





ILS trendteam 2018

INTRODUCTION

And a word of thanks

Every year a group of enthusiastic students from Fontys' International Lifestyle Studies is selected to host trend tours at the Ambiente Show in Frankfurt. This group is selected from students who participate in the 2xCell programma. For this years trend tours in hall 4 and hall 11 we have created a trend book that would fit Ambiente, its visitors and exhibitors. With a group of five motivated students we have worked really hard to research our trends and to design our book. We could not have done it with the help and guidance of our mentor Joost Stegeman. With the help of our teachers Babette van Bracht and Bodil Jurg, who gave us great advice, tips and feedback, we were able to create depth and body for our trends. We would also like to thank Els Dragt, our trend teacher, Vera Bouwhuis, our junior coordinator, and Estell Koninkx who were able to join us at Ambiente and give us great support.

A very special thanks also goes out to Erdmann Kilian, Wibo Bultsma and Bjorn Vissers, for giving us this opportunity. We feel honoured to be part of this project and to be able to be part of the Ambiente trade fair. It was a great experience from which we have learned so much. We had the pleasure of meeting a lot of inspiring people, creative exhibitors and people who were eager to follow our tours. We have enjoyed it to the fullest.

We hope to meet you all again in the future.

AMBIENTE TREND TEAM 2018

Isa Bosmans, Madelon van Driel, Ilona Zeebregts, Sanne Aalbers & Michelle Hermans

Tilburg, February 23th

ADDED VALUE

What added value does Ambiente have for International Lifestyle Studies?

As an international oriented study, it is really important to cooperate with different countries and participate in different international activities. Creating a bigger international network provides opportunities for students to do their internship or minor abroad. Exploring new cities, speaking different languages and learning from other cultures are very valuable experiences. Ambiente is also a great example of improving our international skills by exploring different kinds of cultures and speaking other languages. The designers at the Ambiente fair are coming from all over the world. Their design is often culturally based and designed for very various reasons. Speaking with the designers and listening to their study expands the cultural knowledge of International Lifestyle Studies. Inspiring design with a story brings designers and students together.

Furthermore, it is always a great opportunity to show the importance of trendwatching, one of the main focuses of our studies. We are very honored to cooperate with Ambiente and to be part of the trade show with our team. Ambiente gives enthusiastic ambitious students the opportunity to explore the world of design, connect with professionals and improve their presentation skills. Being part of the Ambiente project shows that they are committed to the development of the students. Young entrepreneurs are stimulated by Ambiente to build on their career by using their creativity and enthusiasm.

The importance of trendwatching goes perfectly together with visiting inspiring fairs, like Ambiente. Ambiente is a perfect place to explore the most innovative and various kinds of design. During the trend tours, we emphasize the importance of visiting Ambiente. Together we can promote the relevance of always being curious about the future.



creating our trend book



this years team

ADDED VALUE

What added value does International Lifestyle Studies have for Ambiente?

What are changing needs and values that are going to shape our future? A question that is quite relevant for companies to understand the spirit of times. During Ambiente, we did a lot of various activities to give visitors an insight into what the future will look like. We hosted trend tours in two different halls, and we did some vlogging and blogging about the designs presented at Ambiente. Because we always connect our trend insights with the design, we are able to explain to the visitors why there is a need for the selected products in the society. Understanding the changing world makes it easier to anticipate on changing needs. It gives us a lot of energy to see we could change the visitors' perspective.

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TREND TOURS & VISITORS

Turn-out and reactions

This year we hosted trend tours in in hall 11.0, which is focused on living, and hall 4.0, where people can find everything about dining. This year every team member had their own hall in which they were giving trendtours, like Michelle, Madelon and Ilona who were hosting tours in hall 4, and Isa, Sanne and Estell in hall 11. Since we were hosting the trend tours in one specific hall, we were more familiar with the designers and the information about the products. This gave us the chance to offer a better quality of the tour to our visitors, and it gave us the possibility to interact with designers during the tour. This was really appreciated by the people who joined our tour. We will still keep thinking about how to improve our project and appearance at Ambiente in order to develop the program, so it can grow and develop each year. During Ambiente we have made a list with all kind of new ideas and improvements which could be implemented by next years team.

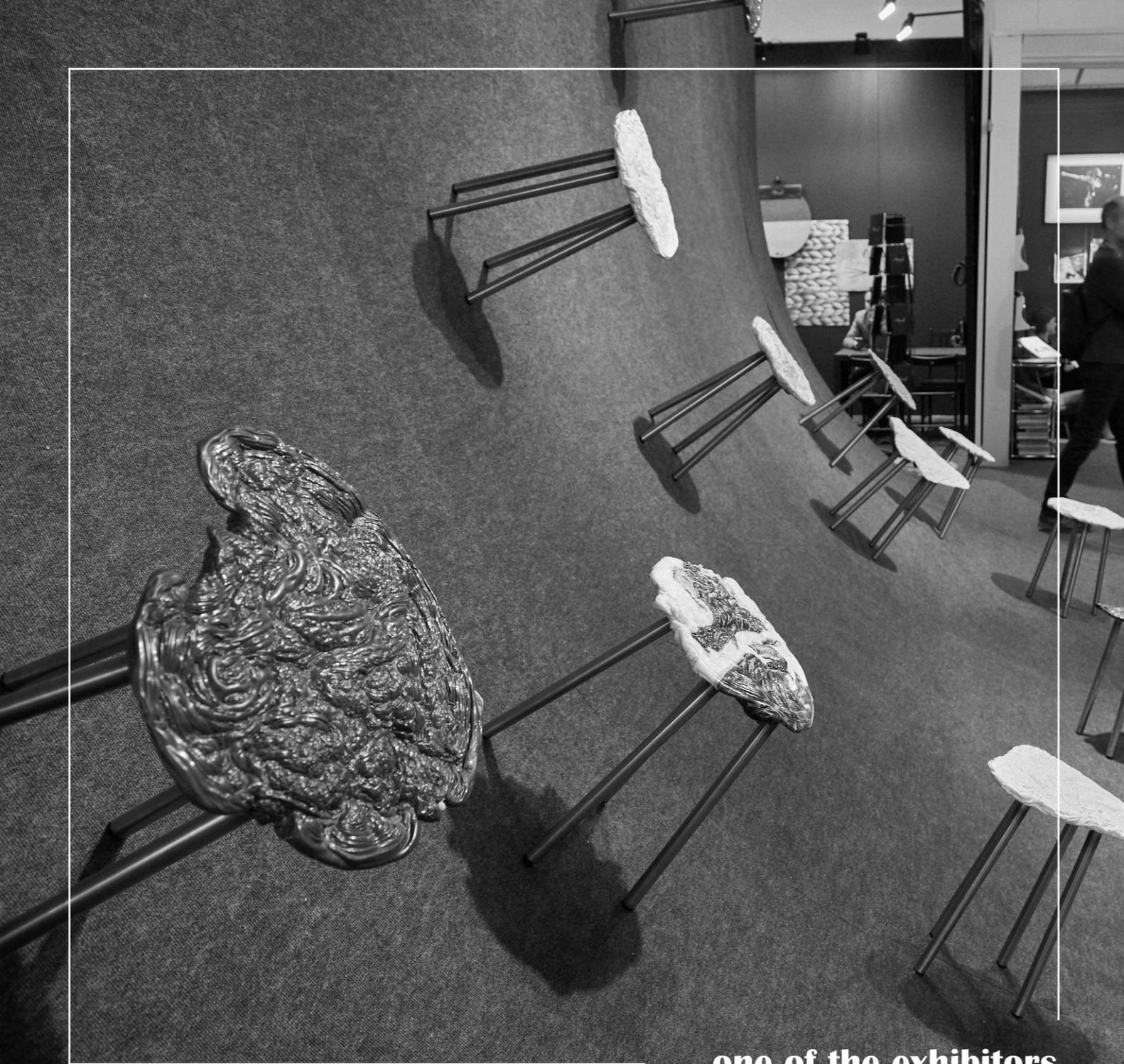
Overall we had the honour to receive many positive reactions about the project before, during and after the trendtours. Many people who followed a tour in hall 4.0 and were very excited, followed one the next day at hall 11.0 and vice versa. On the first day people started recognizing us from the years before.

The average group per trendtour, varied from eight to fifteen people. We have noticed that fifteen people per trendtour is the maximum in order to keep make sure everybody can hear us. The acoustics can be quite challenging in the halls, but with fifteen people the audibility stays good. After giving the trend tour, there were always a few people that stayed behind to talk to us about the trends and our studies. Mostly they were interested in how the trends could be translated to their companies or industry. We spoke to many different people from all over the world, all with a different background. It was good to see that so many different people valued the trends and were interested in what we do and the tours we offer.

We are very proud to have hosted so many people this year. We registered our trendtour-visitors in a registration system in order to see which profession they have, how many people we have hosted, and to keep them updated about our project through email. They also get the trendbook by mail and an invite for the Ambiente trendtours for next year.



a tour at hall 11



one of the exhibitors

EXHIBITORS

How were the tours received by exhibitors?

The exhibitors that participated in our trend tours this year were very enthusiastic. The presence of the ILS trend team 2018 provided an optimistic atmosphere. There has been a pleasant interaction between the exhibitors and the students. In both tours, we let a few designers talk to create more interaction. The designers were very thankful for that and were given the chance to reach out to a larger group of people because of our trendtours. When we went spotting for designs that matched our trends in both halls, the exhibitors were wondering about the content of our studies. We got a lot of questions about how we research trends and how we translate them for our 'customers'. We told the exhibitors about what we do and for what purpose and they were very enthusiastic about our studies. They really found the way we look at trends interesting and asked us to tell more about it. The exhibitors were curious and happy to be helping us. At the same time, we inspired them with new trend insights and a larger audience that has seen and heard about their products.

We always ask our trend tour visitors that if they want to ask in depth questions to designers and exhibitors, to ask them after the trend tour in order to keep everyone together. This worked well for us and after the trendtours we were able to send all the participants back to the designers they had specific questions for. In this way, the designers got a chance to tell more about their products. Next to 'our' halls, there were a lot of different halls to explore. We encouraged our visitors to explore other halls as well, to see if there were manifestations in the other halls that also fit our trends. Of course we did that as well. Every morning, we went spotting for trend manifestations in the Living, Giving and Dining halls, to see if there were manifestations that resembled our trends. We blogged and vlogged about it and this can all be found on our website. We talked to the designers to get to know more about the products before writing about them. In vlogs we even interviewed some of the designers and let them talk about their product. The exhibitors were honoured that we selected them and were very enthusiastic. Every single one of them asked for our card so they could look up the blog or vlog about their product on our website, and to know more about what we were doing at Ambiente in general. There were exhibitors that were really into the project and wanted to join in our trendtour. It was an honour to have these designers come to our booths. This year, we also did a Top Five ceremony in both halls. When we told the exhibitors that they were nominated, they were very enthusiastic and excited. It was great that they took the time to interact with us and tell us more about their interesting projects. They also shared their knowledge with us and we have learned a lot from talking to these inspiring people.

PRESSROOM

Networking at ambiente

The pressroom was the perfect spot to broaden our professional network. Every day two of us went into the pressroom at 17:00, to network and mingle. At 18:00 the others joined, so the whole team was in the pressroom. The first time was a challenge for all of us because we did not know anyone, but Erdmann, Wibo and Björn were kind enough to introduce us to some people. The following days we each saw familiar faces, which made it a lot easier. We split up into duo's or we went out on our own to have the chance to meet a lot of people. Every day we have talked to inspiring and interesting people, who each had their own story and background. We also learned a lot about making connections and telling about our studies and our project. It was an honour when people visited us at our booths, or when they recognised us from the pressroom. Each of us had business cards with our name, the website and our social media accounts, to make a professional impression. We also found out that it was a good idea to take a physical copy of our trend book with us, so we could show it immediately to people that were interested.

Visiting the pressroom was a great opportunity to tell more about our Ambiente project, the trend book and the tours. We have talked to a lot of people who were interested in what we do at the Ambiente show. Quite a lot of press joined our tours. A lot of the press and journalists had seen the press letter about the Lifestyle Trend Tours, which was great.

We also had a live tour with an interview which was broadcasted at the Ambiente Facebook page. This was a great opportunity for us and we enjoyed it so much that we have done a live tour at our own Instagram account. There were quite a lot of views and we want to thank the Ambiente live team for joining us.

To conclude, visiting the pressroom is a great opportunity from which we have learned a lot in a very short me. It is easier to approach professionals and when the ice was broken, we were relaxed and confident to tell more about our profession and studies. We are very thankful Ambiente gives us this chance.



WEBSITE AND SOCIAL MEDIA

our online appearance

our trend tours
are on youtube!



This year one of our missions was to introduce our new name: International Lifestyle Studies Trends. This because next year there will be one website, one Facebook and one Instagram account, which will be used for multiple projects, including Ambiente. With the change of the name, there can't be any confusion about the Ambiente trend tours and ours. We had set a goal for ourselves to increase the number of followers on our social media accounts and website. On facebook we started with 977 followers, which has grown to 1.063 to this moment. On Instagram we started of at 297, which is less than the ending of last year, which leads us to think people might have unfollowed us. That is another reason why it is smart to combine the projects we do into one account, to stay active throughout the year. We have 376 followers now, and we believe we can do better. Hopefully we will be able to reach out to a bigger audience next year.

Another mission was to accomplish one vlog a day. We lowered the amount of vlogs per day comparing to last year, where there were two vlogs a day. We do believe people like to watch what we do and see cool, new, beautiful projects and designs, but we do not think that should necessarily be done in a vlog. As both Instagram and Facebook give the opportunity to film what you do with a story, we see this has potential for more likes, followers and a bigger audience. We do not think the vlog's should be skipped totally, but maybe more in the background. Set the main focus on the insta stories, live stories and pictures.

The live videos were new this year. From the Ambiente live team we got the chance to give a little peek of our trend tour, which has generated a lot of reactions. We are more than glad and very thankful we had this opportunity. Next to this, we went live a couple times on our Instagram account. This is definitely something that could grow or be done more often for the years to come.

The video at the end of the Ambiente fair, where we take our followers on a recap of the tour, is a smart thing to do every year. In this way people can (re-)take the tour at home, and see and read the tour again. This is also good publicity for Ambiente, which we tag or notice in almost every post we do.

We are very pleased that we have seen what works online this year. With the feedback of our followers, we have learned and we aim to do better and to grow.

THANK YOU!

ambiente 2018