

NEW TENDENCIES

If we look into the past, we can realize that business was easier, as we only had to worry about the human security needs, that is to say, having a well conditioned habitat.

However, time goes on and even though things are not as simple, they are more gratifying, as we now focus our attention in more interesting needs, as for example the alter ego and recognition.

The aesthetic and creative values are almost alive elements which change and evolve constantly. In this way, we have to keep on revising tendencies frequently. As Heraclito said in his famous aphorism in the 5th Century B.C.: “Change is the only constant value” and our sector is also affected by the changes in style, tastes and concepts.

There are several tendencies as well as different values and aesthetic preferences and they get mixed together to create new ones.

That is why in VIVES we think that it is important to show the more relevant tendencies for the future.

One of the main tendencies we can take as a reference in the present as well as in the future is the one which refers to the **environment**. The ecologist movement appeared many decades ago. However, nowadays with the environment catastrophes, the conscience and respect to Nature have increased in our minds. For this reason, we face now a tendency which tries to improve life conditions to the poorest population, with the Laws of the Fair Market and to take care of the environment with less contaminating companies.

Although there is a legal rule regarding the environment which must be accomplished when building, we must say that people are becoming more conscious with ecology day by day. So now, architects, decorators and also the buyers look for more ecologic houses. Another characteristic of this tendency is to approach Nature and home and to emphasize the collective welfare and not the individualism from the past.

There is a tendency which is becoming more and more important nowadays, which is the one regarding the use of the **new Technologies** and aesthetic values, as the minimalism, the *blobs* designs, the space design, among others.

For that reason, our homes have a high level of technology and at the same time we look for simplification by trying to hide the new Technologies. In this sense, we can see some elements of this tendency in the web 2.0, as we look for the socialization. But we must emphasize that the age ratio of people included in this tendency is increasing, as it happens with the use of the Internet.



The third tendency showed is still being improved, even though, it is more consolidated than the other ones. This aesthetic suggestion for the habitat, is based on a strong **emotional element** capable to act as a therapeutic one, thanks to its environment made up of spiritual, natural, and relaxed values. It is attempted to use bucolic environments as a placebo to create comfort and health to the consumers.

In the same way, it tries to make easier the social interaction and the repose, which is understood as an element of socialization.

In the other hand, the **baroque aesthetic** is a tendency which has been used for a long time. Although now it has reached its highest level of splendour, we must presuppose that this proposal will be the first in decliving.

This proposal is characterised for the use of luxury and exclusive products, transmitting an oniric air to the rooms. People who choose this aesthetic to decorate their homes, get the social status that these products grant them to be distinguished.

We cannot forget the degree of exhibitionism that these residences have. Although this tendency has an expiring date, its consumption will go on thanks to new social groups and emergent markets, which are very luxury consumers.



Maybe the prior tendency is reaching its end, but there are new ones appearing. One of these new tendencies stands out for its use in publicity and other audiovisual productions. It is called the **recreational** tendency.

This tendency is characterised for being highly creative and looking for the personal atmosphere as well as surprising through daily objects. This is how it creates links between the people in habitats where the social rules are not so important. The main focuses of inspiration for this proposal are comics , videogames, science fiction, videoclips,

the Pop- Art...etc. For this reason, this tendency is related to young people and medium-class people.

Another tendency we will have to take into account in the near future, is the one claiming for the **ethnic** against the globalization. In this way, we can see that one of its main characteristics is the proud of the local cultures. Although it seems to be paradoxical, it can also be inspired in other minority cultures such as the Africans. Some other important characteristics are: the cultural hybridation, the aesthetics of customs and manners, and the importance of

immigration nowadays. If this tendency had the support of the mass media as the recreational one has, it would take less time to get to all the people.

To sum up, there are some authors and researches which talk about the importance that the tendency of the ***anti-establishment*** will have in the future.

It is an heterogeneous tendency, very critical against authority which uses a subversive language to establish new spaces in a provocative and ironic way.

This proposal is strongly ideological and it is related to the antiglobalization movement, May 1968, *Movida Madrileña*, the garbage art, the punk movement, or the utopic city of Christiania in Denmark. This tendency will be always supported by the same kind of people, young people from 16 to 25 who will change their mind as time goes on until they leave this tendency. So, we consider this is a tendency to take into account although it is complicated that it can be supported by too much people.

