



TOUCH OF WHIT CREATIVE

REIMAGINING HOME AFTER COVID-19

A FUTURIZING TRENDS ANALYSIS



Cultural Strategy | Brand Strategy | Multicultural Strategy

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FORECASTING TRENDS

The cultural shifts evolving from the COVID-19 pandemic will not be fully realized for several months or even years from now.

However, when we look to emergent signals already on the rise and pay attention to new technological advancements in other categories, we can begin to hypothesize which trends might begin to show themselves within the consumer landscape in the near future.

This report is meant to forecast trends that might develop from the COVID-19 pandemic. Because we are still in the midst of change and uncertainty, the outlook of these forecasts can change drastically in the coming months.

Therefore this document should be considered an extreme outcome for what could potentially come down the line as a result of the pandemic.

Stay Safe. Stay Inside. Stay Connected.

BATTLEGROUND: HOME

Our homes have become battleground sites where we serve on the frontlines of our own doorsteps and try to fight off invisible germs, & viral bacteria.

In an idyllic world, “home” is meant to be a personal escape pod from reality. A space where we retreat from the stressors of daily life and melt into the joys of sleep, being held by loved ones, immersing our selves in warm laughs, and getting swept up in in epic books, films or video games.

Not everyone has the privilege of “home” serving them in this way, however, because of COVID-19, we are collectively sharing the burden of protecting ourselves & loved ones from a virus we can not see.

It is speculated that life with COVID-19 will likely be our new normal, and if that is the case, how we choose to arm ourselves against this, and any future pandemic events, will likely start by re-examining the key traits and attributes we desire in our homes.



THE FUTURE OF HOME

AN OVERVIEW

For many Millennials, the dream of owning a house is a dream deferred, but that hasn't stopped them from making "home" be anywhere they are. Today, thanks to technology, our homes are just as much about entertainment and convenience as they are a shelter & gathering space for friends and family.

Due to quarantine mandates we find ourselves stuck inside our homes for the first time which is forcing us to re-evaluate the efficiencies of our spaces. The aftermath of this event will likely spur innovation around home amenities as consumers may want to ensure that they are fully equipped to protect themselves from future unknowns.

SHIFTING NEEDS FOR HOME

COMFORT & WELLBEING

The 2008 recession had us seeking refuge from stress and unhappiness everywhere we went, and so we made sure that even if we couldn't own our homes, they'd be one of the most welcoming and calm parts of our days. We prioritized comfort and wellbeing and chose textiles, color palettes and decor to ensure peace of mind and tranquility.

CONNECTIVITY & FINGERTIP CONVENIENCE

As technology boomed, so too did our desire for convenience. The result? A fully connected home integrated with the latest technology designed to make our daily lives easier, faster and more convenient. Now, we do everything from the comfort of our couches, or we have automated robots that do them in our absence. Today, homes are designed with connectivity in mind for a generation that has prioritized staying in and disconnecting.

SECURING PRIVACY

The more we stayed home, the more we became fully reliant on Uberized-deliveries and digital connections. Eventually, our focus turned inward as we sought to ensure safety & privacy in our most personal spaces. We wanted to feel protected and secure at all times, so we turned to technology and armed our homes with monitoring devices.

PROTECTIVE PREVENTION & PREPAREDNESS

Today, as we manage a pandemic of historic proportions, how we view our homes in the coming years will likely encompass the past trends and include an additional layer of preventative measures that will likely borrow from hygiene practices in other industrial categories. Ensuring protection from germs, pollutants and toxins in the future will become a higher priority.



ARMORED EXTERIORS

The external aesthetic considerations we have for our homes in the future will likely integrate key protective measures that keep out toxins, germs and pollutants that don't belong in our sacred spaces.

1. SANITATION DOORWAYS & MUDROOMS
Entryways designed to decontaminate guests upon entry through digital scans & pressurized sanitation cleanings.

2. TOUCHLESS ENTRY PROVISIONS
Rise of voice command/ gesture activated doors; Rise of self-sanitizing door handles/ panels.

3. AUTOMATIC EXTERIOR GATES
Potential instillation of automatic walls that secure the home from the outside in the event of a lock down situation.

4. HAZARD PROTECTION DRAPERIES
Curtains made with self-healing enzymes designed to dissolve harmful toxins and prevent chemicals from penetrating the room.



5. EMPOWERED LAWNS & GARDENS
A new kind of curb appeal equipped with phytoremediation plants or transgenic grasses that can be used to clean the air, fight diseases or absorb toxins.

6. HEALING MATERIALS & TEXTILES
Stones or crystals thought to have healing/ protective powers could become be utilized within the housing framework/ walls / pillars.



AUTONOMOUS LIVINGROOMS

Our living rooms of the future may be equipped with tools and materials to silently work for us while we binge watch our favorite streaming programs from the comfort of our couch or interact with our companion robots- something that could also become more popular in the future given our need to isolate and self-quarantine.

1. ANTIMICROBIAL UPHOLSTERY

Furniture/décor constructed with fabric that protects against/prohibits the growth of bacteria, mold, mildew, and other hazardous microbes.

2. GERM EATING PLANTS

Plant loving millennials might rejoice if we can ever engineer plants that not only clean the air, but also feed off of & eliminate harmful bacteria.

3. SELF-CLEANING TEXTILES

When exposed to sunlight, fabric laced with nano-enhanced textiles can self-clean our favorite pillows without us lifting a finger.

4. DECORATIVE AIR FILTERS

Air purifiers hidden in decorative art pieces or within our favorite home décor items to add to desired ambiance while ensuring optimal health.



5. DIRT-REPELLANT FLOORS

In addition to automatic, robotic vacuums, an additional layer of protection could be floors made with germ resistant materials or homes built on a foundation that naturally attracts dirt and dust through crevices in the floorboards and removes it from your home.



ACTIVATED KITCHENS

Smart kitchens might become even smarter especially as this space tends to be where food-borne illnesses can grow. Our kitchens of the future may be the key in how we detect & kill the invisible germs we can't always see.

1. SELF CLEANING COUNTERS

Including copper embedded countertops in our kitchen plans that have the ability to constantly kill a wide variety of bacterial & viral cells.

2. SANITIZING LIGHTING

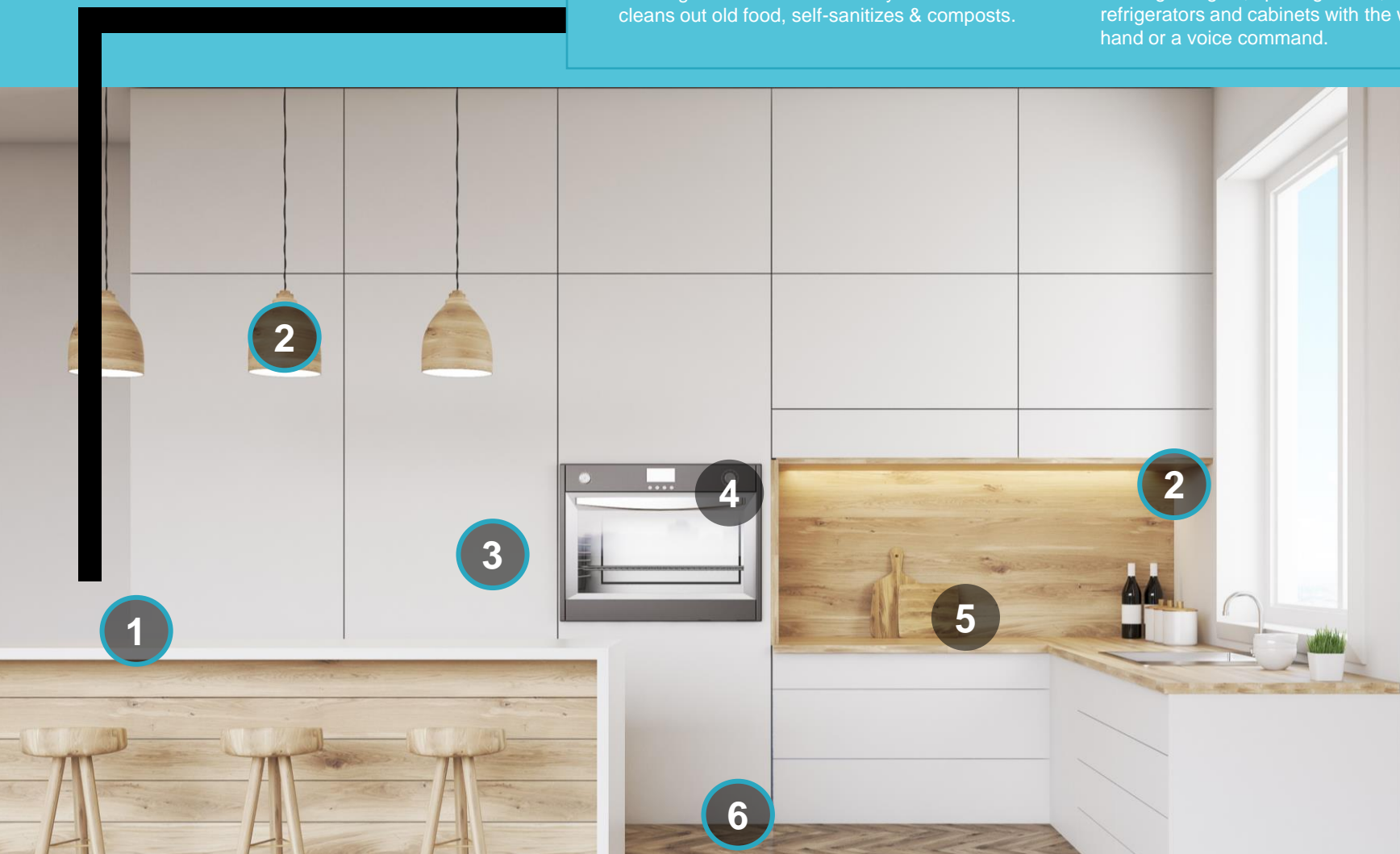
LED overhead & undercabinet lighting can be used to combat & remove harmful mold, bacteria and fungi.

3. SELF-CLEANING/COMPOSTING FRIDGE

A Refrigerator that automatically detects and cleans out old food, self-sanitizes & composts.

4. TOUCHLESS APPLIANCES

Turning on lights, opening ovens, drawers, refrigerators and cabinets with the wave of a hand or a voice command.



5. SMART COUNTERS

Counters that talk to us like digital devices alerting us of potentially harmful pesticides /chemicals in the products we place on them.

6. AUTOMATIC FLOOR CLEANING

Flooring built with troughs that collect food/debris and automatically power washes and sanitizes the floor after meals/heavy traffic.



GUARDIAN BEDROOMS

Our bedrooms of the future might serve as the perfect line of defense by becoming spaces that prevent contamination and heal us while we sleep. It is also likely that homes in the future could expect to come with additional quarantine rooms fully equipped with hospital beds, ventilators, medical supplies, virtual caregivers & emergency provisions.

1. AIR PURIFYING MUSIC

Ultrasonic waves are currently used to clean smaller tools and objects, but a potential future application could be to clean & purify the air.

2. SELF-CLEANING SHEETS

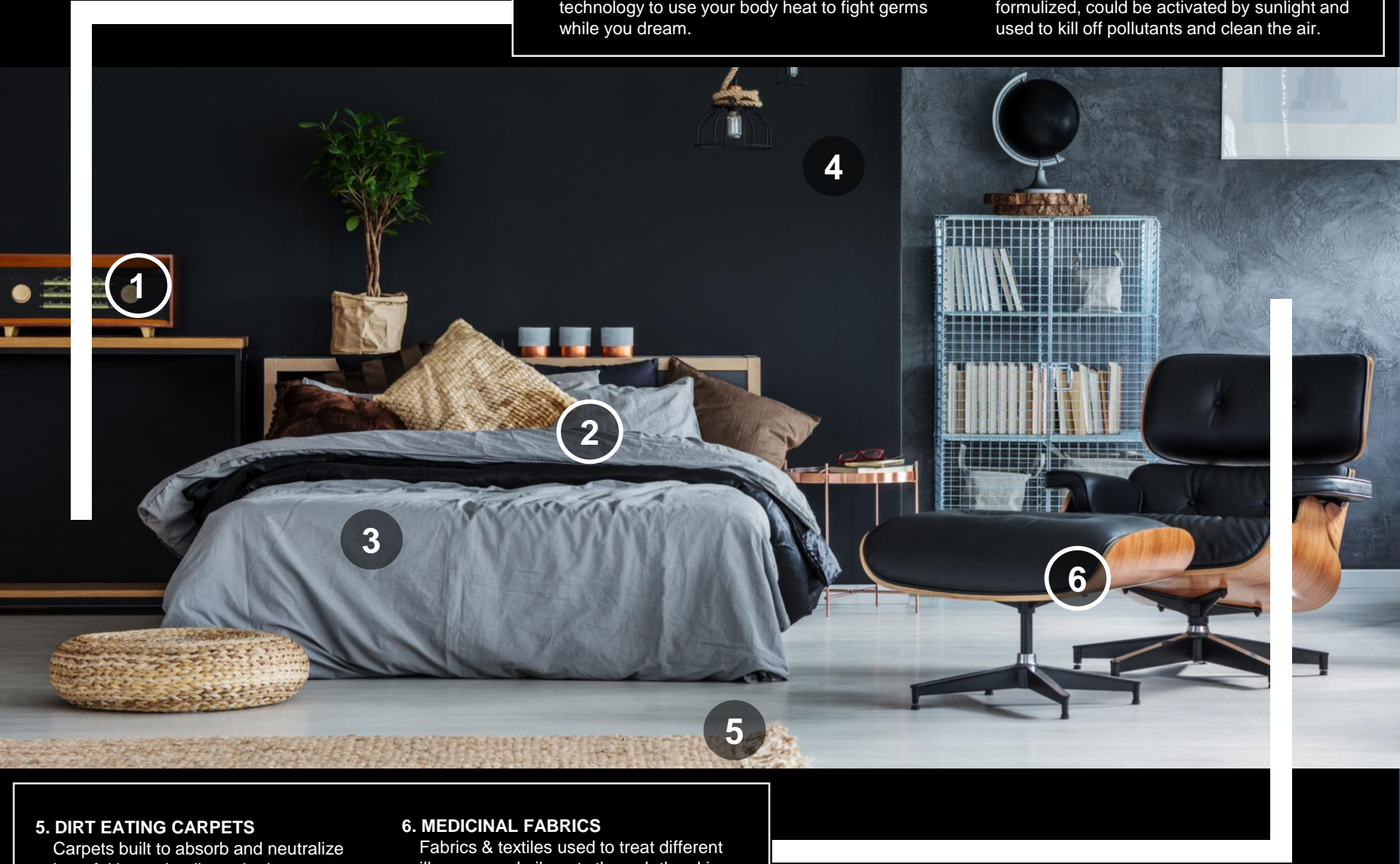
Sheets, bedding and pillows made of anti-microbial silver built to resist and eliminate germs and bacteria.

3. GERM FIGHTING MATTRESSES

A mattresses that enhances its sleep technology to use your body heat to fight germs while you dream.

4. CLEANSING WALL PAINT

Photocatalytic paint, which, once correctly formulized, could be activated by sunlight and used to kill off pollutants and clean the air.



5. DIRT EATING CARPETS

Carpets built to absorb and neutralize harmful bacteria, dirt and grime.

6. MEDICINAL FABRICS

Fabrics & textiles used to treat different illnesses and ailments through the skin as you rest.



FUTURE HOME TRENDS

A SUMMARY

Most of these trends will never fully come to fruition. For those that do, many will be inaccessible to the average, middle-America consumer.

However, as technology evolves and materials become more plentiful, we can expect cheaper, more accessible iterations of the innovations that do make it to the marketplace. These inventions will have key roles in establishing our new normal.

SHIFTING NEEDS FOR HOME

TODAY

COMFORT & WELLNESS



CONNECTIVITY & CONVENIENCE



SECURITY & PRIVACY



TOMORROW

**PROTECTIVE PREVENTION &
PREPAREDNESS**





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