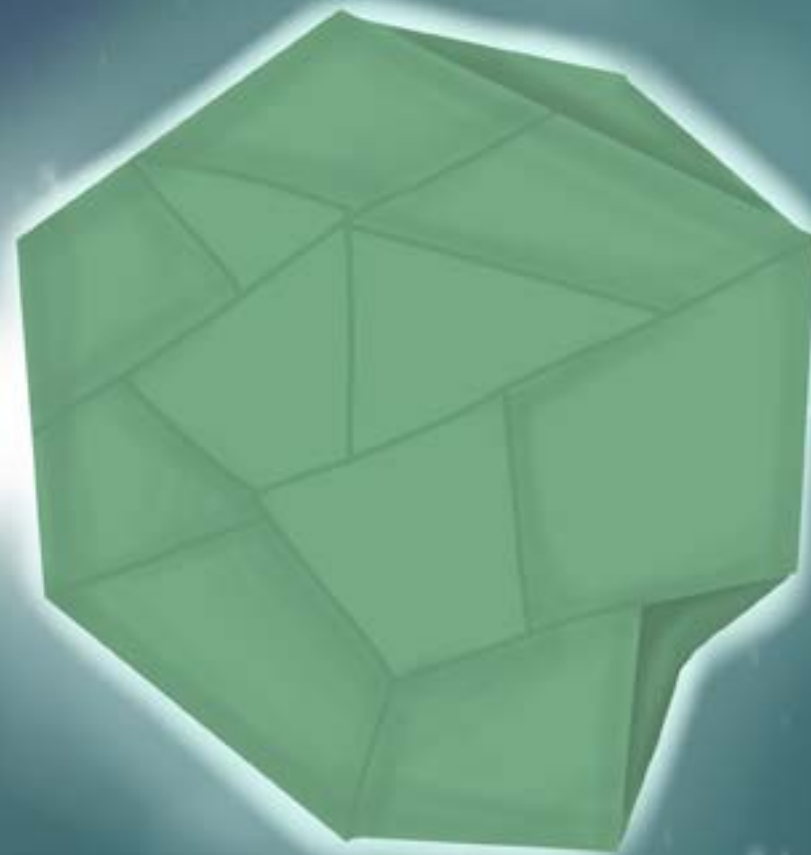


# HYBRIS



Once upon a time, humanity gave up on earth. The species had burdened the earth so much, it died. The only solution to save humanity was to find another planet. Luckily enough silicon valley had worked on project Hybris: the lab-grown planet.

In 2021, Professor Sil van Dommelen found some ancient bacteria in a lava stone at the bottom of the oldest lake located in Boekel. By doing multiple experiments, she found a way to combine these bacteria with the quickest growing bacteria of the world's history. Together with her ILS team in Silicon Valley, they managed to start the biggest lab-grown project ever in 2023.

The new planet was growing so fast that they had to find a new place for it to expand. Team ILS collaborated with NASA and started a new lab in the milky way. There was enough space to grow Hybris.

In 2123 Hybris was finally ready and livable. Sil van Dommelen (who was still alive by her own invented immortality socks) gave a group of concept developers the task to design a whole new world on Hybris. The main goal was to improve the Quality of Life from the population and keep the quality of Hybris in mind. Everyone needed to be WOKE which means being culturally and socially aware of various urgent issues in the world (Fitzroy, 2019).

Hybrid innovations were needed to achieve this goal. Combining the best of two or more industries in order to improve the Quality of Life. Like Mads explained: The most interesting innovations are those that draw inspiration from different industries and thereby transcend categories. The hybrid playing field is one in which art meets science (Mads, 2019).

The concept developers had designed multiple innovations. First, the innovations were tested on Earth before they were allowed to be launched on Hybris.

**Congratulations! You are now the owner of the first Hybris magazine. Here you can have a little sneak preview of the 8 hybrid innovations that passed the test on earth and will be introduced on Hybris.**

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# Recess

The first innovation is called Recess. We all know the overwhelmed feeling in this intoxicated world. Besides the physical disease obesity, a mental disease arose; Infobesity. Overloaded by information, stress, tasks and activities. Recess created a drink to reduce stress. 'We all have too many tabs open in our browsers and in our brains. That's why we made Recess: each can is a moment to reset and rebalance. It's how you wish that 2 pm coffee would make you feel.' (Recess, n.d.).

The ingredients make the difference. Recess is infused with multiple powerful and natural ingredients that help people to adapt to stress, balance our mood and a balanced state of mind.

- Hemp extract: It calms the mind and body
- American ginseng: improves focus and memory
- L-theanine: it reduces stress and improves your mood
- Schisandra: boosts vitality and balance

With these base ingredients, they have created 4 different tastes: Blackberry chai, Peach Ginger and Pomegranate hibiscus.

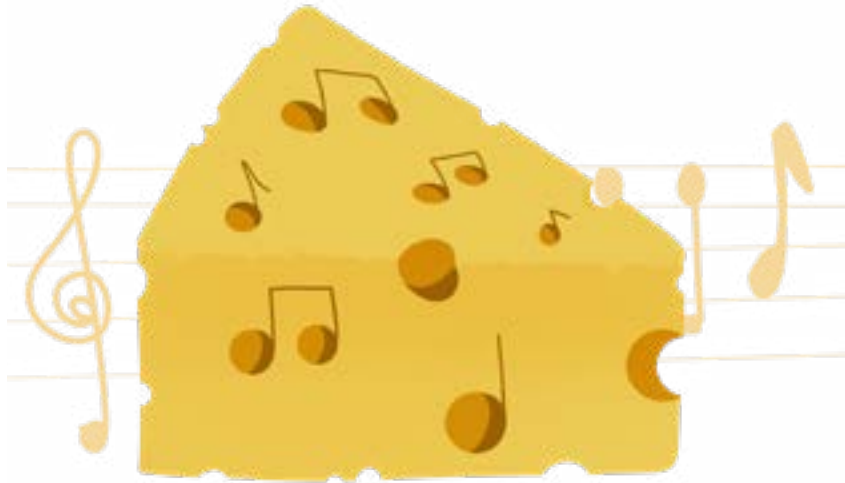
Recess is a combination of the health industry together with the food industry. People receive medicine way too early. Sil van Dommelen wants to stimulate a natural lifestyle on Hybris and reduce the amount of medicine. By combining the knowledge gained in the health industry together with the products of the food industry, healthy and effective innovations are created. Recess improves the mental wellbeing of consumers which reduces the risks of illness. On Hybris, people will first try options like Recess to improve the Quality of Life before medicines are taken.



4

<b>Who</b>	Recess
<b>What</b>	Sparkling water drink which reduces stress and creates balance and clarity.
<b>Where</b>	New York State
<b>Why</b>	Reset from infobesitas and create balance
<b>How</b>	Recess drink with calming ingredients

# Cheese in Sound



Scientists and artists did an amazing experiment with cheese and music. They have found that different music genres influence the aromas of ageing cheese.

Researchers from the Bern University of Arts exposed 9 wheels of Emmentaler cheese for 24 hours to different music genres; classical, hip-hop, techno, ambient, or rock-and-roll. The music was exposed with small transmitters which were attached directly inside. The other 3 wheels were exposed to low, medium and high-frequency soundtracks. One wheel was exposed to no sound at all. The cheese which was exposed to music was milder in taste. The hip-hop genre created a more pronounced flavour. (Miley, 2019)

This experiment shows a really interesting collaboration between artist, researchers and the food industry. Sil van Dommelen wants to use the best of both industries to create new innovations. Nowadays unnatural aromas and E-numbers are used to influence the taste and smell of food and drinks. This research shows that the amazing creative artist has an influence on the taste as well which opens a whole new dimension of food innovation. The E-numbers are no longer needed to spice food. The researchers from Cheese in Sound are welcome to Hybris in order to create new delicious and natural food innovations in collaboration with creative artists.

Who	Cheese In Sound, Researchers Bern University of Arts
What	Cheese with music influenced aroma.
Where	The city of Burgdorf
Why	Creating new ideas for influencing food aromas
How	Playing music during the aging process
When	2019

# Hanhwa

Hanhwa is a great example of the reacting space trend (TrendWatching, n.d.). Companies that combine it selves with their environment in order to better serve their customers.

Hanhwa is a retail specialist (Hanhwa, n.d.). They are active in improving their sustainability in multiple ways. Their new exterior is one of their new innovations. When air pollution is low, the outside of their building will turn green. It will turn red when pollution is high. They aim to inform pedestrians of the current pollution levels in order to encourage sustainable consumption. Besides that, they help visitors by providing free face masks when pollution is very high.

Hanhwa is not the only reacting space manifestation that was remarkable last days. Mc Donald's drive-through will provide you with an AI personalized menu which is based on the weather and environmental factors (Corporation, 2019). An art galleria in Stockholm metro responds to the stress level and mood of commuters (Watson, 2019).

Reacting spaces like Hanhwa are really important for Hybris. Since Hybris will be a new environment for its residents, it is nice to have some specialized products and services which will help to adapt to their new space. Besides that, it will help survive, warn and help them live on their new planet. This will improve their Quality of Life.



Who	Hanhwa Galleria Seoul
What	Showing air pollution on their building
Where	South Korea Seoul
Why	Galleria campaign to encourage sustainable consumption.
How	Using red / green light on the outside of the galaria to indicate the level of pollution.
When	May 2019

# Nestle Wellness



Who	Nestle
What	Nestle wellness ambassador program creates a special lifestyle diet based on data.
Where	Japan
Why	Gain data about customers' wellness and diet as it pivots toward consumers who are seeking to improve their health and longevity in order to solve health problems associated with food (Du, 2018).
How	Create a lifestyle plan based on food pictures, blood and DNA tests.
When	2018

Nestle, the famous chocolate, noodles and ice cream company, is combining its broad food knowledge together with popular innovations like artificial intelligence, Food Instagram, DNA testing, and personalized health programs. With their new Nestle Wellness Ambassador program started in Japan, they gain a lot of important data about customers wellness and diet.

Participants upload photo's of their food via an app which will give them personalized diet and lifestyle tips with specialized supplements. Via a DNA and blood kit, Nestle can even identify ailments (Du, 2018).

By this new program, Nestle attracts new clients, have an influence on the food they eat, get more information about their target group and can thereby address the big health issues which are limiting their sells. They implement trends like personalization, artificial intelligence, health style and customization.

Sil van Dommelen wants to have these kinds of programs on Hybris. She believes that it is really important to know more about the residents. To maintain a good quality of life it is important that Hybris population is healthy. By tracking data, we have the ability to specialize in products and services on what is needed.



# Living Bus

Singapore, is just like the rest of the world, struggling with environmental problems. They realize that they have to live a more sustainable life. Besides that, Singapore's temperature is very high, which makes the busses very hot. Normally airconditioning would solve this problem, but that would cost a lot of fuel which is bad for nature as well. SBS started an experiment with Temasek foundation and Singapore green building council to lower the busses temperatures in a natural way (Trendwatching, 2019)

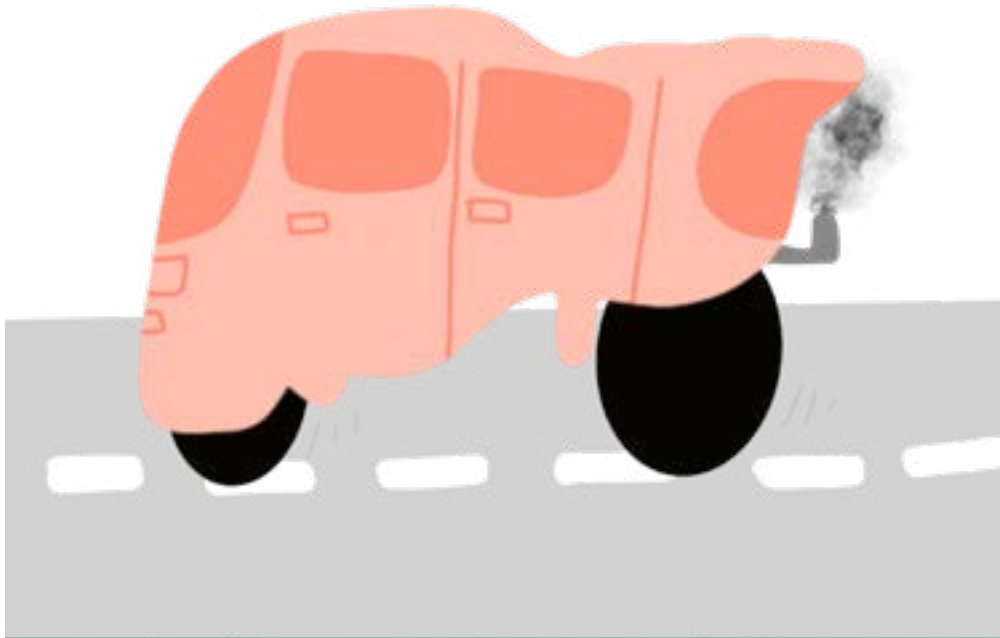
At 5 may 2019 they launched 10 buses with a Gaiamat rooftop. A local soil-less mat-based green roof system created by GWS living art, that is lighter and requires less maintenance than conventional soil (Council, 2019). They hope that they can lower the temperature in a sustainable way to save fuel. Besides that, the buses look very green and are perfect to showcase eco-innovations which will inspire and raise awareness.

Hybris needs sustainable innovations that encourage a sustainable lifestyle in order to prevent Hybris from dying (like earth). By cooperating with companies with different goals, a beautiful innovation is created which improves QoL in multiple ways. Hybris needs to use the power of nature to improve the Quality of Life of the population and the planet.

Who	SBS transit with Temasek Foundation, Singapore Green Building Council.
What	Reducing temperature bus with living roof.
Where	Singapore
Why	Reducing the temperature in the buses in a sustainable way.
How	A locally-developed soil-free material that is lighter and requires less maintenance than conventional soil.
When	May 2019



# Second Chance



Who	Donate Life California, local police Fullerton, placentia, California
What	Motorist earn a second chance when they are organ donor
Where	California, Canada
Why	Positive interaction law and community. Appreciate being donor. reminder everyone that simply being an organ donor could give many people a second chance at life. So you might just get a second chance too.
How	Police Officers offer a second change note to motorist who comit traffic violation but are donor.
When	2010

Donate Life California started a new campaign called Second Chances. By working together with the local police office they want to activate people to become a donor, thank donors for being a donor and create positive interaction between law enforcement and the community (Garza, n.d.).

The Second Chances initiative is a reminder to everyone that simply being an organ donor could give many people a second chance at life. So, if a participating police officer pulls someone over for a traffic violation, and that person is an organ donor, they might just get a second chance too (SecondChances, n.d.).The project is now active in the United States and Canada.

Sil van Dommelen wants to create a safe environment on Hybris. She wants people to think about their actions and help others to improve their Quality of Life. By being a donor you can save other peoples life. By driving unsafely on the road you can kill people. It is important to be aware of your own behaviour. Sil van Dommelen believes that fines and punishments do not always work when you want to change their behaviour. The cooperation between an organization like donate life and the police creates a deeper meaning behind the work of both. It makes people think and talk about their own behaviour by these random acts of kindness that create a shock effect.

# Arborea



The growing world population increases food demand. More food should be produced in order to prevent people from hunger and undernutrition. Growing food needs a lot of space. Space is precious since more people means more living space is needed. A lot of green space is redeemed city buildings, houses and paving. We emit a lot of CO<sub>2</sub> and we reduce the amount of nature which returns CO<sub>2</sub> into oxygen.

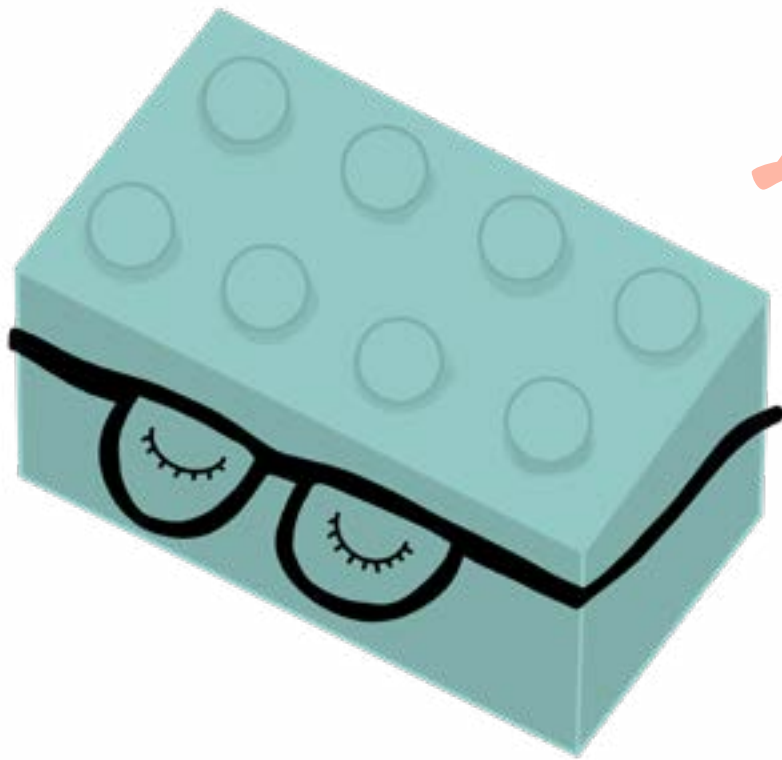
Arborea created a BioSolar leaf cultivation system which enables to grow microscopic plants for healthy food while generation oxygen and sequestering the Co<sub>2</sub>. Just one acre of our cultivation system sequesters carbon dioxide and produces breathable oxygen, one hundred times the amount of an acre of forests (Arborea, n.d.).

Arborea partnered with Imperial College of London and placed their panels on their roof. They make efficient use of the building by adding these panels. Imperial College London has multiple purposes that improve the QoL (Evanston, 2019)

Sil van Dommelen got inspired by Arborea. We need to make efficient use of the space we have on Hybris. We need to embrace nature and try to keep as much nature as possible. That is why we need to use all the space we have, like rooftops, to grow food and nature as well. This helps to maintain good environmental quality and sustainable food production. Sil van Dommelen wants to take the Arborea panel to Hybris since they combine sustainable food production, air refreshing and building exterior in one innovation.

10

Who	Arborea, Imperial college london
What	Biosolar Leaf panels on roof to cultivate algae
Where	London
Why	Grow algae for food and draw CO <sub>2</sub> out of the air and produce oxygen.
How	With the biosolar leaf system they can produce clean and healthy food while improving the environemtal quality.
When	2019



# LEGO Braille

One of the most famous toy companies Lego partnered up with blind associations to create Lego bricks which will teach blind or visually impaired kids to read braille. Phillipe Chazal Treasurer of the European Blind union explains that fewer kids are learning to read braille by the computer programs. Braille users are often more independent, have a higher level of education and better employment opportunities. LEGO braille bricks can help to boost the level of interest in learning braille in a playful and engaging way (Chazal, 2019).

The LEGO braille bricks are moulded with individual braille letters and number. Each brick will have the associated letter or character printed so teacher, students and family members are able to interact. In this way, the blind kids are connected to their peers in an equal way.

Sil van Dommelen wants to create an inclusive environment where everyone feels comfortable and accepted on Hybris. Everyone should earn equal changes. Besides, that kids should have fun on Hybris. She agrees with John Goodwind, CEO of LEGO foundation 'children learn best through play and in turn develop the breadth of skills, such as creativity, collaboration and communication, that they need in the post 4th Industrial Revolution'. Innovations like LEGO Braille combine toys with education in a fun way without excluding people. That is why LEGO braille will be introduced on Hybris as well.

Who	Blind associations LEGO
What	LEGO bricks with Braille
Where	Paris
Why	Help boost the level of interest in learning Braille
How	LEGO Braille Bricks will be moulded with the same number of studs used for individual letters and numbers in the Braille alphabet, while remaining fully compatible with the LEGO System in Play (LEGO, 2019).
When	24 April 2019

I (Sil van Dommelen) created this TrendProduct with a lot of fun. Daydreaming, fantasize and creating scenario's is one of my daily activities. It helps my brain to stay active, creative and allows me to take a trip away from the world to my own little planet. While doing this, I sometimes get this eureka moment for the concepting process of that moment. Unfortunately, I haven't found a way to make immortal socks and a lab-grown planet, but I am working on it :)

I made my own illustrations to give it a more personal touch. I would love to learn more about design and illustrating in my Minor and internship. It would be really nice to combine this with trend research (one of my internship tasks). Another internship tasks is concept development. I think that these hybrid innovations are a nice source of inspiration to use during creative sessions. Think hybrid, use the skills and knowledge that you or stakeholder already have to make a multipurpose innovation that adds value, has a deep meaning and improves QoL.

I hope you enjoyed reading!

**12** I choose to focus this product on trend manifestations (micro-trends) because that is what interests me the most. I am particularly interested in hybrid innovations since they combine a lot of skills and knowledge into one beautiful and meaningful innovation.

*P.s. I was wondering why are all the planets round? I found an article which explained that planets are fluid when they arise. This makes it easy to transform from shape. The gravity will pull everything to the centre. The fluid mass would form a circle by gravity. BUT these are all natural processes. Hybris was not 100% naturally but with a human touch. We humans like modern shapes so we created a non-organic shape for Hybris. Just because we can :)*

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