

FRAQUOH AND FRANCHOMME

**TREND FORECAST
2025-30**



**Pain or
Wonder**



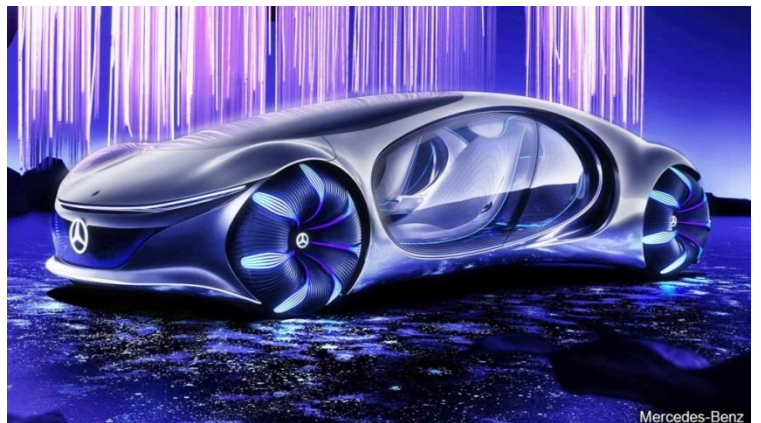
**“The deserts grow: woe him
who doth them hide!”**

(“Die Wüste wächst: weh Dem, der Wüsten birgt!”)

Hypertech, Ultranatural

Key words:

- AI
- Nature
- Wide spaces
- Function follows form (kitchens, etc.)
- Cryptocurrencies
- Electric cars



Neo-tribalism



Keywords:

- **Small communities**
- **Digital communities**
- **New underground**
- **Digital underground**
- **Values-based separation**
- **Nature-based architecture**
- **Nature-based product design**
- **Green energy**
- **Small transportation (trikes, golf-cart type cars, etc.)**
- **Invisible technology**
- **Big city ghettos**



Medium-sized Cities, Small Communes

Keywords:

- **Building electrification**
- **No-car zones**
- **Glowing buildings**
- **Smart cities**
- **Regional administration**
- **Livable basements / bunkers**
- **Decrease in inter-city travel, but increase in in-city mobility**
- **Vertical gardens**



VR Parties



Keywords:

- Sensorial experiences
- Depression
- Anonymity
- Avatars
- Digital sex
- VR, XR, MR, AR
- Transhumanism
- Politics promoting transhumanism



Computer Consciousness

Keywords:

- IoT
- Traffic analysis
- Sex robots
- Computer art
- Computer product design
- Holograms
- Robot agriculture
- Robots making decisions
- Connecting with robots



Cast / Class Separation

Keywords:

- Rich vs. poor
- Social welfare vs. private money
- Religious vs. pagan (not atheist)
- Conservative (minority) vs. liberal (majority)
- Different laws for different social categories
- Digital separation (different platforms for different types of people)
- Social media separation (people who are on SM vs. those who are not)
- No more mainstream
- No "public square" discussions
- Different histories
- End of awareness
- Post-truth
- "Alternative facts"
- High vs. low language



The Southern Hemisphere

Keywords:

- Africa
- Weaving
- Natural fabrics
- Old craft
- Plant-based cosmetics
- Latin America
- Psychedelics



60s Re-edition

Keywords:

- Youth Quake
- Space generation vs. place generation
- Cross-border relations
- New sexuality (redefinition)
- Nature spirituality
- Sexual openness vs. restrictions
- Space science advancements (but not much exploration)
- Community's children



Going Up:

- **High-speed transportation**
- **Artificial insemination**
- **Home offices**
- **Videoconferencing**
- **Policing, new forms (Robocop)**
- **Blind Weddings**
- **Big businesses**
- **Design: Round(ed) shapes, soft neons, earth tone colors**



Going Down:

- **Newspapers**
- **Universities**
- **Classic media**
- **Tourism**
- **Business Travel**
- **Sports**
- **EU**
- **Medium-size and small businesses**



Possible Trends:

- **Digital Romance**
- **Invisible war (with feminine characteristics)**
- **Royal Disruption**
- **School segregation (by religion, sex, etc.)**
- **Rearrangement of social relevance (experts, etc.)**





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2020**