By 2020, notes Eric Savitz in *Forbes*, there will be more than 30 billion connected things,

with 200 billion intermittent connections. Called the Internet of Things, it includes cheap and small devices with radios and GPS. And everything can be tracked, from new cars being socially aware (with the ability to link to your social networks) to streetlights being networked. Everything from image recognition and augmented reality to NFC (near field communication) will enable the concept to really take off, according to *Forbes*. Think **hardware and sensors**. One fun example on **Trendwatching.com** touted Uniqlo's free Wake Up app, which wakes up users with music based on the weather outside and a pleasant voice letting you know the day, time and weather. Look for the Internet of Things concept to pervade your life (and help you wake up) in the very near future.



SWAP TILL YOU DROP

Swap shopping is a green- and budget-friendly way to clean out closets, then promptly stock them again. At a swanky L.A. café with ivy crawling up the brick storefront, a group of vintage enthusiasts hosted a **clothing “swap and shop”**; in Canada a nonprofit masterminded a **swap-turned-benefit** with an emphasis on sustainability. Now ubiquitous, swaps have been held in living rooms and community centers around the world for years but have recently spread to the online domain. There’s **Tradeizze** in England, **Little Black Bag** in L.A. and New York City, **Dig N’ Swap**, **thredUP**, and countless other sites selling everything from the general to the very specific (handbags, kid clothes, even cars). And Swap.com can help you find **events near you**. Swapping is frugal and fun and might even help make a dent in the **23.8 billion pounds** of clothing and textiles that end up in landfills each year—especially as long as the global economy remains fairly stagnant. One woman’s trash is truly another’s treasure.

SHOPPING GETS SOCIAL (AND STARSTRUCK)

Model and actress Molly Sims **curated a collection** of discounted Southwest-inspired clothing and jewelry for social shopping site Open Sky, where dozens more tastemakers, including Padma Lakshmi and Stacy Keibler, have also hand-selected items for sale. Known as social shopping, the trend is **tapping fashion royalty** (see **ModeWalk**, **Feyt** and **Moda Operandi**) and fashion-mag bigwigs (see **Motilo** and **Finoman**) to dish out style advice and hawk merch on these startups, some of which are fizzling while others fly high. So how to delineate between the long-popular online shopping and social shopping? It all depends on where you got your motivation. Did something you spied on Facebook, Twitter or Pinterest encourage you to buy? That’s social shopping, and now savvy influencers can profit from it. At **StyleOwner**, described as a cross between Pinterest and an online department store, users can build an online clothing boutique, pulling from more than 2,000 brands. The boutique “owner,” also known as a “stylepreneur,” then invites her social networks for a look at her picks and enjoys a 10 percent commission on sales. It’s about a person “[**monetizing her**] **online sphere of influence**,” says the site’s founder, who emphasizes that StyleOwner is a “social selling” platform, an anomaly among so many social shopping sites. **Rent the Runway** offers **another twist**: showing photos of women wearing dresses that can be rented online. “Hervé Léger, rent for \$150” has a nice ring to it, no?

BUY A BOOK, SAVE A STORE

The American Booksellers Association now lists 1,200 independent bookstores, down from 2,400 in 2002. When did the tide turn? Might it have been in 2008 when Oprah enthused about her Kindle on national television? Some say you can **blame the Internet and e-books** for so many boarded-up bookstores. Now that the Kindle Fire HD is the **top-selling product** on Amazon, it's clear the allure of e-books remains strong. **Libraries around the world** are scrambling to add e-books to their offerings, but many major publishers are not too happy with the trend and are **significantly raising prices** to libraries. And then there's the **trend known as showrooming**, whereby bookstore (and other retail outlet) customers use their smartphones in-store to seek out better prices on titles they're interested in. They then leave without buying a thing. Even though one **tech analyst predicted earlier this year** that print books could be obsolete within the next decade or so, we'd like to think that physical books and e-books can live in harmony.

FAST FASHION

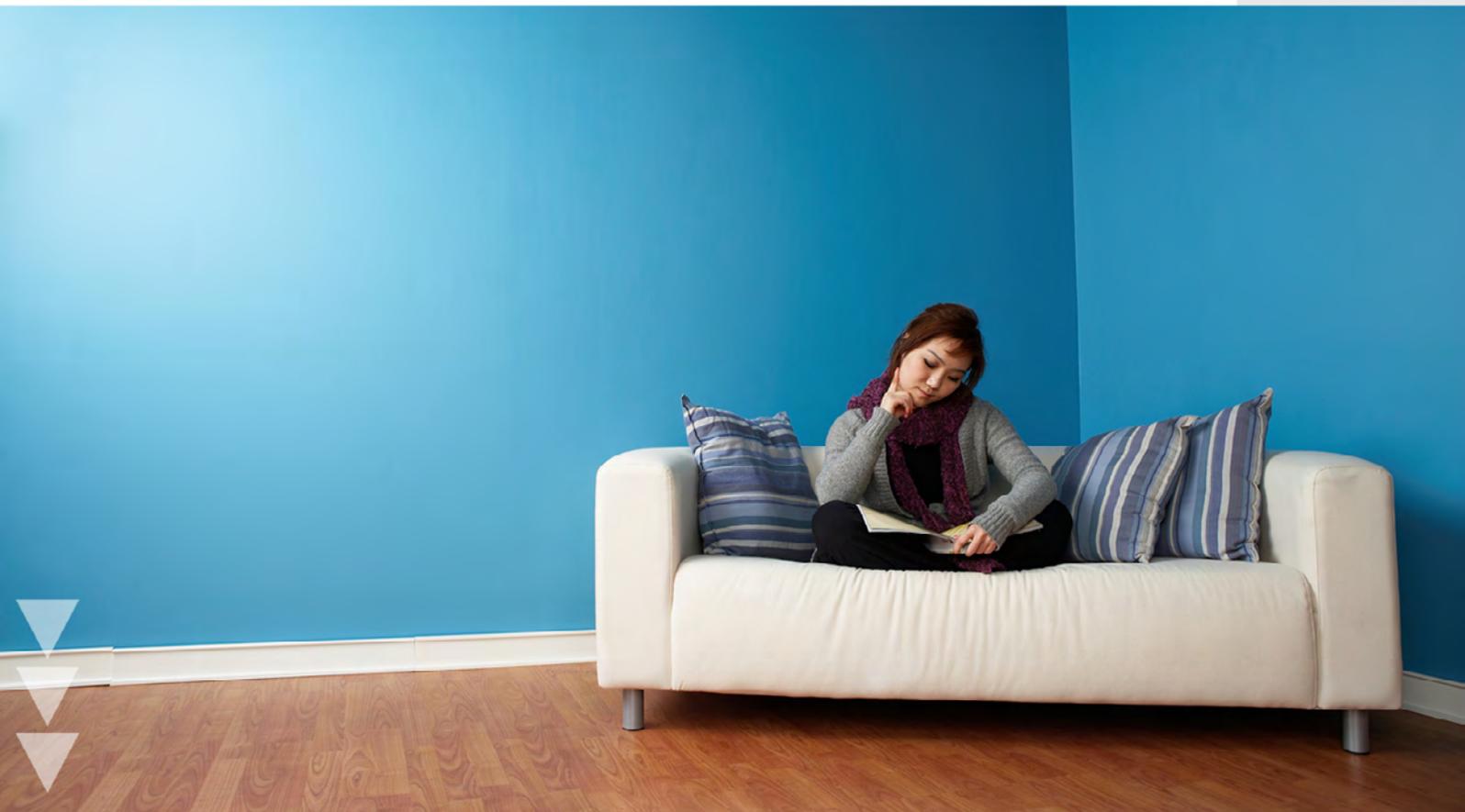
The average American **buys 64 items of clothing each year**—more than one item per week—spending roughly \$1,100 (just 3 percent of this goes to American-made clothes). It's **called fast fashion**, and all those \$10 tank top **sales add up**; fast-fashion pioneer Zara posted a **32 percent gain in profits** in the first half of 2012, thanks to new stores opening globally and a heavy push in online retailing. One place where fast fashion has been **slow to catch on**: Australia. But that's about to change, suggests Morgan Stanley, as global retailers set up shop there. Some **lambast fast fashion** for its deleterious effects on the garment industry and its disposable quality. These critics believe we'd be better off investing in clothing that costs more but lasts longer, supporting local designers, seamstresses and tailors, and taking care of and repairing items of clothing rather than tossing them. Regardless of whether your marketing loyalties lie in Fifth Avenue or Main Street garb, news is heartening on the retail front: Sales from **Britain and Switzerland to the U.S.** are rebounding quite attractively.

GOOD CONSUMPTION IN A DIRE ECONOMY

It's no longer enough for brands to just provide; we want to know *how* they provide, *why* they provide, and *what they stand for* when doing so. Welcome to the new "value," where still-shallow consumer confidence pressures big business to do good. Socialpreneurship will offer new graduates hunting for jobs a chance to make a difference—à la Tom's or Burt's Bees or Same Sky. Watch millennials especially when it comes to all things sustainable or responsible; in **a global Havas study**, 70 percent of millennials surveyed said the most successful companies in the future will be those that practice sustainability. Bottom line: Think greenish ("ish" lets shoppers wiggle between the right thing and their genuine desire).



WHAT'S NEXT FOR SINGLETONS?



What's next in the dating game seems to be a lot of ebbs and flows. Many of us will be single for months, even years. Two phenomena are returning: the starter marriage, to make survival in the city feasible (two people paying one rent, even if it's friends with benefits, including healthcare and gifts from a ceremony plus party), and the second marriage producing "Brady Bunch"-style households where his and hers, or hers and hers, or his and his, equal lots of people under the roof at the same time, even some of the time.

DIGITAL FOREPLAY

Online daters, take heed. In the world of digital dating, you are what your Google profile says. With **40 million of the 54 million single people** in the United States having tried online dating, there's a (digital) sea of singletons out there, and nearly half have looked up their dates online before going out with them, **according to eHarmony**. Globally, **one in five relationships** now starts online, so getting your story straight is more important than ever. Once you know who you are, you can look around at all the bespoke dating sites linking like-minded people. **OmSingles.com**, for instance, hooks up those who **lead healthy yoga lifestyles**. But despite some healthy choices being made online, a rising number of con artists are seizing dating sites. According to *Glamour*, **one in 10 online profiles is a fraud**. But don't expect the online search for love to lose any momentum; new sites are cropping up to accommodate all tastes, scams or no scams.

SINGLED OUT

It's been years since Carrie Bradshaw celebrated single life and portrayed a carefree, well-dressed city gal, but with **102 million unmarried Americans** over 18 flying solo and many wondering if marriage is even worth it, some eye-opening facts about singledom might have us looking harder for "the one": More than **30 percent** of single-parent families with children are poor, while that number is only 7 percent for marrieds, and a recent **study** from the University of Warwick showed that married men had a 9 percent lower risk of dying compared with their unmarried counterparts. In India by 2020, there will be **17.4 million single-person households**, with only China, Japan and the United States ahead in the world of living solo. Being single is no picnic; newly single Katie Holmes apparently **hates flying solo**, while Padma Lakshmi of "Top Chef" **admits her struggles as a single mom**, even though her ex (who was not the father of her baby) set up a trust before he died. Sure, there are benefits to going it alone. But as research continues to come out about this hard-knock (single) life, look for many to rethink going it alone—or simply accept or ignore the darker side of doing so.

HOME ALONE

Digging deeper into the solo living trend, we find that in the U.S., the number of **folks living alone** is eight times greater now than in 1950. Today, when people tend to couple up and marry later and **find divorce more acceptable** and accessible if things don't work out, 51 percent of Americans are single. That translates to roughly one in four living alone, which may make it the biggest demographic shift since the baby boom, as one **book claims**. The U.K. has seen a **sharp increase** in the number of solo dwellers, too. Many who live alone **praise the scenario** for allowing them to live by their own rules, celebrate their quirks and acknowledge their deepest desires. Though it has become a **cultural meme**, even a joke, perhaps **the biggest fear of those living alone** is the possibility that they may die alone. (In Japan, a **cleaning company has sprung up** specifically for the purpose of cleaning up badly decomposed bodies.) Research out of Finland does suggest that those who live alone may be **more prone to depression** and other mental health problems. Those in good relationships enjoy a **bolstered immune system and a longer life**, suggesting that the growing **“together but apart”** arrangement may offer the best of both worlds.

SOME SOLITUDE

It's been the inspiration for hits from Hank Williams' "I'm So Lonesome I Could Cry" to Elvis Presley's "Are You Lonesome Tonight?" Loneliness is an inescapable element of the human condition—and a hot topic. As the yin that makes us appreciate the yang of connection and companionship, feeling more alone is actually a result of social media hyperconnectivity, say some. To counter that, **MIT researchers** just advertised an inflatable vest that “hugs” Facebook users whenever they get a “like.” Says Dr. Sherry Turkle, a tech and society expert at MIT: “These days we **expect more from technology than we expect from each other....** [W]e're designing technologies that will give us the illusion of companionship without the demands of friendship.” A study of people in Germany, the U.K. and the U.S. reported that 39 percent of Americans **spend more time socializing online** than in person and one-third admit to sometimes being lonely. Look for more research into the link between depression, loneliness and connectivity, with “real” experiences such as touching, hugging and face-to-face meeting becoming the new Prozac.

EVEN BRANDS ARE FLYING SOLO

In today's highly curated SoMe world, it's more important than ever to stand out and shine. Our culture's most admirable personalities are **masters of self-branding**: **Richard Branson** (the unbuttoned, unplugged leader of Virgin), "Real Housewife" turned Skinnygirl entrepreneur **Bethenny Frankel** (radical transparency and no boundaries), Zappos CEO **Tony Hsieh** (professional good guy and ambassador for the power of positive), **LeBron James** (king of sponsorships and planning), Steve Jobs (need I explain?), **Ralph Lauren** (aspirational yet accessible) and **Marissa Mayer** (strong personality as asset). And although we're seeing tons of brands teaming up for power collaborations, sometimes the power of one is both profitable and potent, as long as you're fine with being a solo survivor.



WHAT'S NEXT FOR SOCIAL MEDIA ?



It is hard to remember a time when we didn't Stumble onto what's new, tweet out our hopes and dreams, and provide status updates from everywhere, all in real time. What's new are the anthropological takes from the virtual zone as it becomes clearer that SoMe is a place where people air what's on their mind, right now, and expose their inner humanitarians and their natural bullies. Watch for profound sightings on the human mind and mood to bubble out of the SoMe stew.

TWEET, TWEET

The Twitterverse is sucking us in: The network has **517 million accounts as of July 1, 2012, with 141.8 million of those in the U.S.** (The U.K. appears to be a distant second and Australia an even more distant third.) But still, a U.S. poll earlier this year revealed that **Google is the most popular tech brand** while Twitter is the least. Twitter engineers are **examining the site's traffic flow** to make sense of users' interests and their work and sleep patterns; for example, findings show that New Yorkers are as active on Twitter during the workday as they are in the evenings, while the Japanese seldom tweet during office hours. And it appears that the ways people use Twitter are changing; Sweden **hands over the keys to its Twitter account** to a different citizen "curator" each week, and Pulitzer Prize-winning writer Jennifer Egan **serialized a story on Twitter** in 10 installments. Oh, and the biggest tweeting city? **Jakarta, 29.4 million profiles strong.**

FINALLY, SOME ACCOUNTABILITY

Being obnoxious online now comes with a price. The SoMe offenses range from dangerous (a North Carolina man was arrested in September for **threatening to kill President Obama** in a series of tweets) to malicious (in the U.K., **a 19-year-old man** was sentenced to three months in prison after posting crude jokes on Facebook about a missing 5-year-old thought to have been murdered), but all point to a new accountability for our actions online. Mike Leach, coach of Washington State's football team, went to extremes and **announced that his players were not allowed on Twitter**, after some vulgar tweets caught the eye of student media; University of Toledo men's basketball players are also **banned from using Twitter**. And University of Tennessee quarterback Tyler Bray **apologized after hating on "bandwagon fans"** on Twitter after his team's 41-31 loss to Mississippi State. We can't help but wonder how this affects First Amendment rights, or does being part of a team, workplace or public eye have more consequences than those for the average Joe or Jane?

IN THE GRAND STREAM OF THINGS

Netflix's video streaming service **hit a milestone this year**, surpassing 1 billion hours of streaming in June. Although Netflix users **report relatively low customer satisfaction**, and its stock **plunged again in October** (but

rose sharply days later, when a rumor surfaced that **Microsoft might buy it**), the service can now claim several million more subscribers than top cable provider Comcast Corp. Netflix **competitors include** Amazon Prime, Apple's iTunes, Comcast Xfinity TV, Hulu and Vudu; plus, Redbox and Verizon announced a movie streaming partnership to launch before the end of 2012. Streaming TV's sudden popularity brings with it new concerns: Live TV streaming now represents the **fastest-growing online piracy segment**. In regard to ratings, streaming services **can be a boon** (for a series like "Mad Men," which enjoyed a 21 percent ratings hike this year after its long hiatus) or **a bummer** (Nickelodeon's double-digit ratings drop has been attributed almost entirely to on-demand viewing). One thing on which there's no debate: Streaming TV is here to stay. Look for **original programming** to propel Netflix next year when it revives cult favorite "Arrested Development" and original drama "House of Cards" with Kevin Spacey.

FACEBOOK: A STATUS UPDATE

Maybe you've heard? Facebook went public in mid-May. The press dubbed the IPO "a disaster," and though **Facebook's stock debuted at \$42.05**, it has since dipped as low as \$17.73. The site has also been associated negatively with a "**digital divide**"—that is, the gap between those who use the Internet productively and those who use it obsessively ... predominantly to play on Facebook. Women are most likely to have their nose in Facebook. A new study shows that **women are far more proactive on social media sites**, with the average social media user being a white woman in her thirties. But women especially will probably not welcome the news from another recent study that concludes that Facebook will **weaken your self-control**, leading to a larger waistline and credit card debt. Regardless, Facebook might be **rebounding** with recent news that it's making gains on ad revenue because of the popularity of mobile advertising. Good news for Zuckerberg & Co.

IS OVERSHARING REALLY CARING?

Turns out, people are **more likely to share information** that makes them feel awe, anger or anxiety—the very sort of information the sharer's partner might not want them to disclose. And with **online oversharing on the rise**, TMI is **inspiring sparring matches** between more than a few couples. There are apparently even more people horrified by how much others overshare than there are people who are the victims of oversharing. Thanks to Twitter,

Facebook, Spotify, Instagram and all the rest of it, our lives have become **“one giant blob of TMI.”** But oversharing isn't always bad; a new study published in the *Journal of Medical Internet Research* found that of the estimated 100 million Americans living with chronic pain, patients who blog about their illness (and share it with friends and family) feel less isolated and more useful. To some people, it might be TMI; to others, it's a creative and compelling way to tell stories.



WHAT'S NEXT FOR TOMORROW'S MONEY?



Gift cards and PreCash cards seem to be overtaking stores as we become more comfortable giving people prepaid shopping as a thank you or to celebrate a milestone. So it's no wonder that the resale of gift cards on swap sites seems to be the next way to raise cash in the not-so-glory days of cash being king and gift cards more like a 10 of spades. Also watch pushback against companies that make it hard to liquidate those cards, like iTunes in Europe (try taking a U.S. card into England). We want our money *now*.

LET'S TALK ABOUT MONEY

If you live in Greece or Spain or even in parts of the United States, that nasty gurgling sound is the economy going down the drain. The official economy, that is—the one that gets tracked by the accountants and tax officials and economists who feature in the media every day. Amid the many negatives of the **financial meltdown of 2007-08**, one positive effect is that more people have started thinking harder about money—and not just about their spending and bank balance, but also about money itself. Who would have thought a video rap anthem called “**Fear the Boom and Bust,**” pitting economists Hayek and Keynes against each other (so gangsta), could get almost 4 million YouTube hits? Until the bust, most people living and working in the mainstream were so used to hearing about “the economy” and living in it, they thought “the economy” was just one thing, just one complex web linking designers, factories, shippers, retailers and consumers around the world through banks and financiers. Cut to now, when what “the economy” means to all of us is being talked about from Main Street to Madison Avenue and all their equivalents around the world.

FIFTY SHADES OF A GRAY (AND BLACK) ECONOMY

The official economy isn't the only one at work; there are other “unofficial” or “**informal**” economies that don't get tracked. There's the gray economy of legal work that's done off the books for cash to avoid being taxed: home repairs, car repairs, domestic help and the like. And there's the black economy of totally illegal activities and goods that are traded for cash: drugs, prostitution, stolen goods, smuggled good and weapons. It's calculated that the shadow economy in developed countries (OECD and EU) is anywhere from **about 8 percent to 28 percent of GDP**, while in **Latin America and sub-Saharan Africa** it's well over 40 percent. Most people don't want anything to do with the black economy and they're leery about the gray economy, too, but they're also increasingly disenchanted about the official economy, so look for more folks to explore alternative ways to make money. In the United States, trust in the financial system has fallen steadily; in a recent survey, just **33 percent of people** overall trusted banks. As official currencies bounce around, cash gets tighter and people lose faith, more of them are experimenting with different ways of paying the bills.

TRADING UP

Barter trading is one quick and easy solution for people and small businesses with skills, goods and time but limited cash. The trouble is that there are so many different goods and services on offer; how to find someone who wants what you're selling, is selling what you want and can agree on a price? Bartering has a new lease on life because of the Internet, which can match buyers and sellers and keep track of their trades. **ITEX** has grown into a sophisticated worldwide system where members (businesses or consumers) buy and sell using "trade dollars." On a bigger scale, the growing trend of B2B barter is handled by organizations such as the **International Reciprocal Trade Association**; in 2011, more than 400,000 companies worldwide **used bartering to earn an estimated \$12 billion** on unwanted or underused assets. Barter is no longer a quirky, fringe business. Although ... **comedian Josh Sankey** recently traveled overland from New York City to Los Angeles without cash or credit cards. To get what he needed, he hauled a ton and a half of Oscar Meyer bacon to barter. One of the best instances of bartering is the annual Burning Man festival, where no money is exchanged for everything from massages to burritos. It's really more of a gifting economy, but it still shows the power of alternative thinking.

LOCAL CURRENCY

For people who prefer some form of cash, witness the surge of interest in alternative currencies. And with so much interest in local, many towns have launched their own currencies for local transactions. When they gain traction, they can deliver big benefits. In particular, a local currency builds community relationships and changes hands faster than official currency; it gets spent faster and generates more local economic activity, especially when big corporations are excluded. The long and growing list of local currencies includes **Ithaca Hours** issued in New York, **BerkShares** in western Massachusetts, and in England the **Brixton Pound** and the **Bristol Pound**. We probably can't expect any of these to last as long as some of history's great local currencies—the florin from Florence, the ducat from Venice and the thaler from Jáchymov in Bohemia, all of which spread widely and lasted centuries. On the other hand, **complementary currencies** are still going strong, including the fact that in 2013 the Second International Conference on Complementary Currency Systems will be held.

FREE YOUR MIND, AND YOUR TRASH

For people who find barter and local currencies a bit too complex, there are plenty of simpler alternatives growing fast: freecycling, **freeganism** and Dumpster diving to reclaim useful items from the trash. Lately, people in big cities have been taking to the Dumpsters to make a point about our overly consumptive society.



WHAT'S NEXT FOR TRAVEL



We've entered the era of anyplace, anytime—and also “No place this time.” So despite the rise in staycations, virtual vacations and instant excursions (day spas, anyone?), there is nothing like the “big trip” to keep us looking forward. But today that is as likely to be a wellness journey, whether for plastic surgery, fertility clinics or even dental care. P.S. The ultimate “next” vacation might be in a yurt.

WHAT A TRIP

In spite of the global financial beat-down, experts have given the tourism industry a **sunny forecast**, predicting that over the next five years travelers will look to scale back costs without sacrificing the vacations of their dreams. At least one destination is suffering, however: **Trips to Greece** are taking a hit in the wake of bad press. Although debit and credit cards have long been more universally accepted and ATMs more fluent in the languages of different banks, in places such as China, Russia, Kazakhstan and some parts of Africa, the traveler's check remains a necessity. For other travel concerns—say, finding a clean public bathroom or the best deal on a nearby hotel—wouldn't you know **there are clever apps for that**? Another trend we're seeing: **multigenerational travel**, as Grandma and Grandpa opt to take their children and grandchildren along on their heady Golden Years expeditions, with some seniors **dropping tens of thousands of dollars** to spend an idyllic week with the whole clan. (Family counseling not included.)

THE CHINA SYNDROME

By now we know the great innovation happening in China in everywhere from social media to a rising luxury market to advances in green living. But global destinations are banking on an “If we make it, they will come” mentality when it comes to the influx of **Chinese tourists traveling the world**. Harrods has launched a free Chinese language mobile app featuring an interactive guide to the London megastore. British Airways has introduced first-class cabins on flights between Shanghai and London that include seats that convert to beds, a 15-inch TV and leather-bound desks. Hilton partnered with Chinese designer Vivienne Tam to create limited-edition slippers as part of its Hilton Huanying initiative catering to Chinese travelers (Mandarin for “welcome,” Huanying also included Chinese tea and cable channels en suite, and a breakfast menu featuring congee, dim sum and fried noodles). A recent piece in *The New York Times* noted that by 2020, **100 million Chinese** will travel abroad. Just last year, more than 900,000 **visited France alone**, so look for China's rising star to land firmly in countries worldwide looking to cater to this ever-growing spending power.

JUST WHAT THE DOCTOR ORDERED

Medical tourism is enjoying quite the boom in Asia, with growth projected to reach \$8.5 billion by 2013, according to a **recent report**. As foreigners look to combine something tropical with something prescribed, Asian countries are already offering “medi-cations.” India and Thailand are key players, and Malaysia, the Philippines, Singapore and South Korea enjoy government-backed medical tourism programs. Singapore is, in fact, already planning to develop into a leading healthcare destination in the years to come, and the race to be No. 1 in the industry is heating up; **Nigeria** has reportedly lost more than \$500 million every year to India alone when it comes to competing for tourist dollars. (Some countries, such as **Vietnam**, are apparently falling behind because of lack of the most modern materials and utilities.) Overall, look for this trend to keep growing. Plus, with sleep deprivation considered a **public health epidemic**, destinations such as Switzerland’s Grand Resort Bad Ragaz, which provides “**sleep diagnostics in a five-star atmosphere**” with a night of sleep monitoring, a medical consultation and a health analysis, are filling a niche. For many, the whole goal of a vacation is to restore some sense of balance, health and well-being.

BIRDS OF A FEATHER

Do you think **freaked-out flight crews** or lack of filling food are the worst things about air travel? Think again. **Misbehaving kids** are the No. 1 in-flight stressor, according to 47 percent of more than 1,000 respondents to a **Smarter Travel survey**. More than half (58 percent) say airlines should create specified sections for families traveling with children. Budget airline AirAsia recently announced that a “**quiet zone**” (for no extra cost), where no children under 12 are allowed, will take off in February. Malaysian Airlines, which had already banned infants in first class on certain jets, has instituted a **no-kid zone** in the upper-deck economy of its A380s. Look next for a rule that you’re only allowed as many kids as you have hands for. It’s all part of a new trend toward cluster travel, for people who can only endure fellow travelers like themselves (mostly millennials, boomers on the road, etc.).

SPACING OUT

If you're bored with worldly travel pursuits and need to go otherworldly, follow the lead of Richard Branson, CEO of Virgin, and Guy Laliberté, founder of Cirque du Soleil, who are taking space vacations, and literally taking to the stratosphere. Branson has been working on **a spaceport in New Mexico** to herald a new era of space tourism, and Laliberté, well versed in acrobatics and flying through the air, enjoyed the honor of being the **first Canadian space tourist** and bringing awareness of water issues to earthlings. His two-hour broadcast about his travels was shown in cities around the world. The FAA is predicting that **space tourism will become** a billion-dollar industry, according to a Reuters report, with tickets ranging from \$95,000 to \$200,000 (the latter will pay for a ride on Virgin Galactic). Fun fact: **Ashton Kutcher** was the 500th person to sign up for a ride on Branson's spaceship. Ladies and gentlemen, fasten your (very expensive) seat belts and behold the new frontier.



WHAT'S NEXT FOR WEATHER ?



In the wake of Hurricane Sandy, the real conversation should be about what it all means for clean, accessible water and fighting wildfires. By 2030, according to a U.N. report, **almost half the global population will be living in water-stressed areas**. Plus, scientists foresee **an increasing number of wildfires** as the result of climate change, as we've already seen in Australia, California, Eastern Europe, Nepal and many other places worldwide. So what will burn next?

OFF TRACK

If Hurricane Sandy is any indication, there's cause for alarm over the existing satellites we use to track our biggest storms. In the United States, the polar satellites that scan the whole planet are **at the end of their lives**, and the next iteration has been pushed back to 2017, with no plan for what happens next. If life pre-Sandy had us looking across the globe to see how far we had fallen behind in all general, here's another reason to be concerned: Our forecasting models significantly lag those of European nations, whose joint computer model was the most accurate in predicting Sandy's destructive swath. According to *The Wall Street Journal*, **Europeans spend more money on weather prediction**, use faster and larger computers, and are more engaged with academics in developing and upgrading their models than the United States. Many people are calling for upping the ante in the States; the same *WSJ* article proposes doubling our 3 percent budget at the National Oceanic and Atmospheric Administration as we face increasingly more superstorms. If you'd like to take matters into your own hands, there is indeed, an app for that. (**Several, really.**) Check out Hurricane Hound, Hurricane by American Red Cross, Hurricane Tracker and iMap Weather Radio, which sends text/voice alerts and lets you listen to local radio.

DESIGN FOR (STORMY) LIVING

Designers are now taking into account our weather anxieties and need for preparedness. The **"Bye Bye Wind" table**, for one, designed by Marco Marotto and Paola Oliva, makes sure that food and table settings stay put on the windiest of days. And fashion designers are taking a more seasonless approach to dressing; **Mackage**, Proenza Schouler and Roberto Cavalli all showed **an array of leather looks** for Spring 2013. Practical types, take note: Greenpeace Germany **commissioned testing** of 14 rain jackets and trousers from top outdoor adventure brands, and the results were surprising. Every piece tested positive for **perfluorooctanoic acid (PFOA)**, a persistent hormone disruptor, and other chemicals that can contaminate drinking water, food, blood and breast milk. The highest concentrations appeared in clothes from Jack Wolfskin, Kaikkialla, Marmot, the North Face and Patagonia.

CLIMATE YIN/YANG

We can't be the only ones looking for ideas on where to live without wacky weather. A quick search showed that the **best weather cities** in the United States include El Paso, Las Vegas, Los Angeles, Phoenix, San Diego and Tucson, so look for the weather-weary to go west, where real estate is plentiful and folks such as **Tony Hsieh** are boosting the region's credibility (he moved Zappos' headquarters there). One columnist in sunny Los Angeles remarked that though many have "**stormenfreude**," a made-up word defined as "pleasure taken by those in temperate climates at the suffering of those in less temperate climates," she has "weather envy" because California is weatherless, other than the occasional earthquake and mudslide—which are punishment enough for the lack of weather events there year round.

WEATHER WORSHIP

With all this supernatural weather happening, spiritual types are finding ways to tune in with the universe. A new study finds that **Americans who believe in religious miracles** increased 22 percent in the past two decades, with 55 percent now certain of them. If superstorms are going to stick around, look for a rise of faith when it comes to searching for meaning as to why all of this weather is happening. Historically, the Celts were **big weather worshippers**, but today, modern citizens are worshipping the weather anew: **The Four Seasons Seychelles spa**, for example, has introduced outdoor full moon massages, where guests can "experience the power of nature as they are taken on a journey of healing." Or try the Creole Full Moon Party nearby, complete with African beats and themed drinks. Already popular in places such as Thailand, where hedonistic revelry is legendary, controversial party island **Koh Phangan** (about to build its first airport) is known for hosting wild full moon parties, now with a police presence after an **Israeli tourist** was nearly raped there. Regardless, Koh Phangan hosts **10,000 to 30,000** people at its full moon parties each month. I just hope they're not angering the weather gods.

WEATHERPRENEURS

With storms the new norm, look for smart businesspeople to help out—and make a buck. Take Ravindranath, a young entrepreneur in India who developed a "community-based **Early Warning Network System** ... to measure water levels and land contours to accurately forecast flash floods,"

according to *Forbes*. And **Andy Lipkis**, of TreePeople, is revolutionizing urban watershed management in L.A. By retrofitting urban infrastructure **to simulate the way natural forests handle storm water**, he's working to prevent waste and pollution. Government agencies have used Andy's proposal to solve chronic flooding in L.A.'s Sun Valley district. As we all come to terms with life in a wild weathered world, look for weatherpreneurs to offer weather-related services: weather concierges will help clean out your house post-storm and care for your pets, while custom weather survival kits with a warm change of clothes, body washes, deodorant and flashlights will be packaged for the design-conscious. **Lines of work** such as tree surgeons, hardware store owners, taxi drivers and boutique owners selling rain gear provide great opportunities for people to not only weather but also profit from the storm.



WHAT'S NEXT FOR WOMEN



In any country where women get fair access to education, they perform more impressively than men. In the U.S., 1.2 million more women than men hold at least a bachelor's degree, and women account for half of all Americans with a post-graduate degree. Across the EU, 59 percent of graduating students are women. With all this education, singledom is increasingly a deliberate choice made by women well equipped with jobs and the confidence to make their way without rushing into anything.

THE FAIRER SEX LEADS THE WAY

The greatest indicators of success in life? You already know it's helpful to have a parent with the bank account to support an Ivy League education, and it's essential to have grit and determination. But certain other variables predispose young people to climb to higher rungs, including the fact that 50 percent of us might be superior leaders **by virtue of being female**. Though the majority of political leaders and *Fortune* 500 CEOs are men, women appear to possess the leadership qualities that work best in the 21st century because they are more “transformational,” meaning they care more about the development of their colleagues and are more ethical. But here's something: In a recent Huffington Post piece on **global female leadership**, women's leadership expert Tabby Biddle argued that it's not about female leaders taking over the world to make the globe a better place; it's about leaders, regardless of gender, embracing the more feminine side of leadership to be more nurturing, maternal and compassionate.

GIVING BIRTH, NOW WITH AN ENVOY

Sarah Jessica Parker, Nicole Kidman and Elizabeth Banks all did it. Used a gestational surrogate, that is. But more and more non-celebrities are turning to surrogacy, too: **More than 1,400 babies** were born this way in the U.S. in 2010, though many more go unreported. The uptick in surrogacies has created the **need for lawyers** to specialize in coordinating the pregnancies and births, which can be fraught with legal issues. Surrogates usually receive about **\$25,000 in compensation**, but the payoff, most say, comes largely in the form of warm and fuzzy feelings. One of the most prolific surrogates we've heard of **retired after giving birth to her 15th baby** in March. Meanwhile, in Australia, only 4 percent of women aged 18 to 44 say that **having a baby is their top priority**. Instead, they place higher value on feeling secure financially and in a relationship.

LET IT GROW

Black women are returning to their natural hair texture in droves, and **in a hurry**: Thirty-six percent of black women in 2011 abstained from chemically relaxing or straightening their hair compared with 26 percent in 2010. The process of going natural, called “transitioning,” generally begins with a woman shaving off her chemically straightened hair, though she may also

transition gradually. The switch from braids, wigs and chemicals happens for a variety of reasons, and one is that hair relaxers might **increase the risk of uterine fibroid tumors** and early onset puberty. Some women transition quietly, but many others feel compelled to document and discuss it through **local meetups, YouTube video tutorials**, even **photography exhibits** and films. The trend has been dubbed the “natural hair revolution,” though few celebrities have yet hopped aboard—**Solange Knowles**, Viola Davis and Esperanza Spalding being exceptions. One filmmaker who recently transitioned explains that it’s **not an angry movement** but one about self-acceptance, health, transformation ... and commerce? Cue an assortment of new **natural hair products** and **designated natural hair sections** in beauty stores.

FRIENDS OF THE SAME GENDER FLOCK TOGETHER

Lena Dunham’s quirky HBO series “Girls” is inspiring **lots of talk** about female friendships. (And is it any coincidence that science says a **woman should have three good girlfriends** for optimum stress relief?) This is true both for humans and animals, among which female friends are believed to anchor the basic unit of social life, not to mention treat each other to adorable acts of kindness. Think lady elephants extending caressing trunks and lionesses caring for one another’s cubs. Baboons with strong sororal bonds are less stressed out, live longer and see more of their offspring into adulthood—not unlike the health benefits experienced by human women who have solid female alliances. But for all the advantages of deep friendship, **breakups with friends** can be as devastating—and relationships between women as complicated—as those with romantic partners. See **the surge in “frenemies,”** the thin-line-between-love-and-hate-style relationship that women might set themselves up for by sharing too much information with girlfriends who later use the info as artillery.

SHARING IS CARING

Most working women today are trying frantically to find ways to “have it all,” and female business leaders can do some serious brand building by sharing sisterhood stories of motherhood or of being a good wife and leader, at home and at work. Take a cue from Irene Rosenfeld, the self-made millionaire, wife, widow, mother of two, philanthropist and CEO of Kraft Foods. In 2010, *Forbes* named her the **second most powerful woman in the world** (Michelle Obama was No. 1). And more and more of these tales are coming directly from the

C suite, such as Facebook's Sheryl Sandberg leaving the office at 5:30 every day to tend to her flock. Sandberg, who is COO at Facebook, was considered brave for disclosing that she was working fewer hours. In fact, *Inc.* magazine likened it to **“coming out of the closet”** because she admitted what many women are thinking and agonizing over: It's not easy to have it all, and it might not even be possible. Look for more powerful women to come forward and tell their tales of women at work.



WHAT'S NEXT FOR WORK



What's next is the end of permanent jobs, especially at the entry level, and the beginning of an entire class of Brand Me workers. The lifestyles of the self-employed latter group will be permanently freelance, booking in jobs that last from a few hours to a few years. Telecommuting will be up, too. Place and time will stop mattering; we'll follow the money, and this means to work. More of us will live thousands of miles away and commute by Skype.

HOME/WORK

Fewer employees make it out of their pajamas and into an office these days, as **telecommuting resonates** with many wanting to strike a work-life balance. In the United States, **6 percent of workers telecommute** full-time, while the Australian government is looking to **double the number of its work-from-home force** from 6 percent to 12 percent by 2020. New studies out of the U.K. and **New Zealand** confirm that workers in those countries are pining for **more flexibility in their work schedules**, too. The trend hasn't caught on everywhere, though; in Russia, where employee distrust is rife, an outdated labor code doesn't recognize the **option of working remotely**, but new laws might change this. There are **numerous benefits for businesses open to telecommuters**, but despite the **long lists of pros**, lots of people can't seem to get over one big con: the **absence of face-to-face contact**. **Telecommuting can be lonely**, and those quick break-room conversations can do a lot to bring employees up to date on projects and expectations, **leaving telecommuters out of the loop**. With more guides on **how to avoid the pitfalls**, and with more evidence that flexible work arrangements **benefit both employees and employers**, expect more competition for hiring the best and the brightest who want to stay home on the job.

HAPPY TOGETHER

So many of us are used to looking out for No. 1, but next year might have us rethinking our math. The era of “me” is giving way to the era of “we” in this **age of collaboration** and common interest. Inspired in particular by protests on American and European shores influenced by the Arab Spring, citizens are joining forces to bring about change, with social media still allowing the hordes to connect like never before. **Collaborative software** will be huge, as the ability to work anywhere, 24/7/365, will require online connections. What's even bigger is the enormous growth of **CSR initiatives**; in this post-transparent age, **consumers will expect businesses** not only to be 100 percent upfront about their practices but also to contribute to making the world a better place. Hot jobs for the near future? Corporate collaboration officer and head of social business—great gigs for those versed in bringing people together and doing well by doing good.

BABY, YOU CAN DRIVE MY (ELECTRIC) CAR

If you think plugging in has more to do with Bob Dylan at Newport than getting to work or home at rush hour, think again, because the latest in commuting has more to do with **finding a power source** than finding a gas pump. Sales of electric cars **rose 228 percent in 2012** from 2011. Plenty of attention—and **funding**—has been directed to the technology, such as a study in Austin, Texas, to explore **how electric cars affect the power grid**. Charging stations are popping up in such North American cities as **Atlanta, Detroit** and **Ottawa, Canada**, as well as **across the U.K.** Despite some setbacks, e-autos are the hottest things to come off the assembly line since Henry Ford himself was overseeing the work.

THE SOCIAL LIFE

Connecting with people who are as busy as you has never been easier, with **social media providing a plugged-in audience** that can be bigger than any crowd in a conference room or at a speaking engagement. (Just be careful of oversharing strong views about politics or religion—you simply don't know who might be reading your posts or updates.) The role of the personal brand continues to evolve today; communicating is a nonstop power sport, and it's not for the faint of heart. So if you have aspirations of one day running the show, perhaps it's time to take a page from Steve Jobs' playbook: He **answered customers from his personal email address**. And there's Mickey Drexler, known as **the Steve Jobs of Retail**. Authenticity is more important than ever before—and regardless of whether it takes a digital form à la Jobs or Drexler, never underestimate the power of the personal touch, whether you're the CEO or the receptionist. Being who you are and sharing that with the world needs no title in this day and age, and expect even more of us to look at what we're doing to be the best (social media) person we can be.

REBOOTING BY REBUILDING

During the Great Depression, Americans broke their backs building roads, bridges and train tracks. Now, America **ranks 24th in the world** in infrastructure quality, down from fifth in 2002. With our commuter culture, it's hard to believe we've fallen so far behind. Look for champions of improvement to step forward and propose a way to get America working again, among fears of the rapid deterioration of our highways, bridges

and tunnels. Proponents of infrastructure improvement include Chicago Mayor Rahm Emanuel, who sees **rehabbing city transportation modes** as “a component of our economic strategy.” With the East Coast suffering from the recent onslaught of Hurricane Sandy, watch for the entire country to rethink the way it approaches rebuilding, instead **retooling and rebooting** roads, rails, skylines and shorelines to accommodate the changing needs of our wild world. But it’s not just the United States that sees shoring up its infrastructure as key to growth and greater prosperity—expect “infrastructure” to be a global buzzword as nations from **South Africa** to **India** take up the cause as crucial.



WHAT'S NEXT FOR YOUR GOVERNMENT?



The word *disclosure* is all the rage these days, but did you know that back in 2000, the FTC issued guidelines for online advertising called “Dot Com Disclosures” ... and hasn’t updated them since? That’s a lifetime ago. Most important, the Internet was not the bastion of social media that it is today. Businesses now have a million ways to reach consumers online, applying the FTC’s guidelines as best they can to today’s technologies. So why is the government so snail-like in its reaction time?

SOLAR SYSTEMS

Thanks to a **flood of cheap solar modules** from Chinese manufacturers and the willingness of American installation companies to lease panels to customers in exchange for access to tax breaks or renewable energy credits, the number of Americans jumping on **the clean energy bandwagon** has more than doubled over the past two years. But not without some controversy: U.S.-based solar manufacturers arguing that Chinese manufacturers have impeded demand for their product won a recent battle with a **new punitive tariff as high as 250 percent** on Chinese panels set by the Department of Commerce. Installation firms worry that it will increase costs and hamper demand and hiring plans. And in California, the country's largest market, another potential blow to the burgeoning audience came when **"net metering" came under fire**. But the program, which allows solar customers to sell unused energy that they generate to utility companies, has **been extended until January 2015**. Let the sun shine in.

IN SICKNESS, IN HEALTH

U.S. companies are more commonly offering employees at least two health insurance options: traditional or consumer-directed. The latter lets employees pay their health bills from a pretax savings account. Known for their low premiums and high deductibles, consumer-directed plans have **become much more typical**; 17 percent of workers in 2011 had them, compared with 4 percent in 2006, and some people are predicting 50 percent in the next five to seven years. A recent study suggests that these plans tend to attract people in good health who end up **taking fewer preventive-care measures**, even though free preventive care is legally required for most insurance plans. Another study found that families of four are **paying double the healthcare costs** that they were paying in 2002 and that one in five American adults under 65 are living with an unmet medical need. The reason: higher deductibles and higher cost sharing. (Also higher: **salaries of top healthcare executives**.)

BIKER BACKLASH

The growing number of bicyclists in cities around the world are being subject to a bit of a backlash—call it a “backpedal.” (This was happening long before the black cloud Lance Armstrong threw over the sport.) Nowhere are the complaints more loudly heard than in New York City, where cyclists

have been called an **“entitled, imperial cabal,”** among other names. The carpers’ complaints include the two-wheelers’ sudden ubiquity, their threat to walkers, the cost and **confusion of bike lanes**, and cyclists’ propensity (**perceived** or otherwise) to **breeze through red lights**. Cycling has **soared in popularity** in U.S. cities from Baltimore to Portland, Ore., during the past decade. **London**, Amsterdam and **Brussels** have seen serious boosts in cycle use as well, and **half of Copenhageners** bike to work or school. Reckless cyclists certainly aren’t helping this group win popularity contests; a U.K. report reveals that **cyclist deaths were up 7 percent** (though there’s no word on how many collisions were the cyclists’ fault). New York’s City Council recently passed **tougher policies** for delivery cyclists. And public funding for bike paths in the U.S. has **been on the chopping block**; who will prevail as cyclists become more commonplace?

TEACHING KIDS TO “JUST SAY NO” 2.0

Childhood obesity is back in the spotlight after a new **report called “Still Too Fat to Fight”** (from Mission: Readiness, a nonprofit, nonpartisan group of senior retired military leaders who are “calling for smart investments in America’s children”) said the “junk food sold in schools” is a “national security issue.” Continuing the cafeteria war is First Lady Michelle Obama and her **Let’s Move! Initiative** (which uses public and private resources). The initiative has sought to change children’s diets and **brought professional chefs to schools** nationwide to plan healthy, delicious lunches. As the facts about the weight problem of American children become even scarier, it appears that the reforming of schools and the food they serve will increase in strength. As just one example, **former President Bill Clinton** and the **Alliance for a Healthier Generation** (which has a joint program with Boston Public Schools) has honored four public schools in Boston for their efforts at creating healthy eating programs.

CRACKING DOWN ON CRAMMING

Even though cellphone bills have always been notoriously—many would say infuriatingly—high, we might all want to check that mysterious charges haven’t been tacked on. A **deceptive practice called “cramming,”** whereby a customer is enrolled in a short-message service (SMS) that delivers, without consent, texts about, say, celebrities, horoscopes, dating and weather, has been creeping in recently. The FCC estimates that **20 million cell users**

are crammed each year, and it has vowed to crack down on cramming by holding service providers accountable for protecting and warning their customers. Crammed fees normally hover around \$9 per month but can be as little as \$1.99 and listed as “service fee” or “monthly charge.” So why are smartphone owners standing for the abuse? One in 20 don’t realize it’s happening; others are willing to put up with the headache as a byproduct of their addiction. After all, a poll found that 22 percent of mobile users in the U.S. (40 percent of those with iPhones) would **give up brushing teeth** for a week rather than give up their phones.



WHAT'S NEXT FOR YOUR PSYCHE?



It has become decidedly hip to measure mind and mood and forecast what's next. **Most recent indices** show money soaking up our brainwaves, with blips of religion, science and technology, causing a brain smoothie that's all about angst. When a European money meltdown is the new normal and Americans are at one another's red and blue throats yet in complete agreement that it's the economy, stupid, why wouldn't our psyches be money-obsessed? It was so much easier when people had sex on the brain.

LAUGHING FOR LONG LIFE

Three new studies confirm what we have been told for generations: Laughter really *is* the best medicine. Two of them, conducted in Australia, looked at opposite spectrums of patients—**children** and **seniors**—and found that both groups derive great benefit from humor therapy. Another study, from the U.K., found that laughter results in a **higher pain threshold**, similar to that **achieved by exercise**. Speaking of exercise, **laughter yoga** is the **newest craze** sweeping the unfit nations, because it can be practiced by anyone, regardless of level of physical prowess. Look for humor to rear its funny head in relation to such **serious subjects as breast cancer** as we all look to giggle our way through these depressed days.

A WORRIED WORLD

If we're living in **the age of paranoia**, we can look to so many triggers that it might be hard to keep track. Though Germany's **paranoia about inflation** and about **its stores of gold** are both judged to be reasonable anxieties, the U.S. fear of such disparate topics as **voter fraud** and national security have caused negative fallout, such as efforts to **block Chinese computer company Huawei** from entering the American market. The phrase "mo' money, mo' problems" might have been coined for paranoia; as far back as **Howard Hughes**, the rich seem to be particularly susceptible. And even now, wealthy paranoiacs are making news: In the United States, it's an Anheuser-Busch scion whose **twisted psyche** is revealed in a new book, and in the United Kingdom we recall the wealthy heiress/philanthropist whose **last days were blighted** with drug abuse and paranoia. One positive to all this alarm: Pop culture gems are mining the stuff, from the **runaway Showtime hit "Homeland"** and **reality show "Doomsday Preppers"** to a **high-profile movie** and at **least one play**. Even fashion is succumbing to the dread—albeit playfully. In India's Fashion Week, one **collection was called, simply, Paranoia**. So, in the age of paranoia look for some to have fun with it.

THE GOOD KIND

On the flip side of paranoia, there's kindness. That positive trait is being studied, and though one of those studies found that we're **less likely than ever to connect with** other people because global levels of distrust and uneasiness are at record highs, there are still plenty of people fighting

to **fan the flame of kindness**. Apparently, it's now **customer service strategy numero uno**. One business owner who paid her employees for enacting "**22 Days of Kindness**" marvels that the event still resonates in the community (and that her company draws top-notch résumés) even though it happened years ago. Workplace experiments have shown that **when bosses exhibit trustworthiness** toward their employees, they signal the release of oxytocin and in turn create employees who can be trusted. **Kindness is still a hot commodity** in our **out-of-office lives**, too. Expect kindness to thrive in these days of seemingly nonstop, and growing, uncertainties.

THE SPREAD OF STRESS

Stress has been named one of the **leading health epidemics of this century**, related to 70 percent of all visits to primary care physicians. But a new study points out that it's not the stress itself that damages our health but **our coping mechanisms** (or lack thereof). In the U.S., it was discovered that women facing stress are **less likely to consistently use contraception**, a double whammy considering that another study found that 25- to 34-year-old women appear to **suffer the most stress**. In Australia, **\$30 billion a year is spent** to treat stress—half the total workplace injury bill. And in Hong Kong, 25 percent of employees **work overtime at least five days a week**—a figure that's surely linked to 38 percent of white-collar workers there reporting "enormous stress." A Finnish study finds that work burnout makes women more prone to **uncontrolled, or emotional, eating**. Even laidback Canada is seeing **stress levels rise** in its youth population. Good protections against stress (short of quitting your job) are to eat healthily and take nutritional supplements. There's no denying that we're living in a high-stress world, so look for more de-stressing tactics to gain popularity.

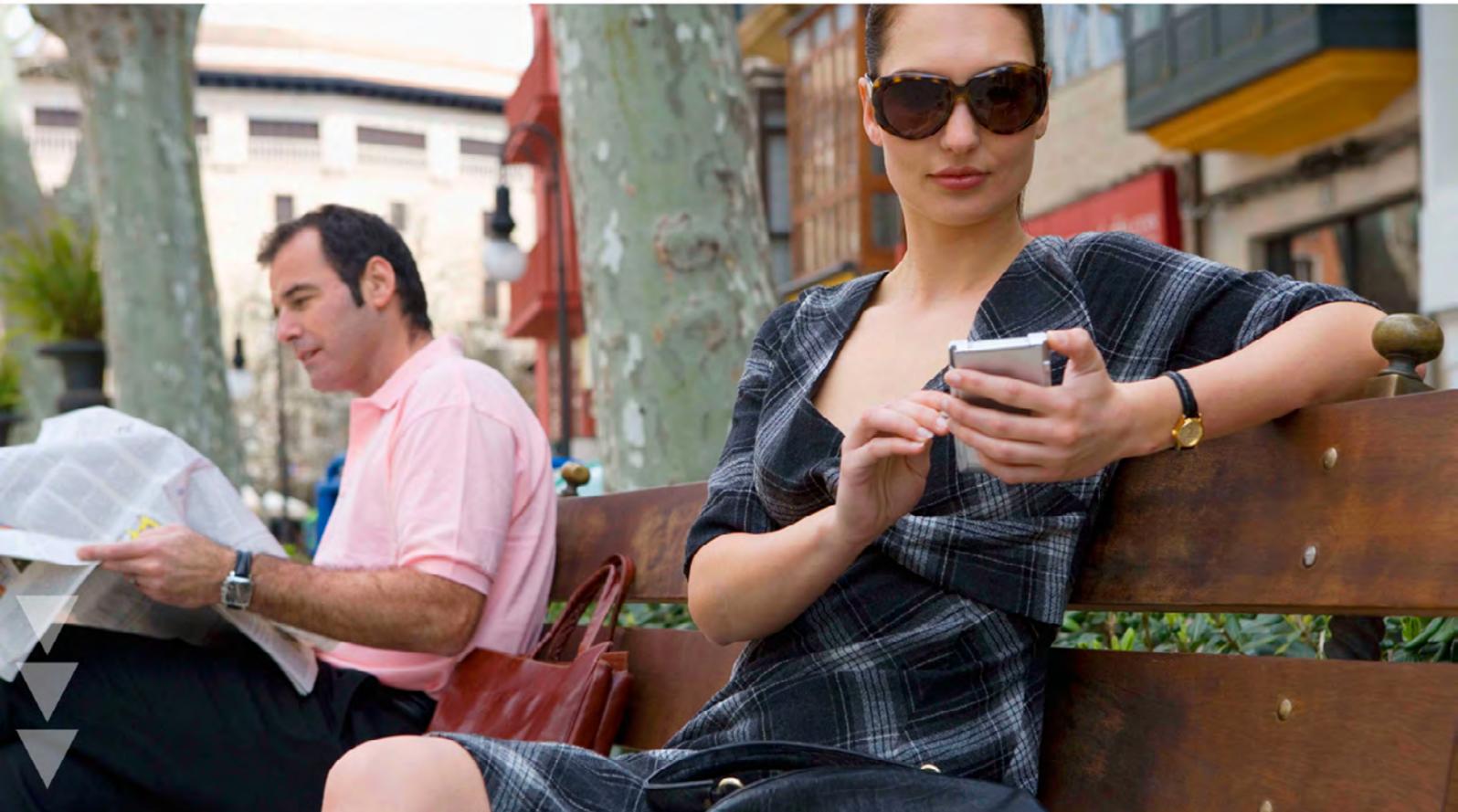
THE FRONT LINES OF BRAIN TRAUMA

The **autopsy of a U.S. Iraqi war veteran** who hung himself after a tailspin of self-destructive behavior revealed that he had suffered from a degenerative condition called chronic traumatic encephalopathy, or CTE. The finding was monumental, as the condition—marked by the development of a protein that goes on to wipe out brain cells that control emotion, judgment, multitasking and memory—was formerly thought **common only among boxers, football players** and others who regularly take blows to the head. With these test results, researchers were able to **make a connection** between CTE and

the prevalence of suicides among returning war veterans. One promising development is the recent discovery that **changes in the brain are visible** before CTE symptoms appear, meaning that if athletes or soldiers are tested regularly for CTE, it might be possible to prevent further decline. The revelatory findings regarding this tragic condition are sparking health professionals, military leaders and sporting officials to make protecting the brains of our warriors and athletes a rapidly growing priority.



CONCLUSION: NEXT YEAR'S NEWS



We've all heard it said that the future is now. That's much closer to the truth than it was even a half-decade ago, but I contend that the future is still next.

So what's on the horizon? In the past five years, two irresistible forces have been shaping our lives: technology and the economy. Virtually every trend, movement, or fad is influenced—whether directly or not—by the economic climate and the developing technology of the time.

Recently, it's gotten easier to spot the power of these culture drivers. In 2007, Apple launched the iPhone and took the tech revolution to a new level in the

form of the app economy. By sheer coincidence, only a few months later the global economy suffered a series of heart attacks and was rushed onto life support.

We're still feeling some irregular heartbeats. Technology continues to move at the speed of light, while major economies continue to limp along. The result is a radical reshaping of "normal." Technological ideas that were flights of fancy in 2007 are now available to, and being used by, the masses. On the other hand, the feeble global economy has forced consumers, corporations and governments to change their expectations of many things we used to take for granted as everyday. (And some countries are combining the two ideas, according to the Techonomy conference, like Kenya's use of mobile banking and India's of sensor systems for agricultural efficiency.)

The trends I've seen emerging for 2013 are mostly shaped by people's responses to the big question that faces us all: How do we live with an economy without confidence?

Perhaps unsurprisingly, it will begin with a movement toward solutions instead of problems. Alternative ways of thinking—what we consider imperfect when we have lighter pockets, for instance, and innovation in a vast array of technologies—will be encouraged.

We will also see people finding alternative ways to make the best use of time, our most limited of nonrenewable resources. As has often happened throughout history when dark clouds appear, cooperation has already begun to replace individualism (see co-parenting, co-creation, collaborative consumption ... and the introduction of this book, on **page 4**). By Election Day 2012, the men of the times were New Jersey's governor, Chris Christie, and New York City's mayor, Michael Bloomberg. Both seemed to move toward President Barack Obama to collaborate, if you will, to try and make their communities inhabitable after Hurricane Sandy wreaked havoc on the Eastern seaboard. For a change, partisanship was replaced with the big new "Co" concept. Leaders in the tristate area, especially Christie, Bloomberg and New York Gov. Andrew Cuomo, seemed to be cooperating with one another and FEMA and the federal government to get their people back into their homes, to school and to work. Co is at it again.

The reality of our new environment will also be about cutting back and changing focus. Place making and supercities will emerge on our trend maps. Ultimately, 2013 is going to be about the shift in our mentality, behavior and geographic orientation. We will need to wake up to the changes in every aspect of our current lives and open our eyes to what's coming.

Enjoy the next,
Marian

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CONTRIBUTORS

@mariansalzman CEO, Havas PR, trendspotter, author, public speaker, world traveler, golden retriever lover, lives in a barn; havaspr.com, mariansalzman.com

@akarga Online media pro, 12+ years at leading sites/mags, pop-culture junkie; now PR editor, web editor/writer/manager w/SEO & social media chops

@havasprcopy Editor/writer by day ... editor/writer by night; ernstwrite.com

@stuarte Independent thinker and writer. Keen on psychology, economics, politics, healthcare, running, tennis, playing in a samba band and Bach

@sherimaven Writer, owner of sweet baby Khan dog and manic newshound who is also obsessed with fashion

@jomariefecchi Creative director, Havas PR NYC

@cosdigital Art direction, digital solutions specialist, NYC

FOR MORE INFORMATION, PLEASE CONTACT:

Marian Salzman

CEO

Havas PR North America

200 Madison Ave., 2nd Floor

New York, NY 10016

us.havaspr.com

P: 212-367-6811

E: **marian.salzman@havasww.com**

T: @mariansalzman

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