

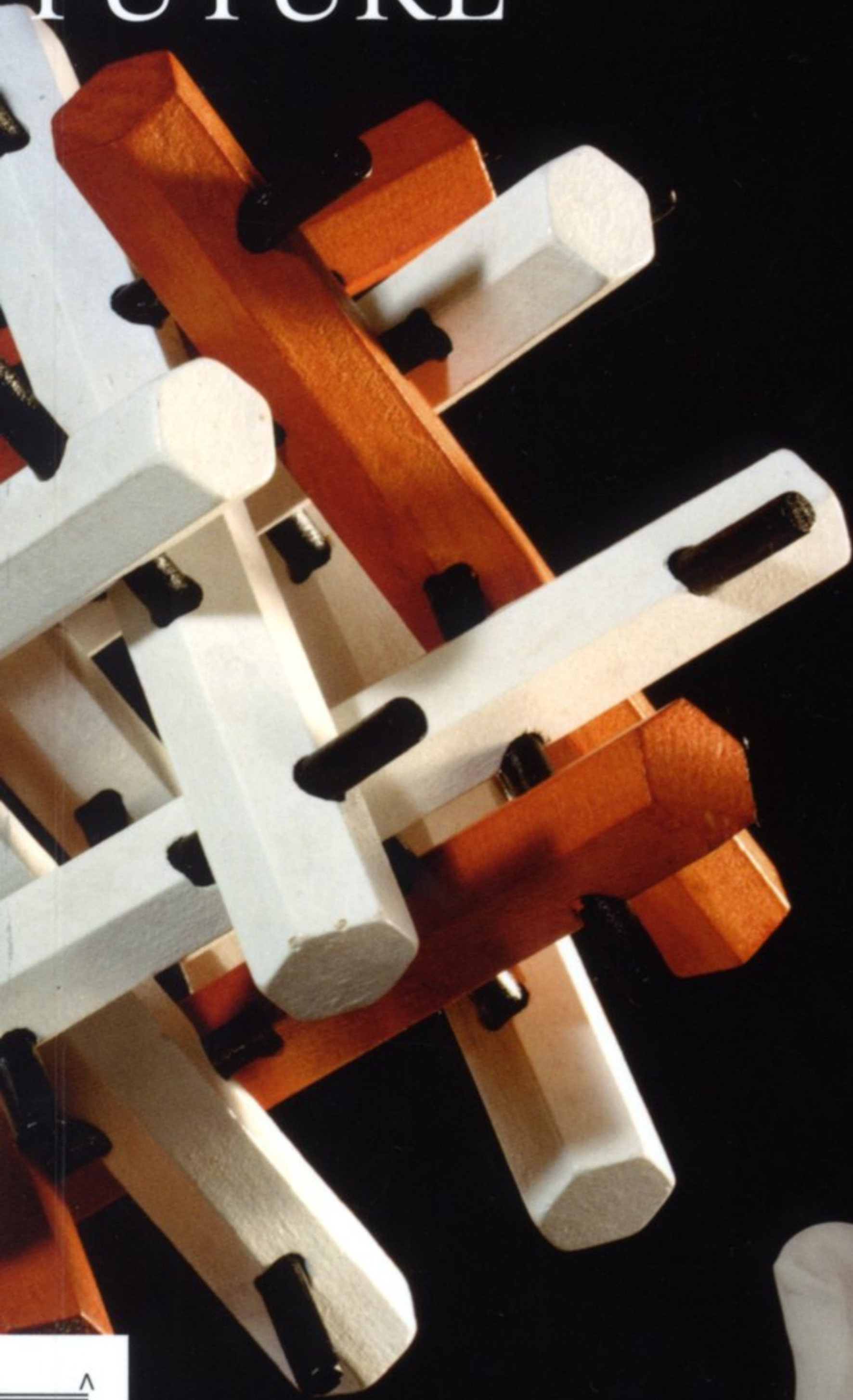
THE TRENDS BRANDS FUTURES AND IDEAS MAGAZINE

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## OUR SYNTHETIC FUTURE

### #22



*How designers, brands and consumers are waking up to a man-made world*

'THE SYNTHETIC LEAGUE' BY LEON CHEW & CLAIRE HOOPER

# Design Notebook

Edited by Caroline Till



'Stack' by Shay Alkalay for Established & Sons,  
[www.raw-edges.com](http://www.raw-edges.com)

*This issue's Design Notebook features the continuation of existing trends (the naïve forms of Maarten Baas' Clay collection, featured in Child's Play, Viewpoint #20, are morphing into Modernist Monsters) and the emergence of both new thinking and new designers.*

*As we move from the optimism and carefree spending of the Noughties into the more considered and cautious atmosphere of this century, the fragmentation of ideas and the lifestyle agenda that became apparent at the end of the 20th century has become even more obvious. Design no longer captures a single mood in the way that we think of Art Nouveau, Art Deco or Modernism. There is no single aesthetic that defines the decade. But, over the coming 10 years, we could see the irrevocable impact of climate change informing the design aesthetic.*