

Jaime Moreno
MORMEDI

**NEW INTERIORS FOR A
CHANGED WORLD**

We are living a big crisis

Virtually no country, developing or high- income, has escaped the impact of the widening crisis.

World trade volumes are expected to contract in 2009 for the first time since 1982.

In East Asia and the Pacific, GDP is projected to slow to 6.7 percent in 2009. The weakest since the dot.com recession of 2001.

Consumers are trading down



...by seeking out better value products in low engagement areas...

... consumers can then continue to spend in the areas which matter most

Recessions are a time for 'beginnings and endings': some brands will emerge in more dominant positions, others will fade away.

In hard times consumers are forced to re-evaluate and re-appraise a lot of the choices they make: past loyalties may be discarded.

This presents threats and opportunities. Innovative thinking becomes key to survival.

The world is changing

2008/2009

New Luxury

Simplicity

Environmental Awareness

Modern Authenticity

Connectivity

2009/2010

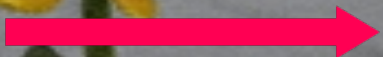
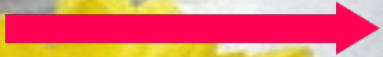
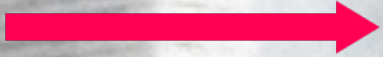
Quiet Luxury

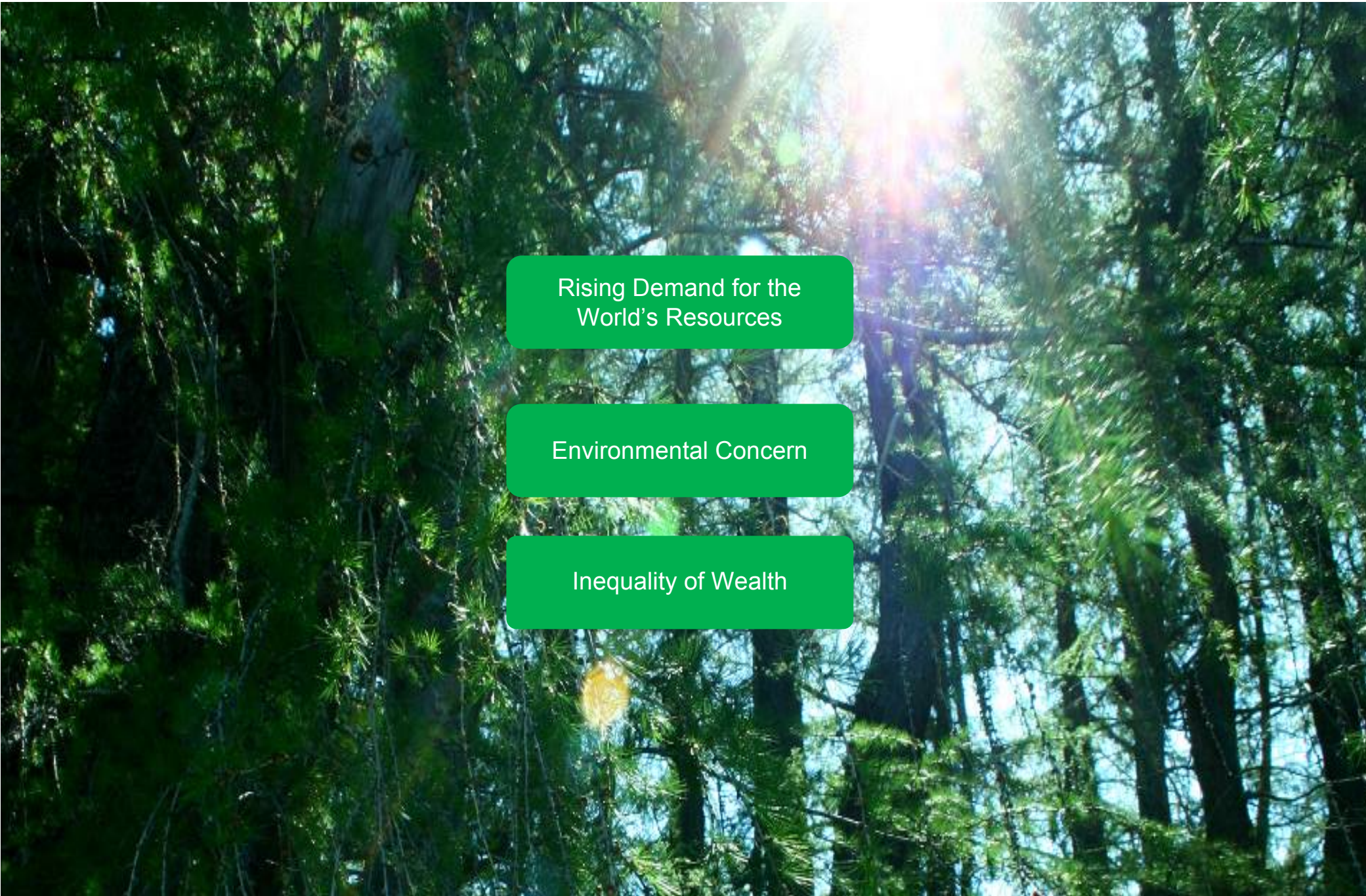
Simple but different

More careful Consumer

Back to basics

Connected 24hours





Rising Demand for the
World's Resources

Environmental Concern

Inequality of Wealth

NEW VALUES FOR A MORE FRAGILE WORLD





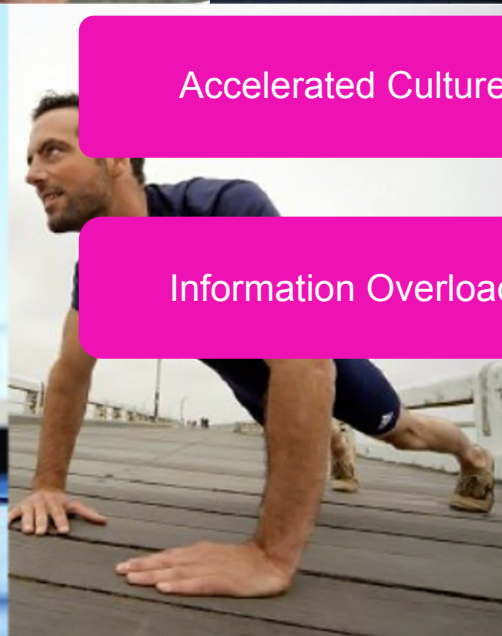
Complexing Lives



Seeing More, Wanting More



Accelerated Culture



Information Overload



Rise of individualism.

Consumers are much more advanced. Better informed.

Smart thinking

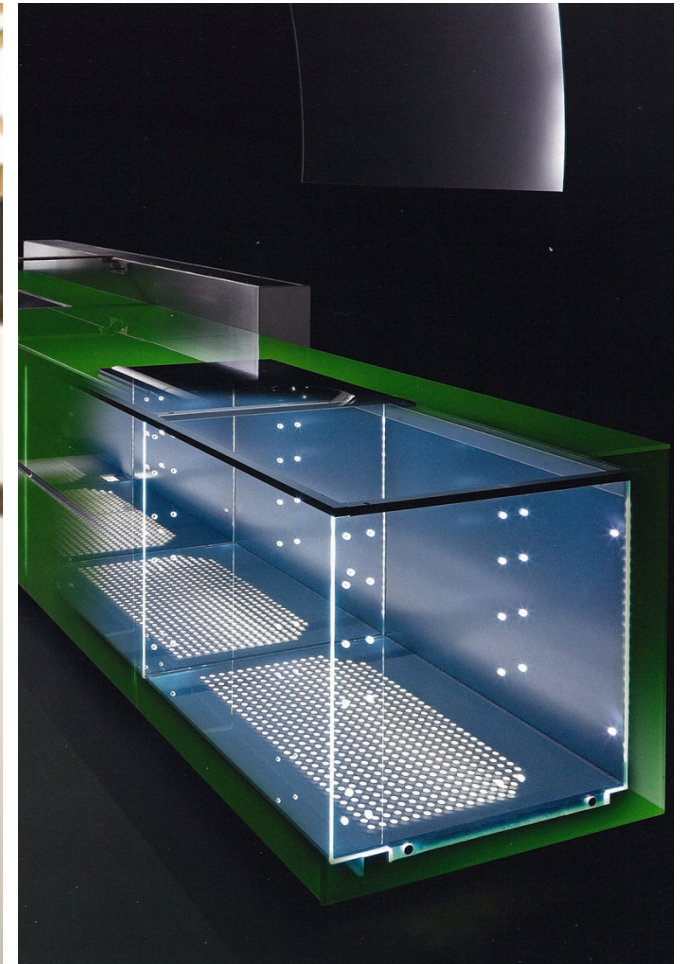
Changing the value of time

Loss of trust & Personal Empowerment

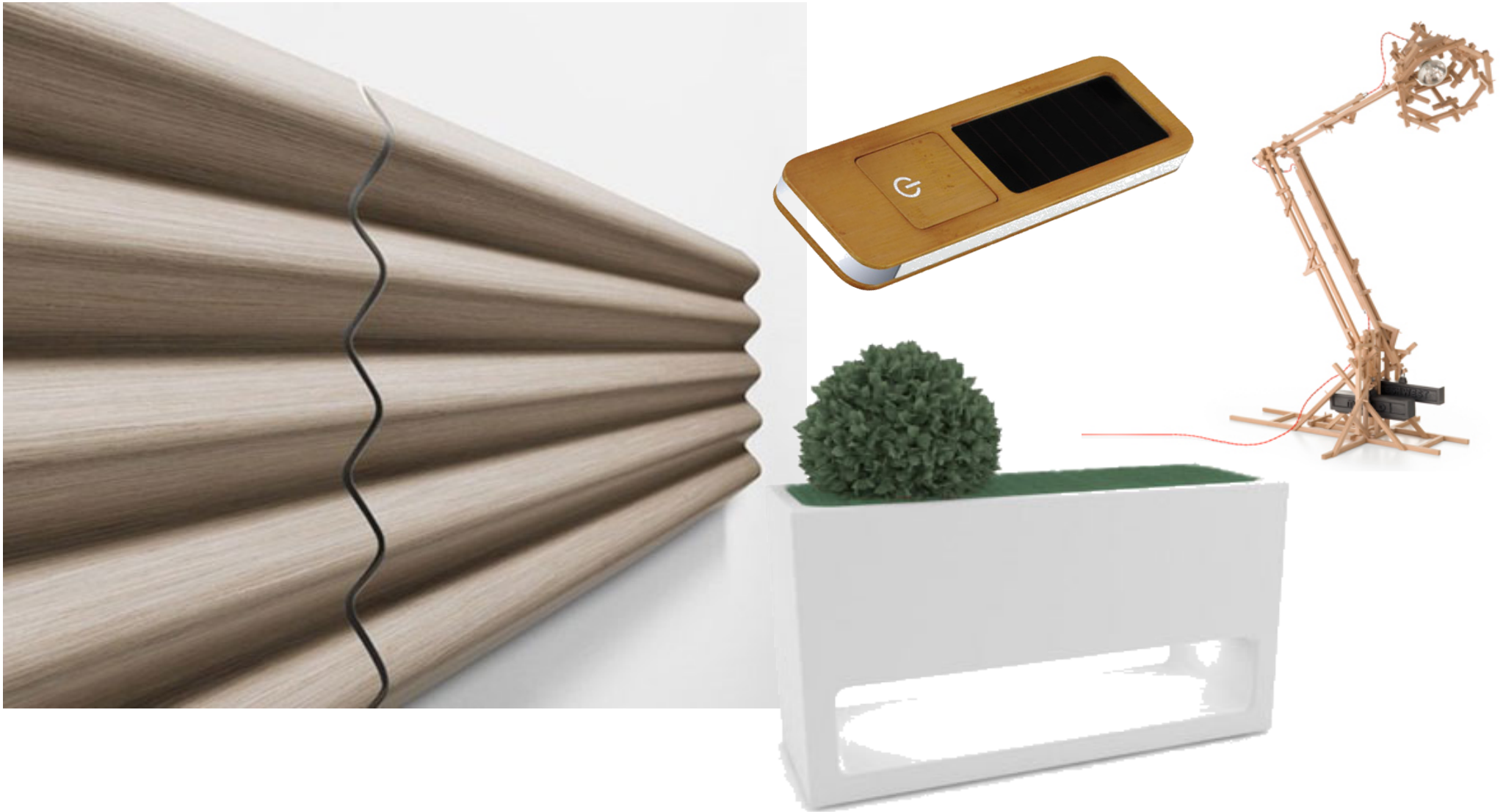
I Synchronise, therefore I am

Be aware and update with everything around you will be a way of life
Social network-style synchronization will expand to a wider range of devices





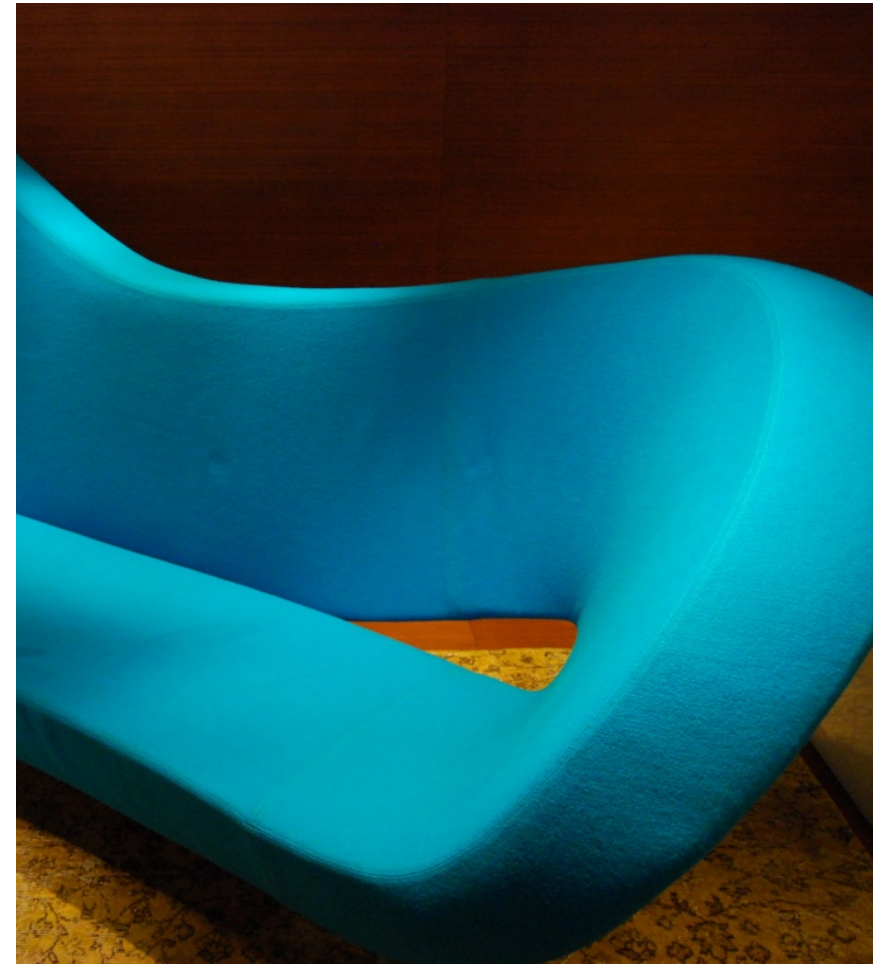
**Green life. Eco-friendly-materials
more naturals, bambú, wood, glass,
aluminum...**



Less styling and more ethics.
Sustainable products but with styling



Minimalisim.



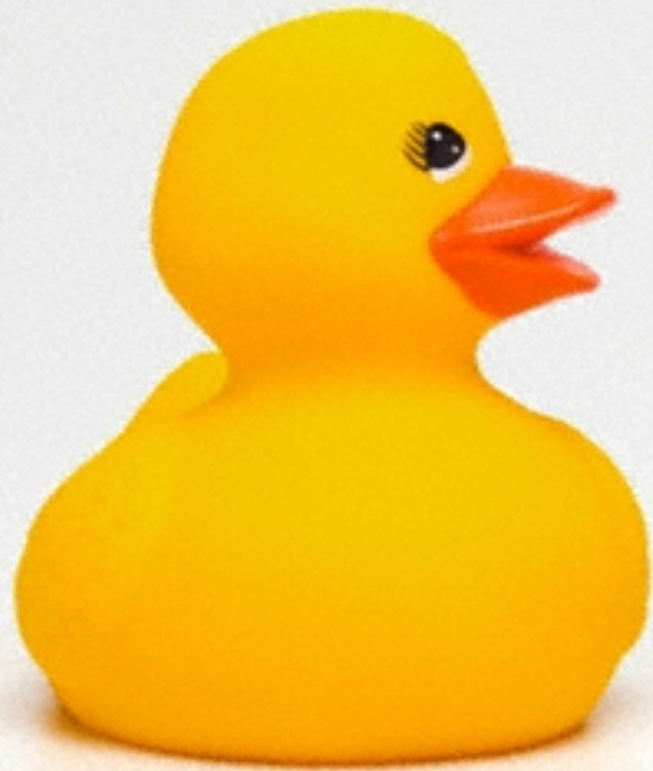
Colors are more powerful.

NEW PRODUCTS





NEW MATERIALS, NEW ENGINES **BUT** SIMILAR CONCEPTS



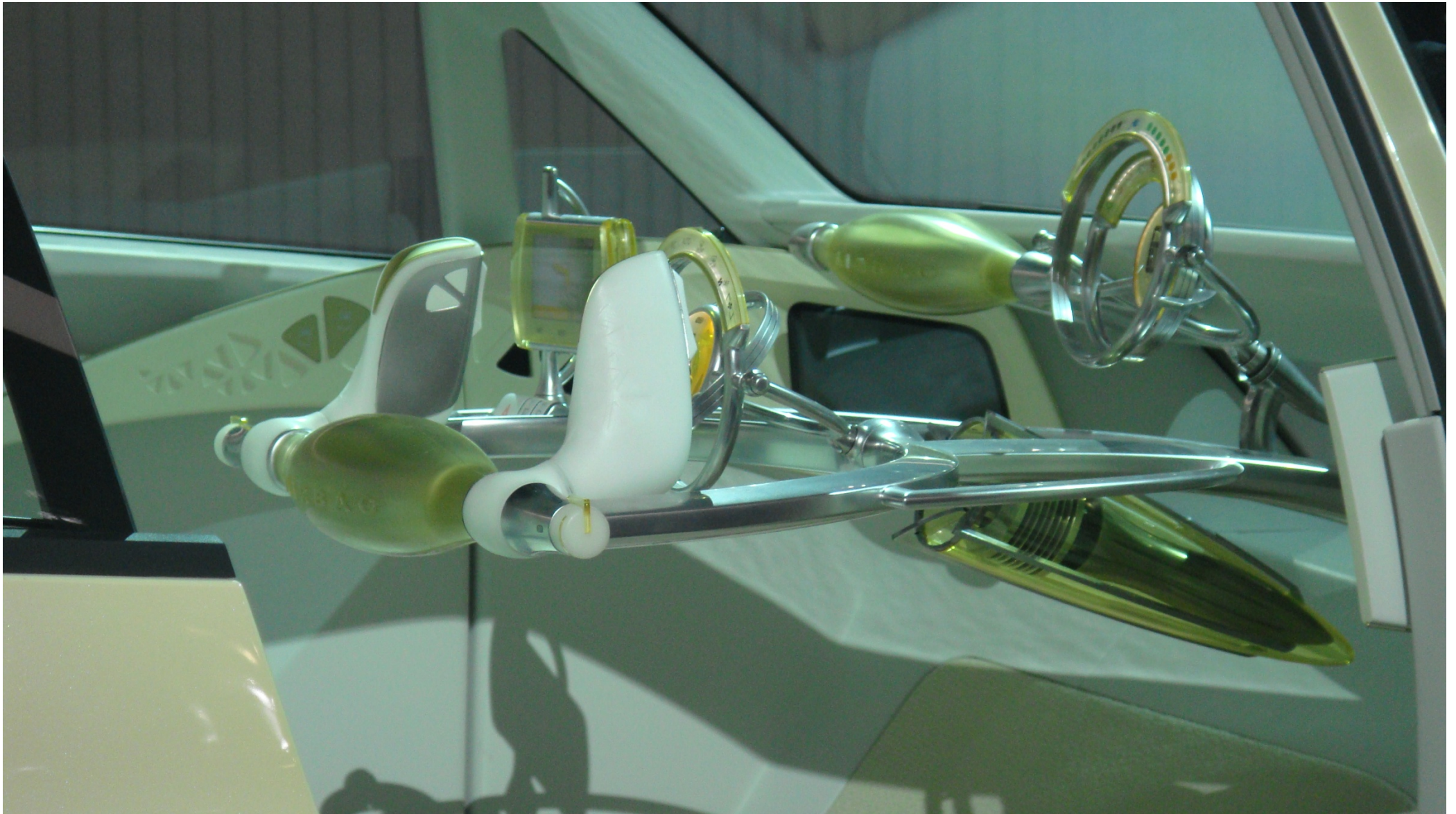
New show cars but what is the concept



New user interfaces?.



Or we still talking just about styling?.





more user-centered

More custom interface tweaks

*From GUI (graphic user interface) to NUI (natural user interface)
Mashup interfaces across voice, touch and movement will create new experiences for getting data into and controlling mobile devices.*



more flexible to suit the needs of a more demanding public.

How can information be transferred into different formats?

How can different materials be used to shock, excite, surprise or delight people?

So...

**...what will be
the next step...?**

thank you

Jaime Moreno jmoreno@mormedi.com