Futuring value

Pre-use

Cultural obesity

The quantity trap

OLD
(Boring)

We believe anything

Unlimited desires

Our identity

Volvo

Yahoo

MassMu

IKEA

Birkenstock

Nike

Dove

Specialized

(not necessarilyin this order)

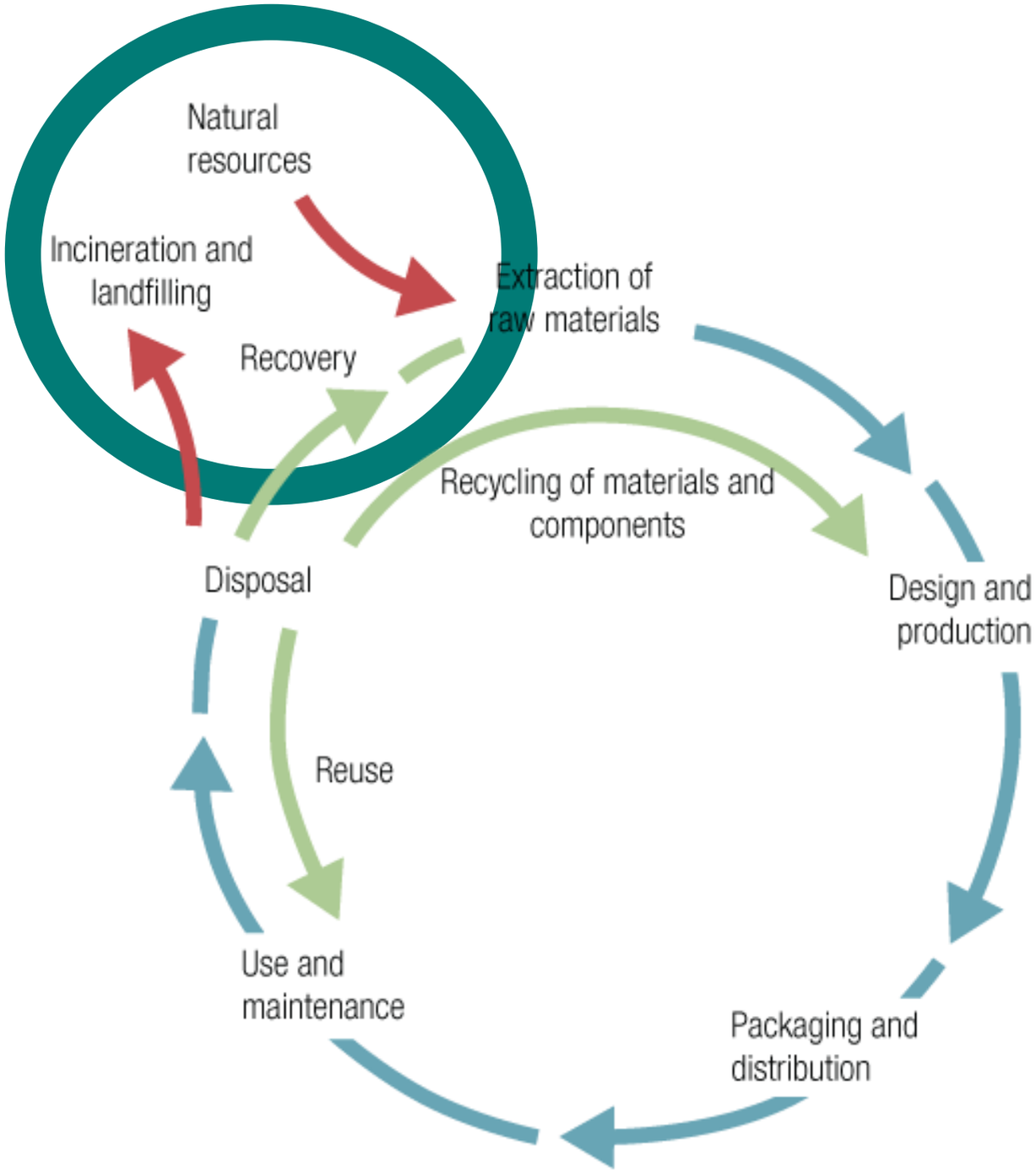
You’re the one

Vanity of small differences

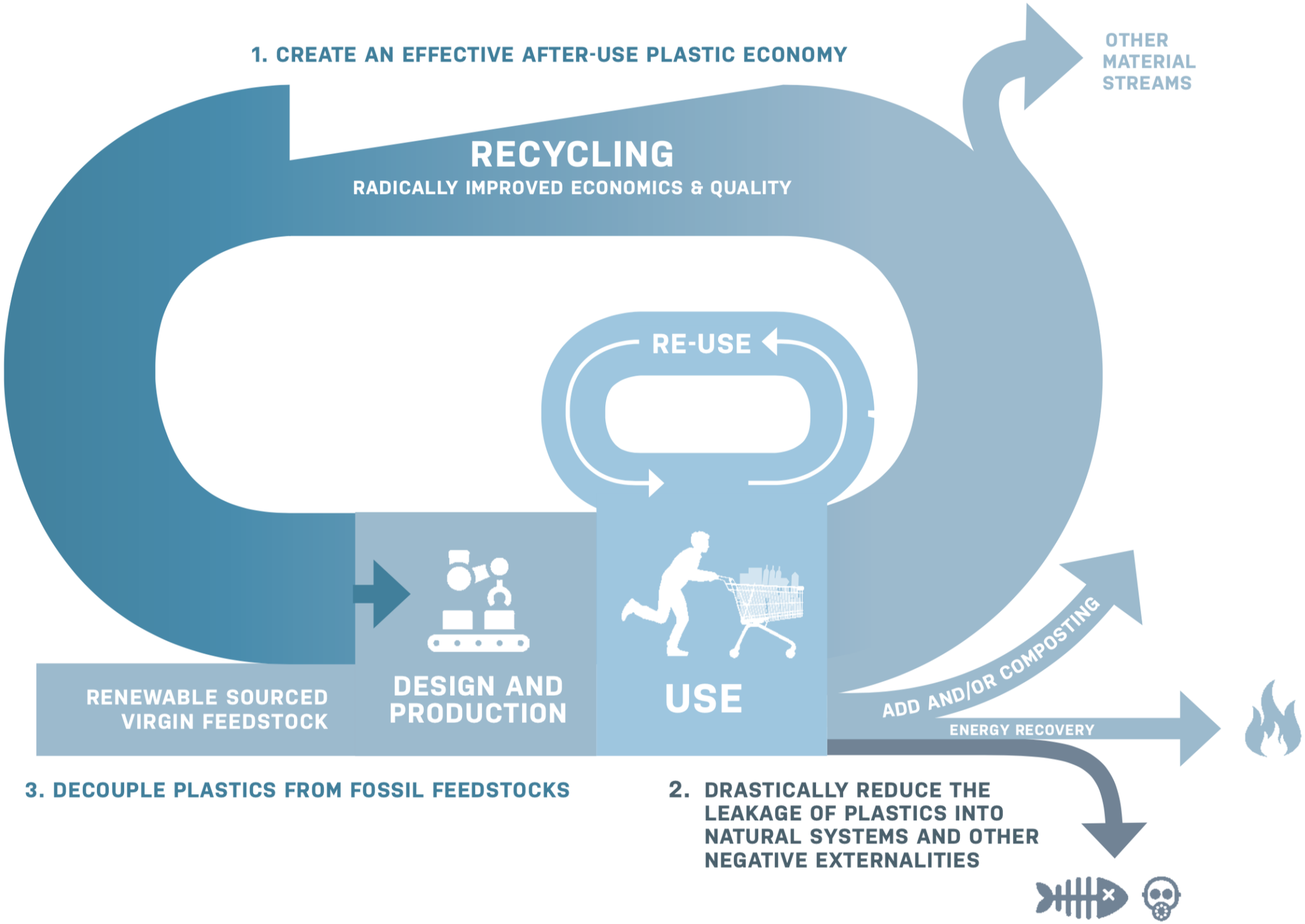
Personal identity

Identity: comfort

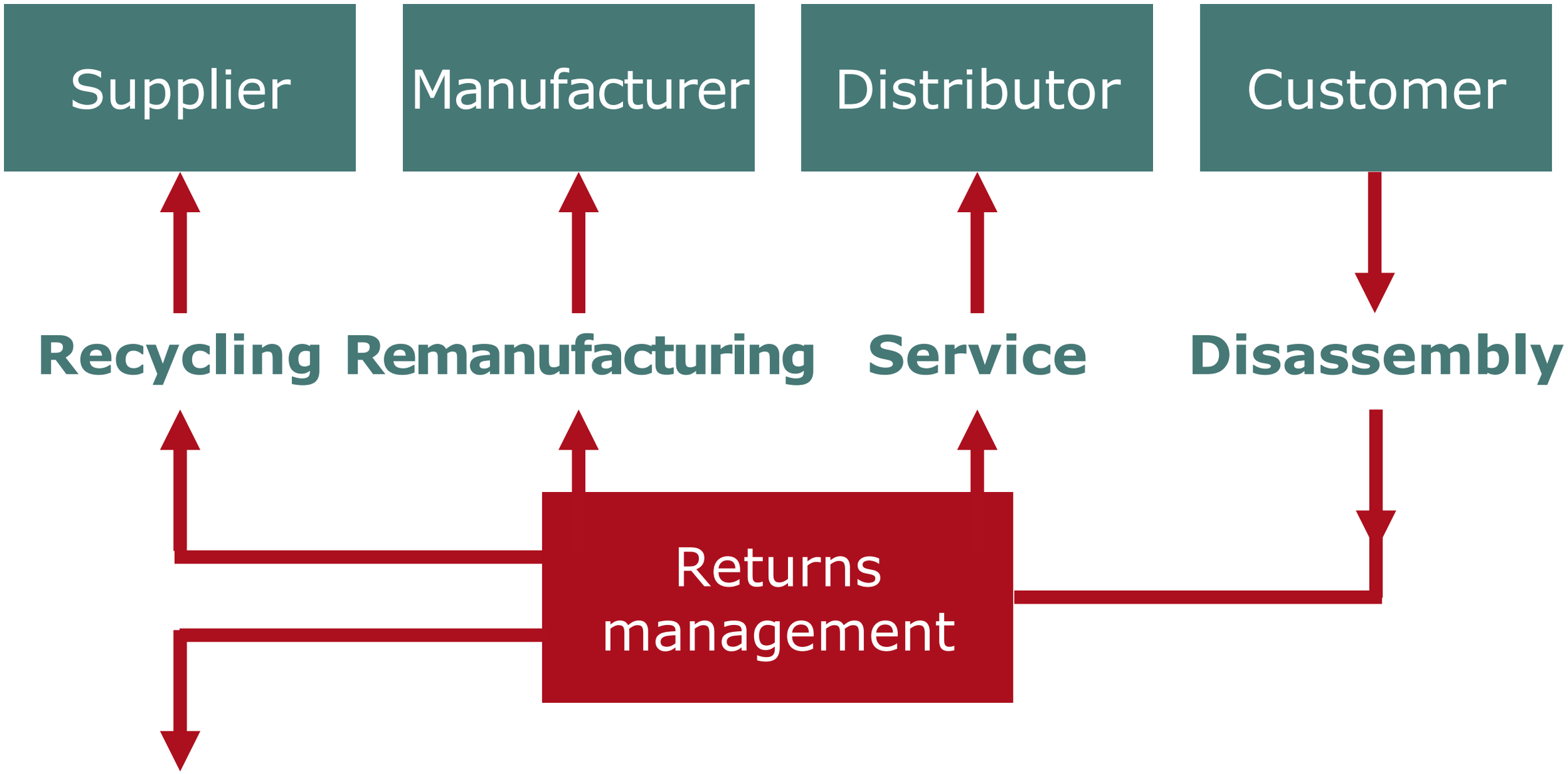
Multiplanetary species



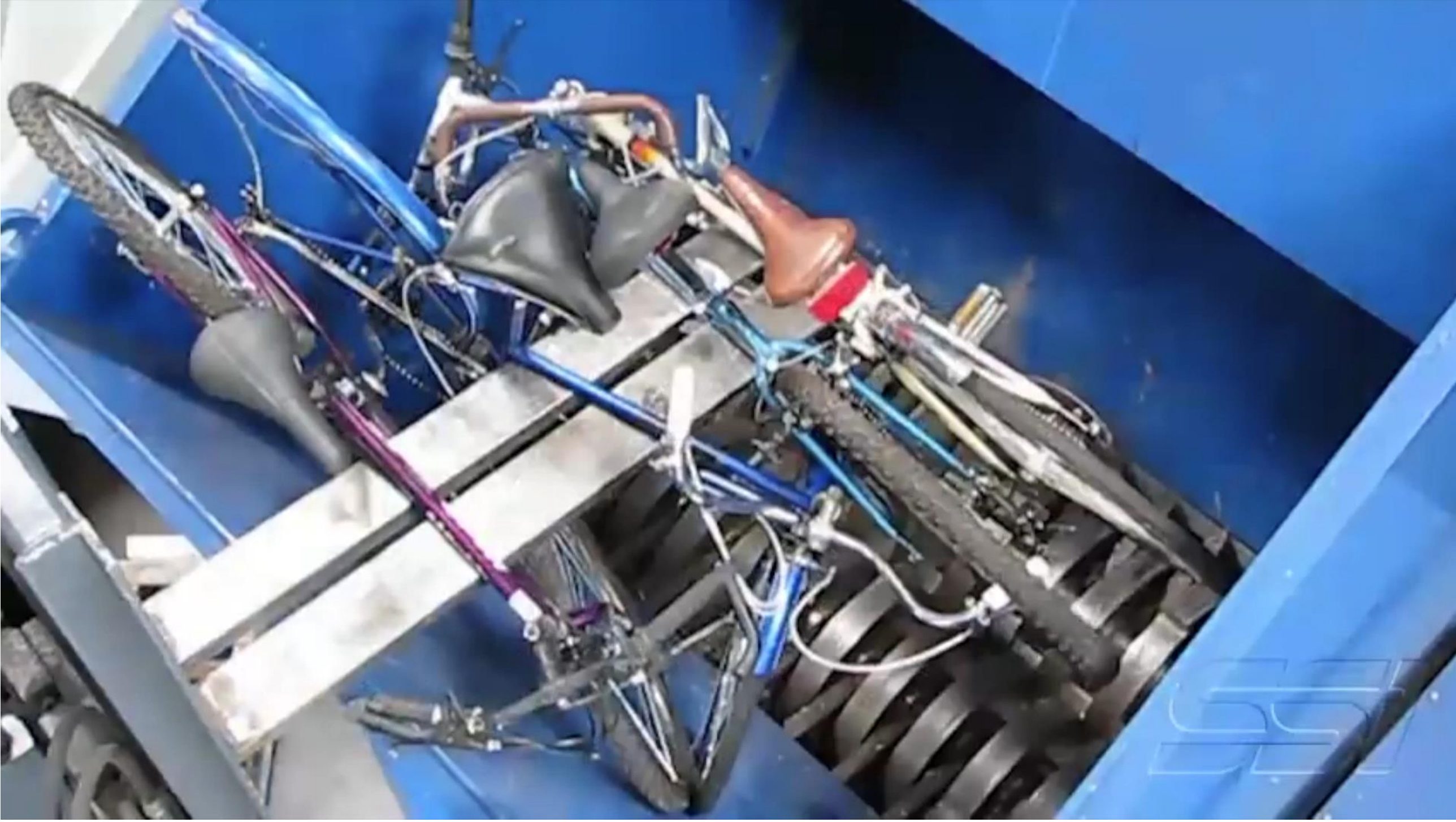
Circular ‘economy’



Plastics cycle



Reverse logistics



Engine of Culture

Tjeerd Veenhoven

Hand made carbon

Value culture

Ageing with dignity

Twenty years later

Last October

Long term value scenario

Short term value scenario

Value changes in time

Sense of oughtness

Sense of potential

Design future scenarios

Most value to minimum material

"I buy what I need first. If I have some extra money I get some fruits and vegetables"
"food security" in the media
1/13
1/14
BioBio
PLU 603

Set rules

Replace systems

Viktor & Rolf (Paris 2007)

Studio shopping

Less than you think

Consumption of time

Vehicle lighter than load