

PRESS RELEASE

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Brand new: iF Design Trend Report 2024

What role does design play in shaping our future? The third Trend Report published by iF Design deals with this question and six global design transformations.

- **The iF Design Trend Report 2024 can be downloaded free of charge on ifdesign.com until July 19.**

For the third time in a row, iF Design has published the iF Design Trend Report 2024 in collaboration with “The Future:Project”. As the organizer of one of the world’s most renowned design competitions, the iF DESIGN AWARD, iF Design stands for the promotion and identification of good design.

The iF Design Trend Report, in which 23 design experts from 13 different countries “have their say”, offers a holistic global and statistically proven view of cross-disciplinary design trends. It places them in relation to important technological and social trends and also provides in-depth personal insights into design practice. He examines various industries and design disciplines, from product and communication design to architecture and user experience. For each trend observed, products, projects and services have been included that exemplify strategies and solutions that are central to the challenges facing our society today.

The iF Design Trend Report is aimed at designers, in-house design teams and product development teams worldwide.

The iF Design Trend Report 2024 looks at these six major changes in our society:

1. **CONSCIOUS ECONOMY: Design reshaping work**
From performance-oriented society to conscious economy. Workers’ changing needs and the rise of new AI technologies influence the future of work. Designers have the chance to shape this new economy in order to make it more creative, healthy, sustainable and collaborative.
2. **HUMAN DIGITALITY: Design humanizing technology**
Digitalization is undergoing an evolution from disruptive euphoria to “tamed” human digitality. Artificial intelligence and the efforts to build a cyber-resilience form the pillars for a balanced use of the potentials of digital systems in a hyper-networked society.
3. **CO-SOCIETY: Design contributing to the quality of public spaces**
In an increasingly fragmented and polarized society, the core challenge for the future is strengthening togetherness. The “co-” principle is becoming a strategy for the future, paving the path for a progressive culture of “us”. Design represents a powerful force for transforming today’s polarized society into a Co-Society, and it can be used as a key

technique to foster new forms of solidarity by drawing on the different perspectives of all stakeholders.

4. **MINDSHIFT-REVOLUTION:** Design supporting a new era of wellbeing
The Mindshift Revolution is changing the relationship between identity and society, reclassifying power dynamics and transforming values, norms and worldviews. This fascinating transformation is giving rise to the next, socially conscientious zeitgeist.
5. **GLOCALIZATION:** Design connecting global and local
Reintegrating “local” into “global” opens up new opportunities. Multinational corporations combine local knowledge with global expertise and address planetary challenges with regional solutions. Glocalization is crucial in designing spaces, products, and services, integrating local techniques in architecture and drawing inspiration from cultural heritage in fashion. In UX and interface design, adaptation to diverse systems and frameworks is essential.
6. **ECO TRANSITION:** Design driving the climate transformation forward
The global transformation to a holistic eco-systematic society goes hand-in-hand with the restructuring of infrastructures, production systems and cultural techniques. And to ensure future-proofness and quality of life in times of climate change, decarbonization, climate adaptation and regeneration will be the three guiding principles of design.

The iF Design Trend Report 2024 at a glance:

- Focus on six important transformations and their influence on design
- Challenges and Solutions for designer and companies
- Interviews and Insights from international design experts
- Statistics and international Best-Practice-Examples of products, projects and services

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Free download and more information on the iF Design Trend Report:

<https://www.ifdesign.com/en/trend-report>

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