

zukunftsInstitut

living in the future

Harry Gatterer

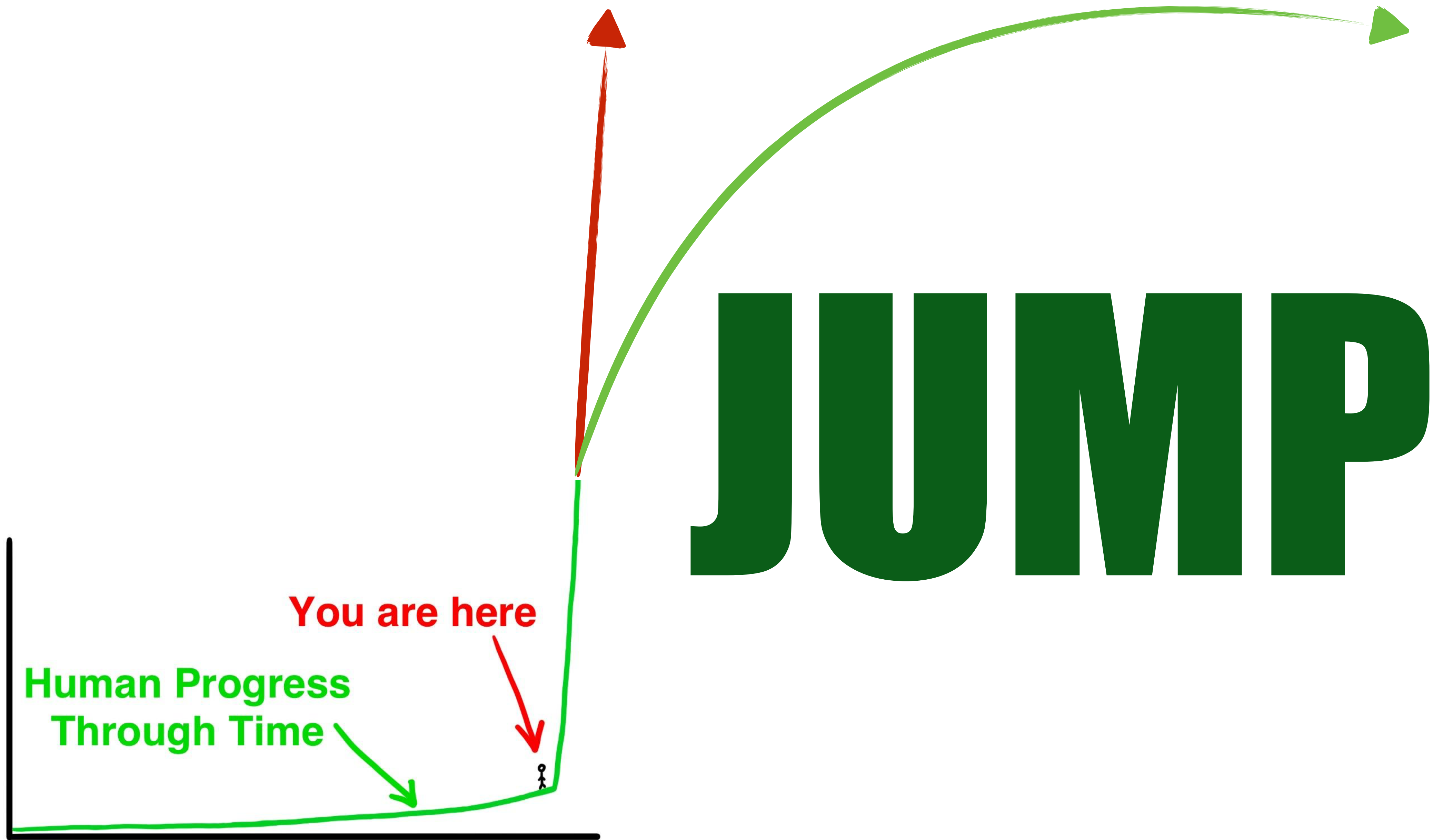
Wir leben in RETROTOPIA!
Zygmunt Bauman

2020

2030

2040

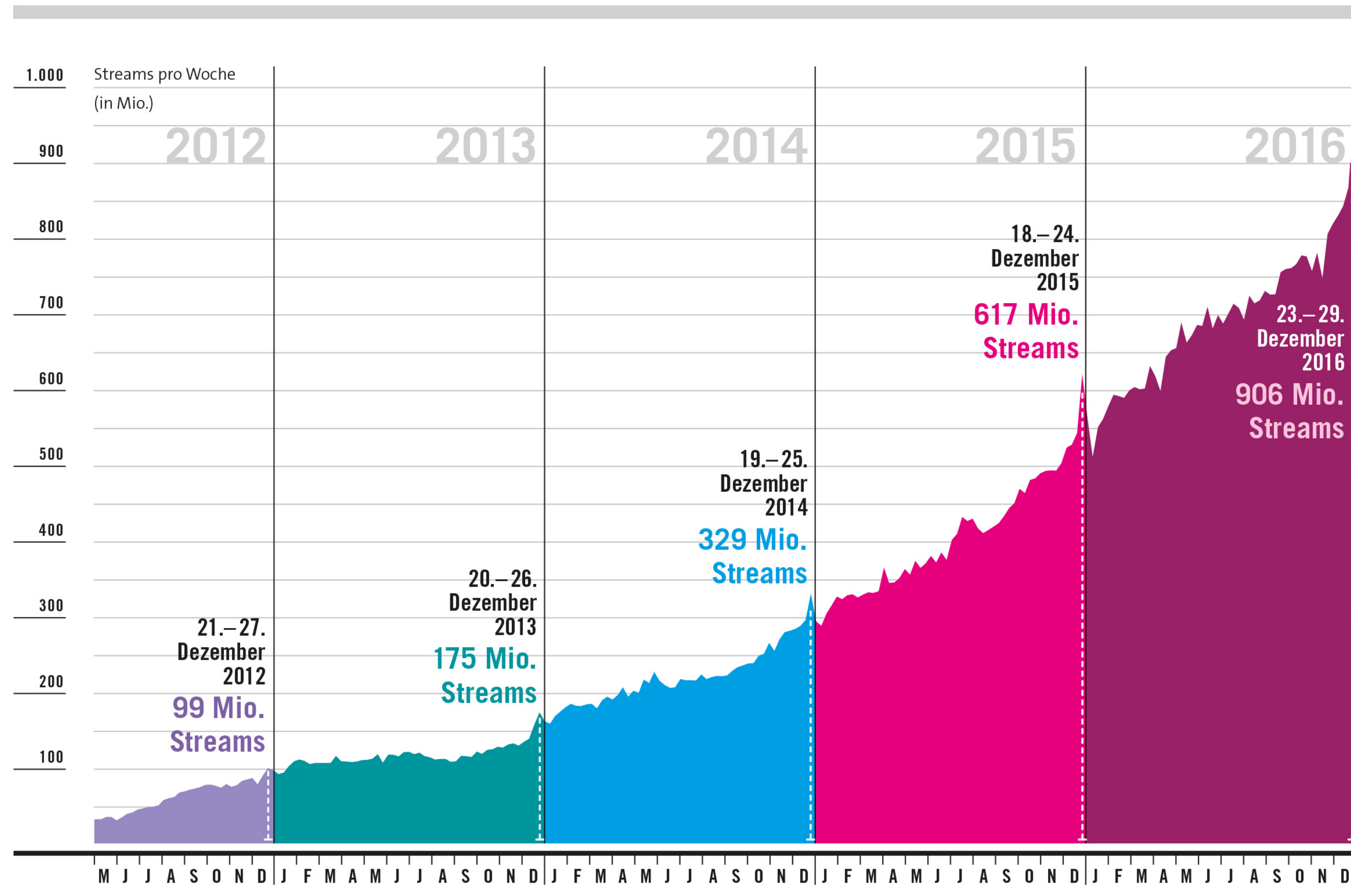
2050



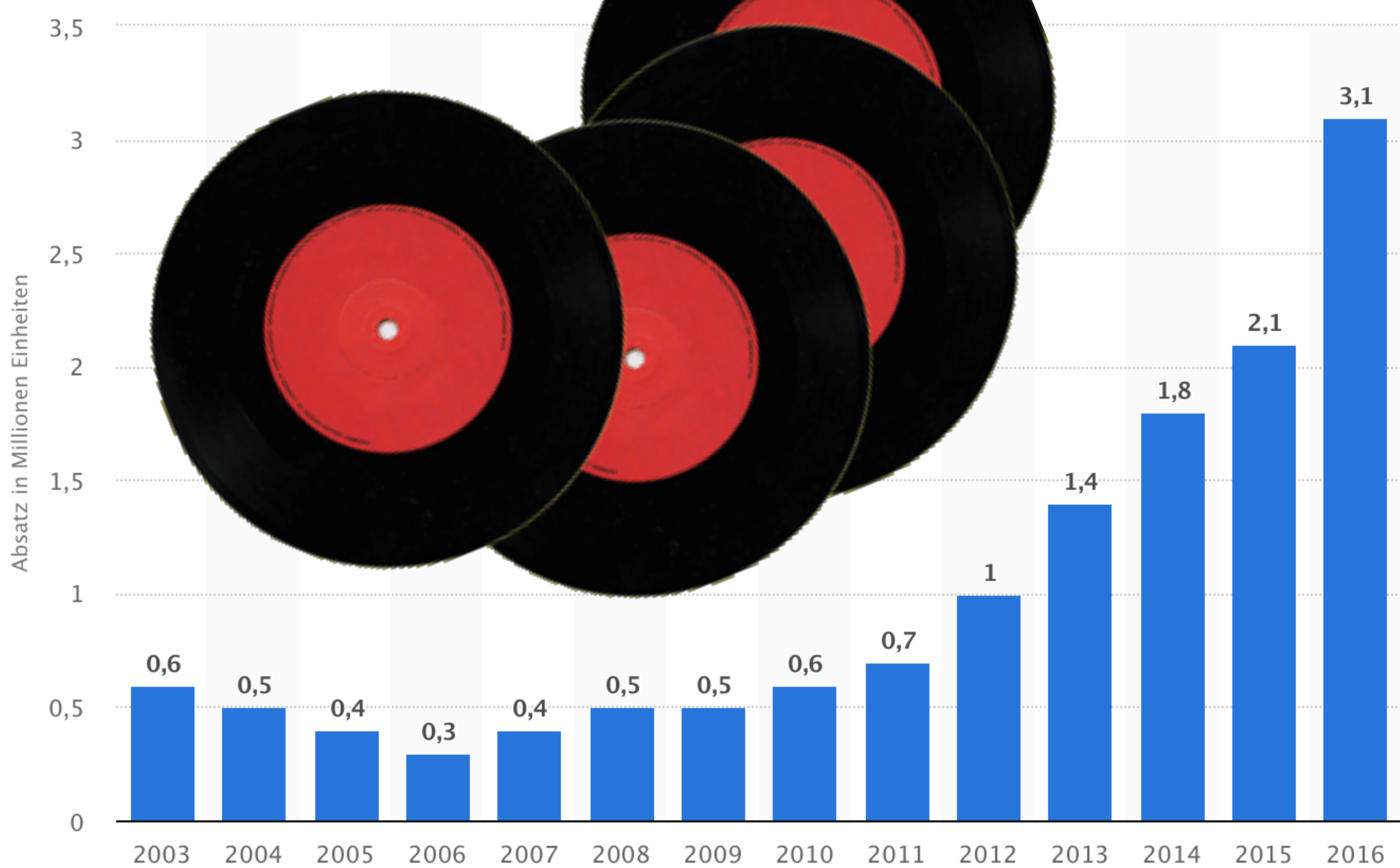
Wir überschätzen,
was kurzfristig, aber
unterschätzen, was
langfristig möglich ist.

ABB. 9 // Musikstreaming seit Mai 2012

Premium / werbefinanziert



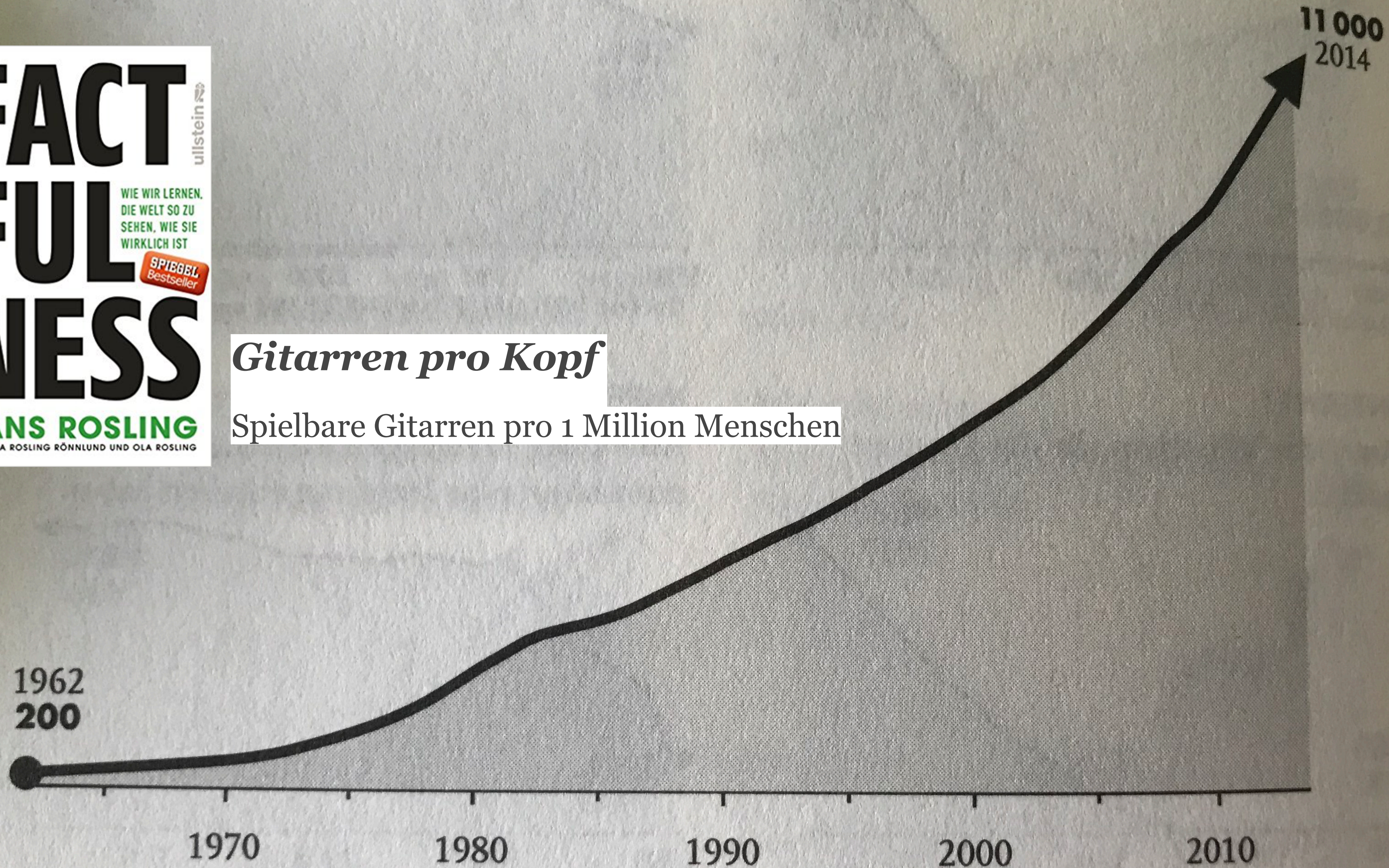
Quelle: GfK Entertainment; Premium und werbefinanzierte Streams der Audio-Streaming-Plattformen, Marktabdeckung ca. 96 %



Absatz von Schallplatten (Vinyl-LPs) in Deutschland in den Jahren 2003 bis 2016 (in Millionen Einheiten) /Statista

Gitarren pro Kopf

Spielbare Gitarren pro 1 Million Menschen



Quellen: Gapminder[24], basierend auf OEC, UN Comtrade, Music Trades und UN-Pop[1]

Zebras ↔ Horses



zebra → horse



horse → zebra

gestern

Agenda

morgen

Antworten



Fragen



no model

*Known
Unknowns*

*Unknown
Unknowns*

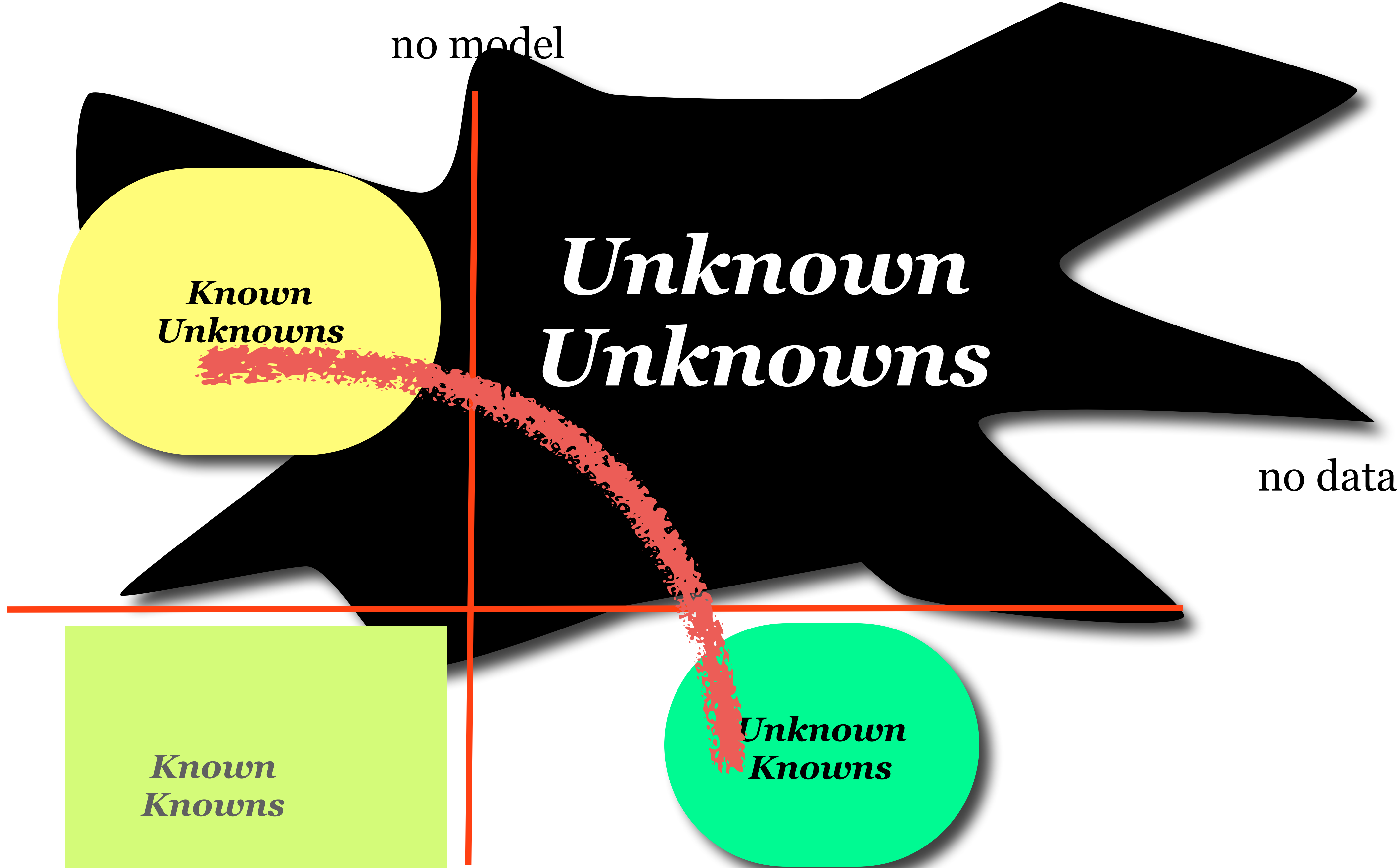
data

no data

*Known
Knowns*

*Unknown
Knowns*

valid model



**ANSWERS ARE ON THEIR
WAY TO BECOMING CHEAP
AND PLENTIFUL. A GOOD
QUESTION IS WORTH A
MILLION GOOD ANSWERS.**

Kevin Kelly



Smart
HOME

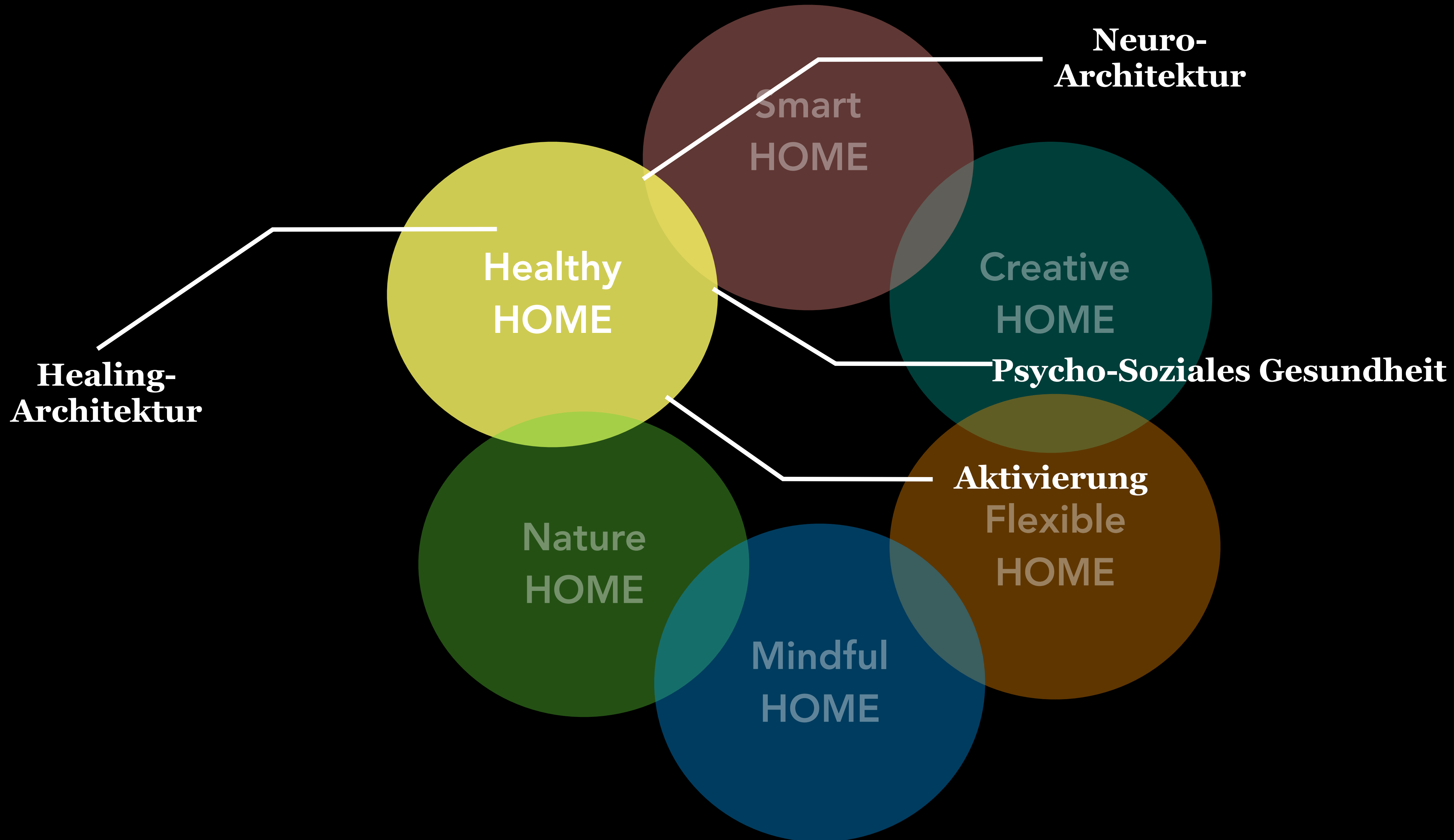
Healthy
HOME

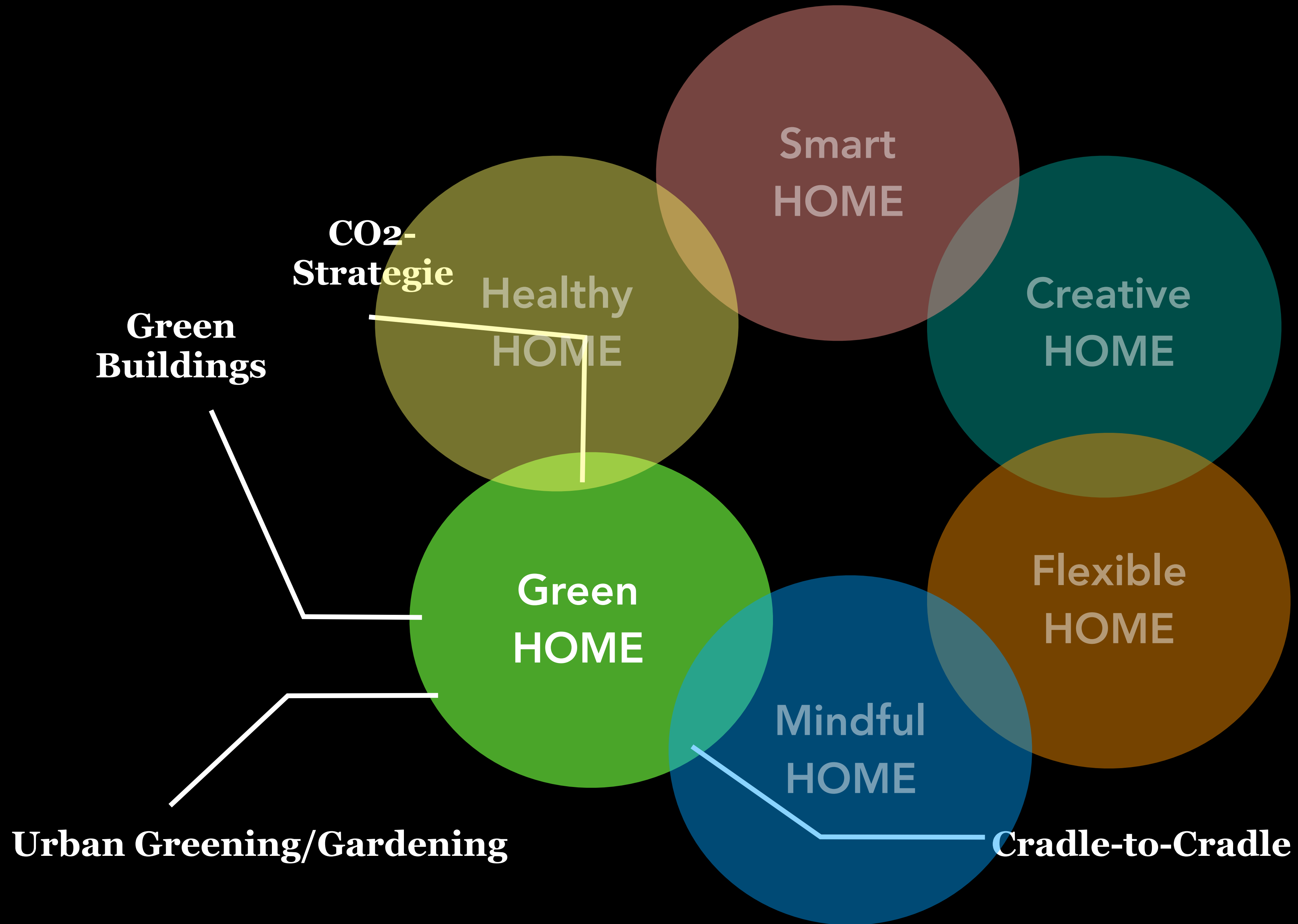
Creative
HOME

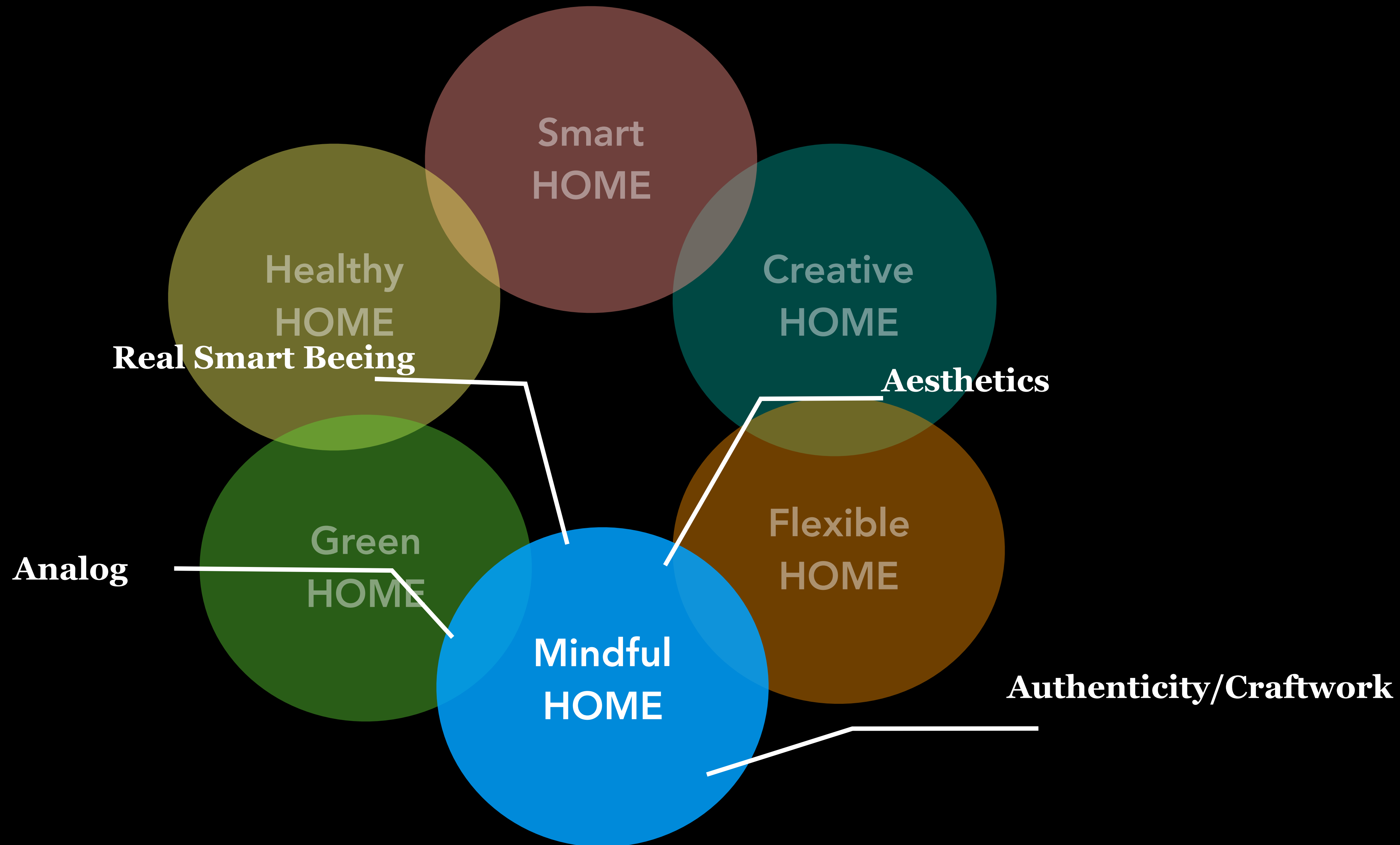
Green
HOME

Mindful
HOME

Flexible
HOME







Smart
HOME

Healthy
HOME

Creative
HOME

Green
HOME

Flexible
HOME

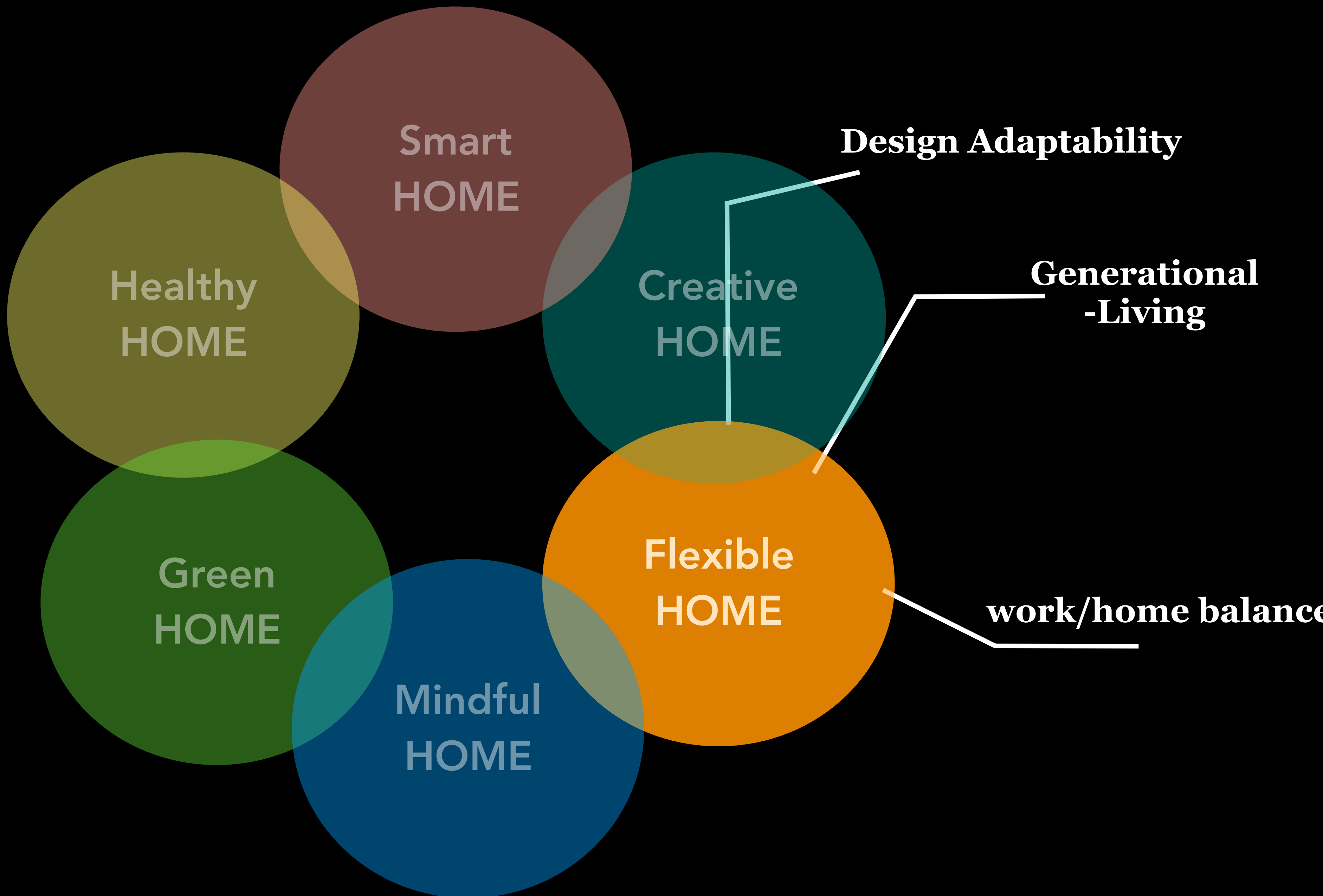
Mindful
HOME

Real Smart Beeing

Analog

Aesthetics

Authenticity/Craftwork



Smart
HOME

Healthy
HOME

Creative
HOME

Green
HOME

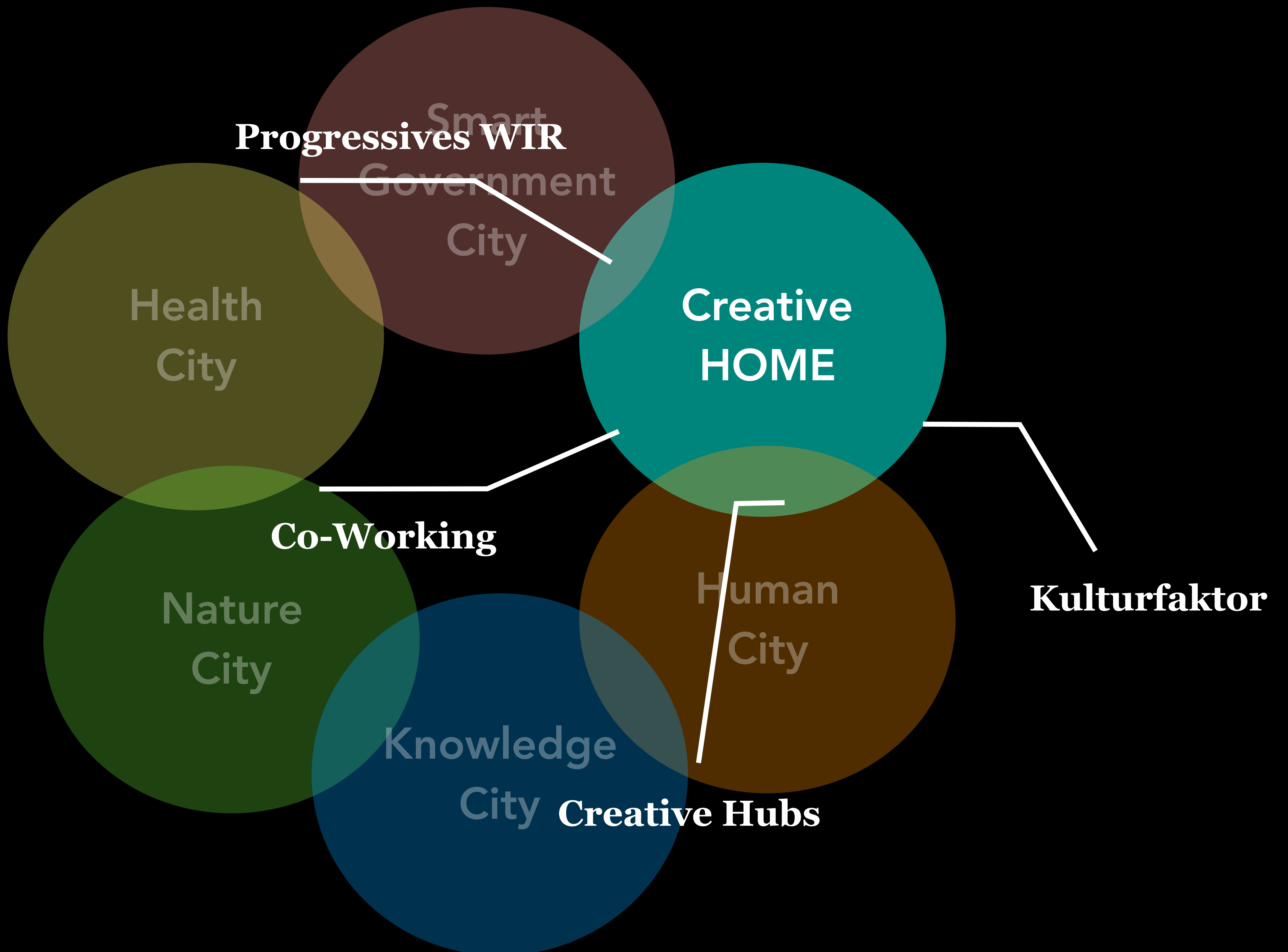
Mindful
HOME

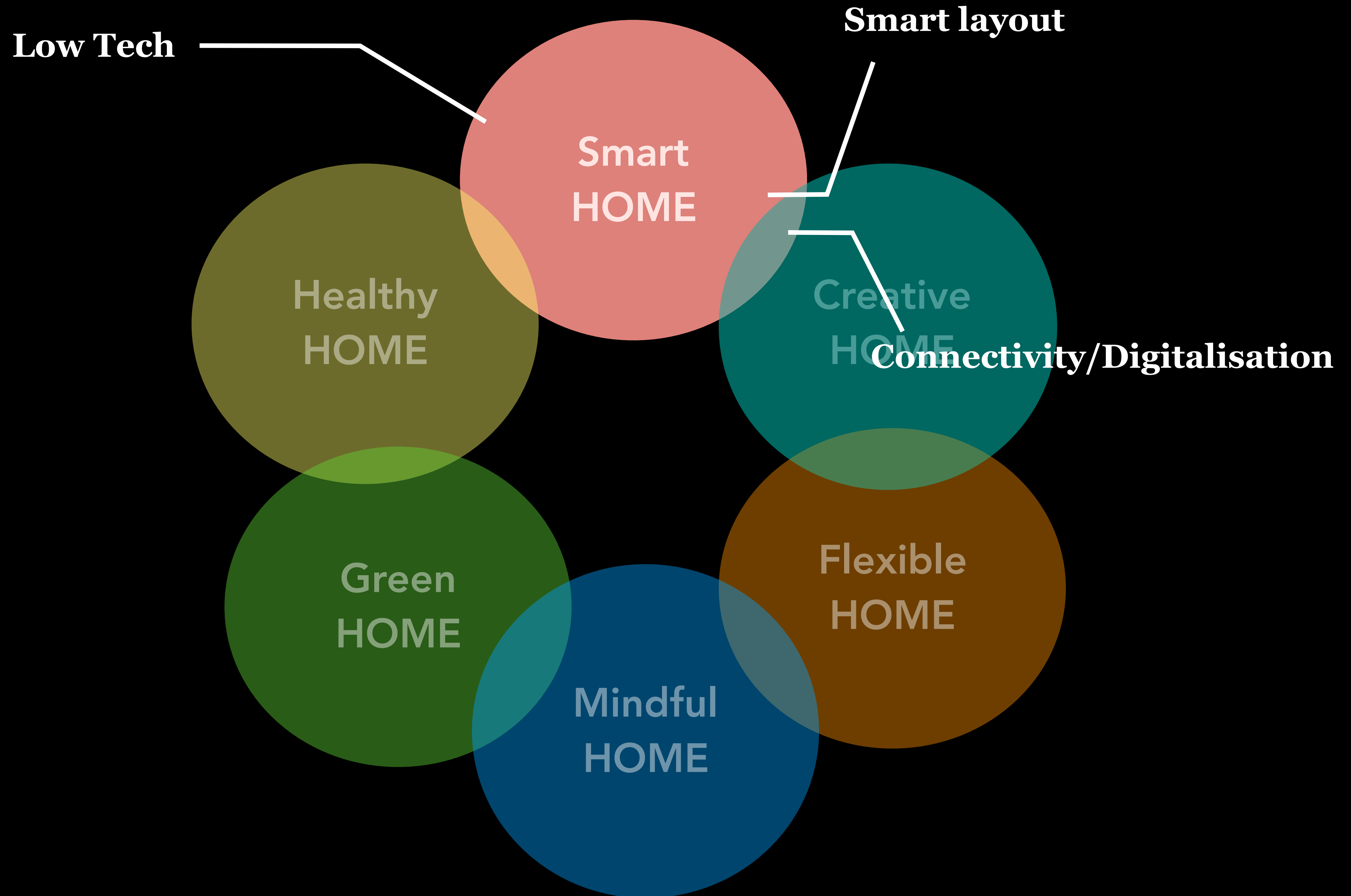
Flexible
HOME

Design Adaptability

**Generational
-Living**

work/home balance

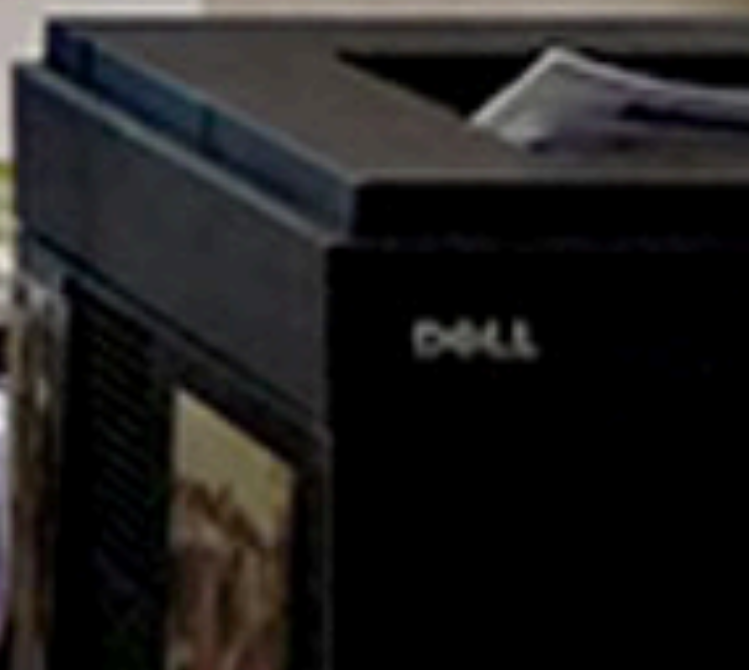
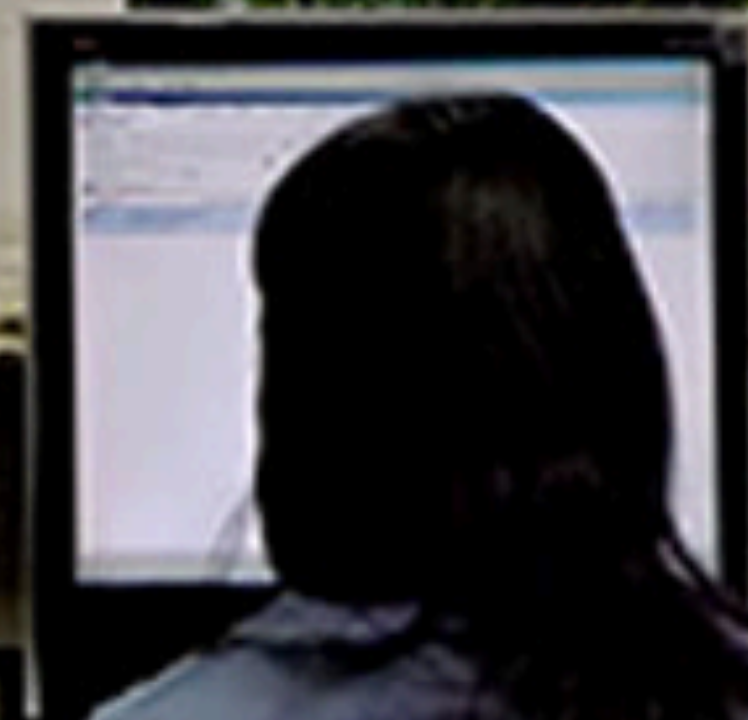
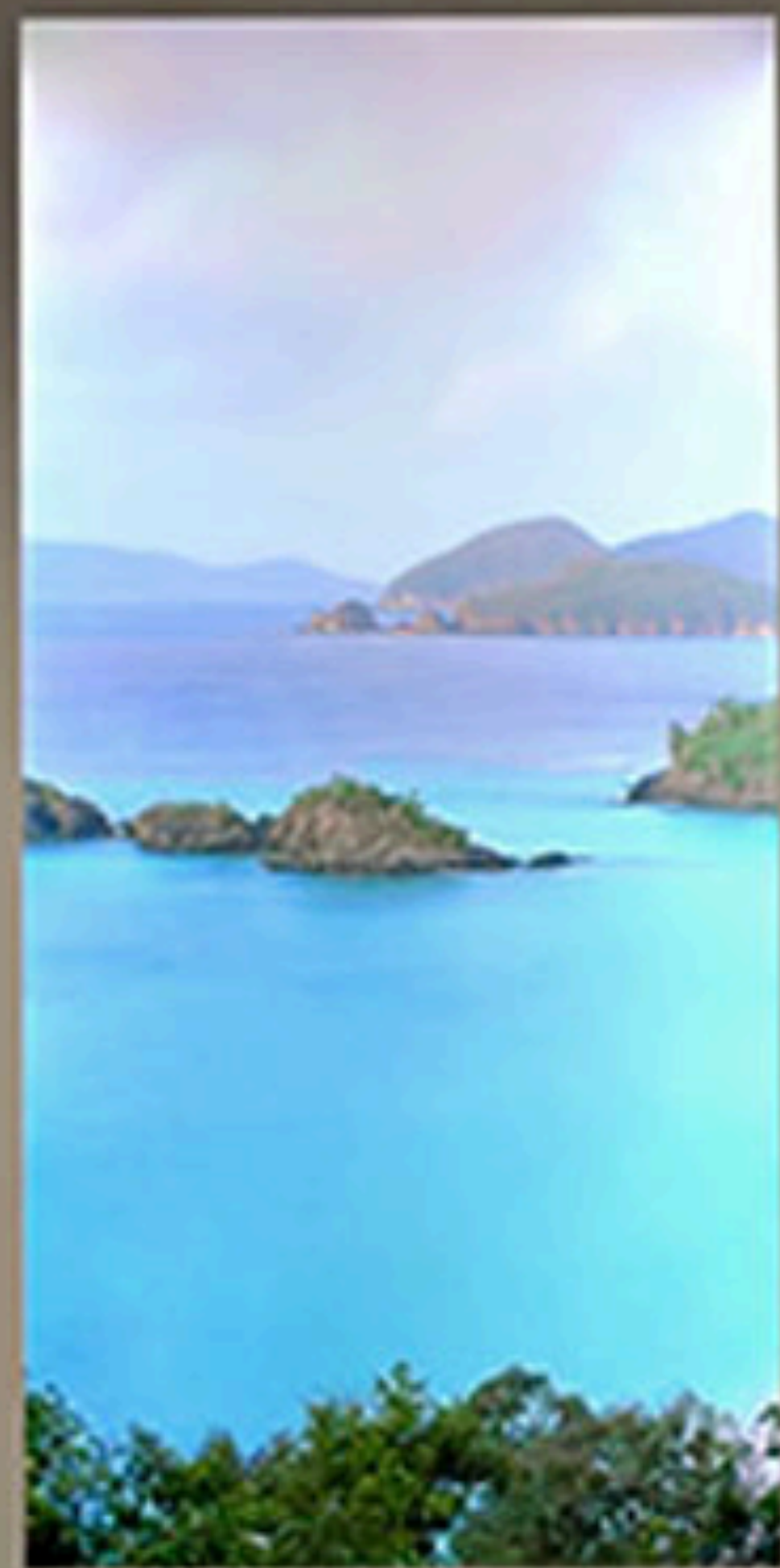








The World is a Display



Emotionen sind die treibende Kraft.

perzeptiv

emotional

intellektuell

imaginativ

empfinden

initiiieren

berühren

werten

kreieren

emotional

perzeptiv

Mentale Modi, nach Aaron Ben-Ze'ev

intellektuell

imaginativ

träumen

beschreiben

erzählen





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