

A NEW KIND OF COCOON:

MAPPING THE HOME OF
TOMORROW

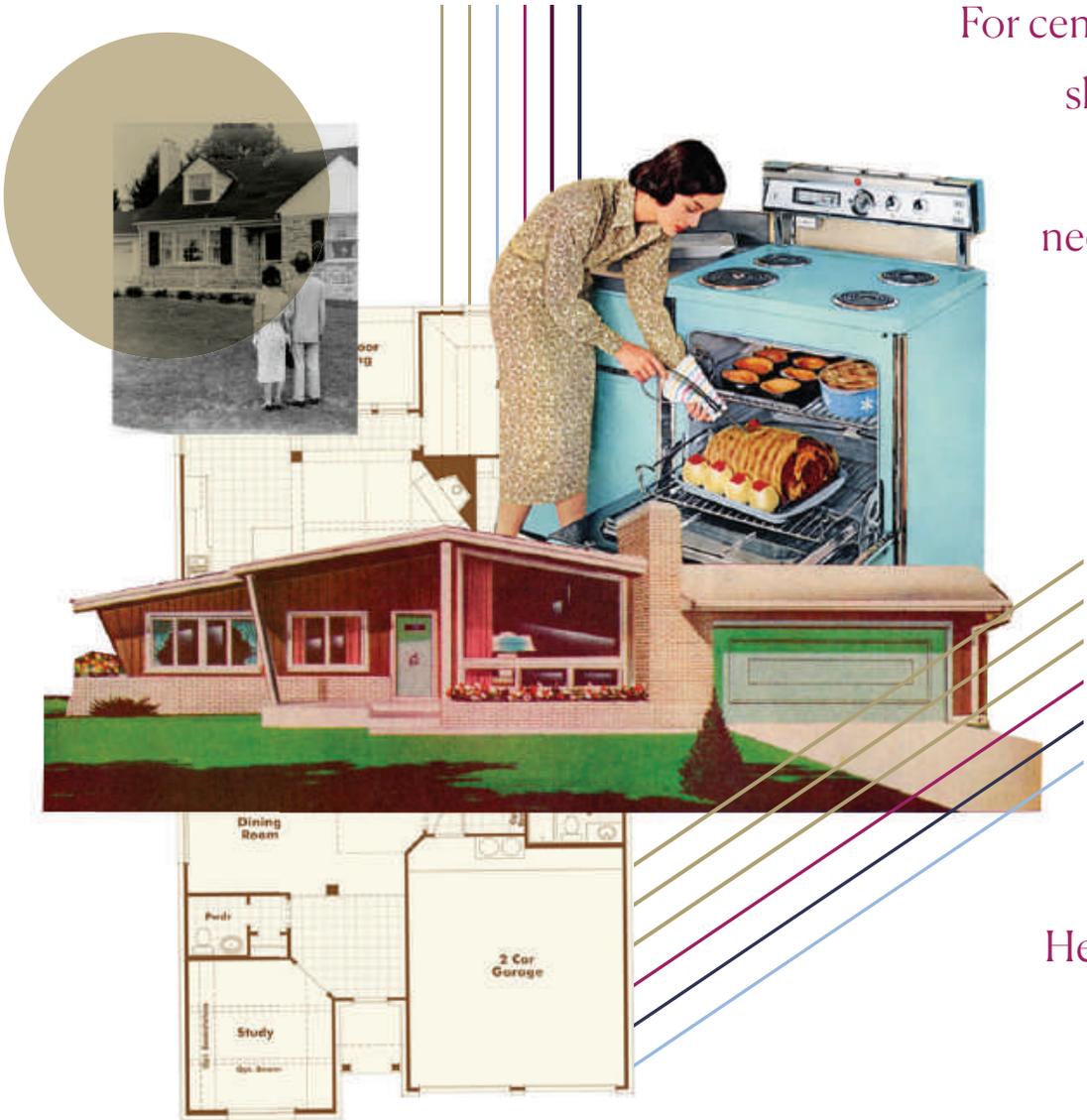
 BRAINRESERVE

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 FAITH POPCORN'S BRAINRESERVE

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For centuries, home has been a place of shelter—static, stationary, secure.

Faith Popcorn identified the need to feel that homey comfort as a balm against the stresses of daily life when she coined the word Cocooning.

But what the future holds is a radically divergent definition of home as fierce forces converge, transforming how we retreat from our public lives. Here, we focus on the unstoppable shifts that are emerging.

BEFORE EXPLORING THE HOME OF TOMORROW

Let's look back and see how our most famous Trend, Cocooning, has morphed over the years.

A Brief History of the Future...

In the beginning, there was Cocooning (1981) signals from different facets of the Culture:

- Comfy "Shabby Chic" home decor boomed
- Being "tired" was the New Black
- Sleeping through disco naps
- Ordering in, not eating out
- Movies delivered in home

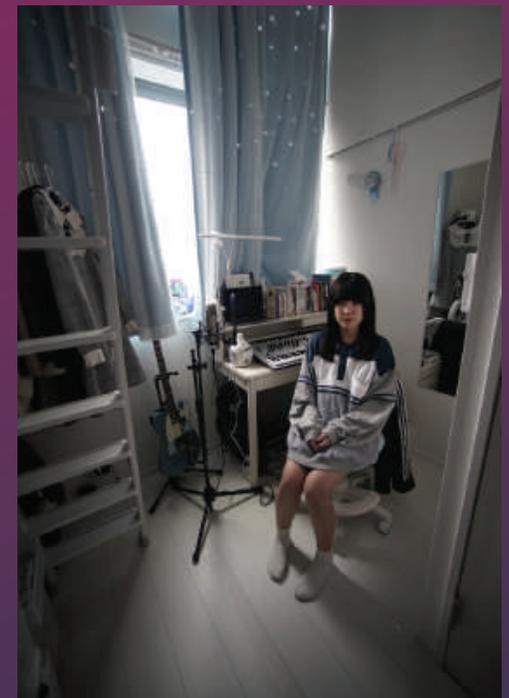
What Faith Saw...

"The craving for **safety** in an increasingly uncertain **world**"



1 MINIMAL and Movable

As the Sharing Economy and Digital Nomadism take root, a new model of dwelling evolves. It's small, social and not at all a full-time, permanent abode. Rather, a miniscule pod for a transient life. Already, it's infiltrating our culture: Cupboard-sized apartments in Tokyo provide a lesson in minimalism, with everything literally in arm's reach. Given that Millennials are working into their 30s saddled with debt and often with limited job prospects, an affordable space with like-minded neighbors becomes a new model. In San Francisco, Starcity is planning 1,000 upscale dorm-ish apartments with small private bed and communal living spaces.



The co-living concept will gain global momentum, where the boundaries between work and leisure blur and we do it all from a single space. Our living spaces will operate 25/8 for all realms of our lives, with new clans forming as we room with strangers. On the West Coast, OpenDoor represents a next-gen co-working/co-living concept—a pioneering way for people find a flexible space and stay for days, weeks, months.

“There will be 1 billion digital nomads in 2035”

Pieter Levels Founder, NomadList





These mini-homes of Tomorrow will be outfitted with shape-shifting furniture transformations depending on need. Already, this model is en-route to Asia via the geniuses at IKEA and Ori Living. What's more, we may not need to shell out on many of the steeply-priced purchases we make today. Those gigantic screens for streaming shows will be over. Thanks to technology like Microsoft's Hololens and Magic Leap's forays into direct retinal projection, you may not need anything at all on the walls; your mood and brain activity will determine what imagery and entertainment is streamed for you, straight in front of you or beamed into your brain. Soon enough, micro-apartments will allow us to live large in minimal square footage as long as we're wired.

50%
of the US workforce
will be freelance in
7 years

Statista

2

Podlife

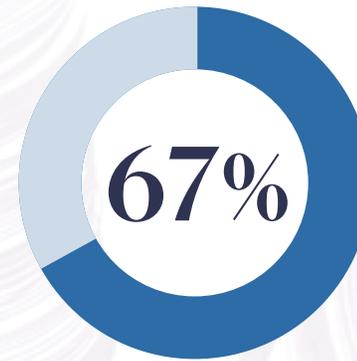
Some of us will take our homes with us. We'll need nothing more than a techified version of a turtle's shell to shelter us as we roam the planet. It will be a tiny protected Cocoon; consider these prototypes to preview Tomorrow:

- Many say home will be where the driverless pod is in the future. Mercedes has imagined a luxe, sleek pod that provides live/work space as it whisks us from location to location under robotic guidance.
- What if home was a single-room pod that



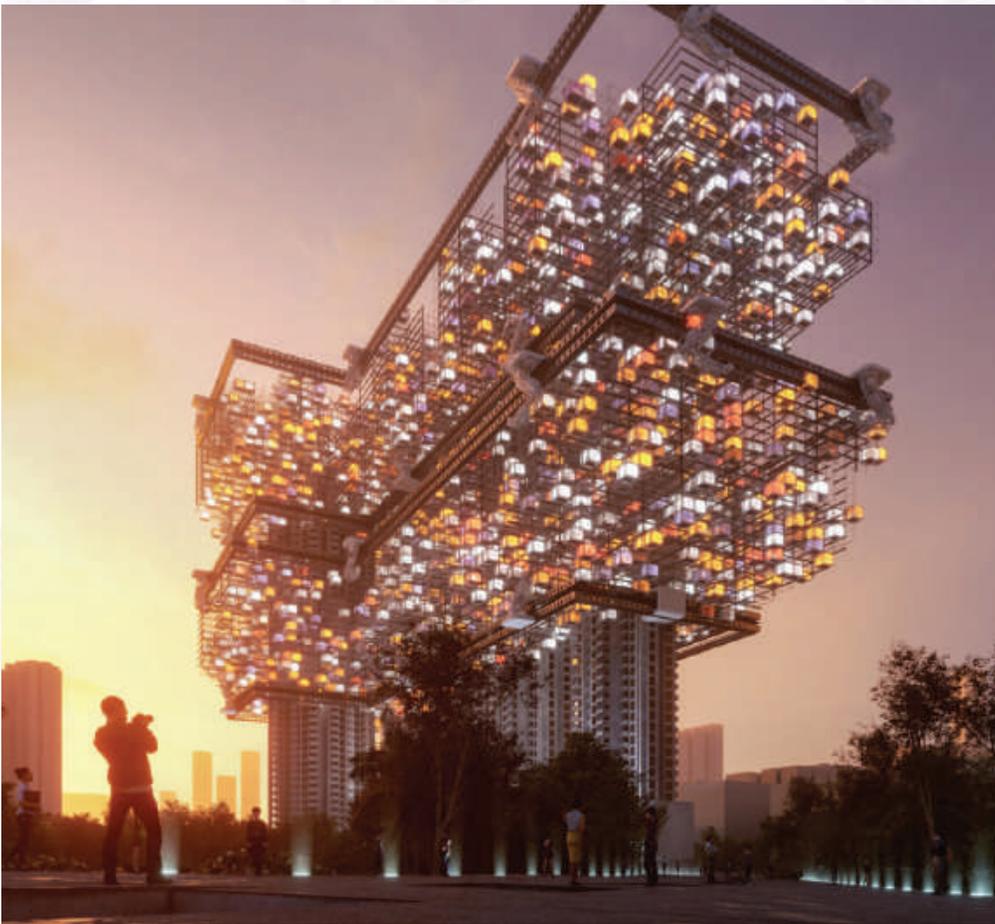
hooked under a gigantic mainframe that held shared facilities, like kitchens and meeting places? That's what the Institute for Advanced Architecture of Catalonia team proposed. AI would integrate individuals' needs, anticipating and fulfilling them.

Sales of tiny houses rose



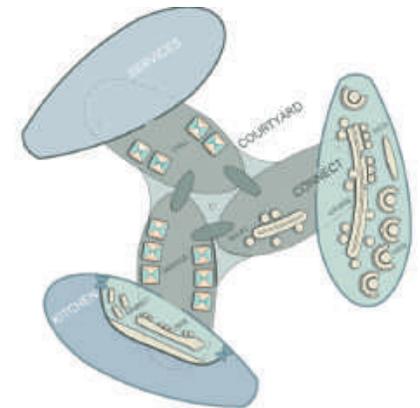
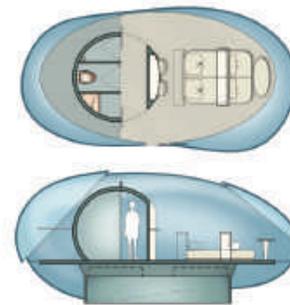
in the U.S. last year

Godownsize.com





- The Driftscape Hotel concept imagines individual flying rooms for guests, to take them wherever they desire. Could this be the home of Tomorrow, too?

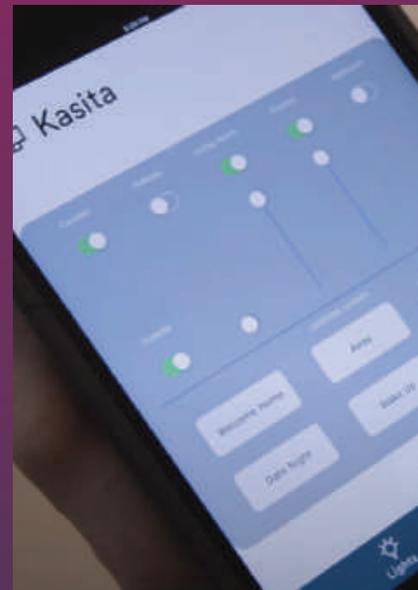


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THE RESPONSIVE AND REGENERATIVE COCOON



These homes won't simply be small, shift-able spaces: They will be personalized pods that express the next gen of Faith Popcorn's signature Cocooning Trend. Abodes will be wired to understand and anticipate our needs; in the land of next-gen IoT, devices will interact, share information and anticipate your every need—even those you don't know about. Imagine your biodata and local data being constantly funneled into your mega-smart home. The temperature and air quality will be carefully curated to optimize your wellness; the lights and aromatherapeutic scents will be attuned to your mood, whether you need energizing or soothing.





The global smart-home market will hit **\$151 billion in 2024**

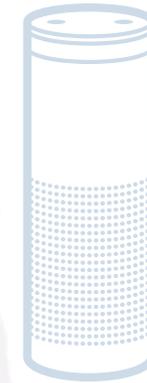
MarketsandMarkets™

Your home will also anticipate and plan your nutrition for you—and drone-deliver it.

Already, the [Teplo teapot](#) is linking with your heartrate to know what sort of tea best suits your mood and needs. Soon, a robotic kitchen will take over all menu and dietary planning for you, creating meals and snacks to optimize health and outlook – without your ever saying a word. Look at [Moley Robotics' chef](#) and [LG's Alexa-enabled refrigerator](#) for the shape of things to come. Brands will become eliminated from the consumer consideration set as AI stocks the pantry

and selects ingredients. “How to become the brand of choice for an AI chef or concierge?": That will be the billion-dollar question.

Elsewhere in the home, your bathroom mirror, shower and toilet will all be diagnostic tools, scanning and sensing your health. They'll supply your medi-bot with information about everything from your blood pressure to vitamin levels, keeping you at maximum health. Is your calcium low? A dose will be added seamlessly to your AM juice. The therapeutic home will be at your service. And a holographic medi-bot



Amazon has
sold more than
100
million Alexa
devices

CNET

will appear—even in your miniscule, mobile pod—to counsel you whenever a health issue emerges. TLC will still be vital—albeit delivered in tech form.

Beyond that, AI will ramp up and nurture us. Imagine Alexa being there to proactively lend an ear or a shoulder to cry on when you've had a bad day. Or a robotic companion sensing from your heartrate and serotonin levels that it should scoot over and make you laugh with a gentle joke or two. Perhaps





that's why a Japanese man recently married a hologram; it was the perfectly attuned partner for him. Perhaps that's why so much hope hinges on Pepper, the personal assistant/pal that now has conversational abilities and could be an integral part of future homes.

Does it seem farfetched? Take note that Facebook is working on a mind-reading device that will be a game-changer of gigantic proportions. Why wouldn't it one day live within our walls? Imagine a home that is omniscient enough to serve as our emotional rescue via responsive rooms that understand our nuances and then navigate us to our best possible mood.



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GETTING (WAY) OFF-THE-GRID

Embracing the [Save our Society](#) and [Vigilante Consumer](#) Trends, the homes of the future will interface with the environment in fresh ways. They will be built from brave new materials: [transparent concrete](#), with optical fibers woven in, will be fashioned into light-flooded, inexpensive structures. [Fungi \(aka mushrooms\)](#) will be used in new, surprisingly stable ways to create sustainable dwellings.

Once inside tomorrow's dwellings, there will be new protective practices. Detering data dangers will be vital, as [Google Home's data leak](#) revealed last year. The





140
million:
The number of people
that climate change
could force to migrate by
2050



World Bank

IoT is too porous to safeguard our in-home secrets, and residential tech components will prove hugely hackable. A new class of security concierges will rise and specialize in protecting bytes more than foiling physical break-ins.

Yes, the water will be filtered; the air purified. And new microgrids—like those being pioneered in Amsterdam—will generate their own energy, no longer being reliant on outsourced power. Everything from

solar panels to electric cars to batteries will contribute to making each neighborhood an independent, self-powered unit.

Green roofs and on-premises produce gardens will be part of these self-sufficient micro-communities, in a move to quell emerging food shortages and droughts. A peek at Saudi Arabia's plans for its city/state of tomorrow, Neom, show interest in "cloud seeding" to produce rain and keep crops alive; time will tell if this



is a viable solution in our shelters, too.

As an environmental apocalypse looms and sea levels rise, our homes of Tomorrow will mesh with sea-worthy craft. Already, the architecture world is anticipating a life off land: star architect Bjarke Ingels shared a plan for Floating Cities at the U.N.; the design studio Salt & Water created a plan for a floating luxury hotel room/yacht that goes wherever you want to steer it. Perhaps this will be an amphibious vehicle that can drive on



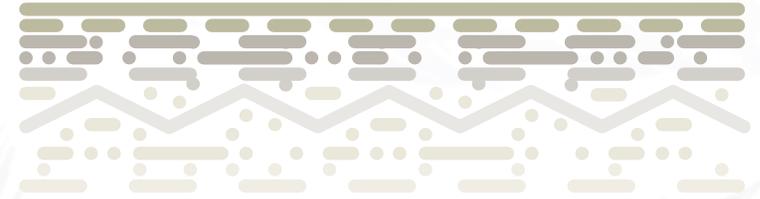
any terrain and get us where we need to go, free-roaming from hub to hub, providing shelter from the sea as long as we need it.

Or we'll head underground quite literally. There's

150 million
people's homes will be
below the high-tide line
in 30 years

Nature





a looming boom in bunkers, as people experience an Anxiety Epidemic and desire to control whatever they can about how and where they live. There's an upswing in people purchasing posh, perfectly protected condos like those by Vivos in former missile silos or under the Las Vegas strip. As one survivalist told The New York Times, "I don't like to be dependent on anything, be it big government, big food sources or big pharma. My interest isn't from a place of fear. My interest is from a place of freedom." (If these subterranean homes take root, some smart marketer will have to figure out how to provide food, medical care and more below the surface.)

All of this is the perfect preparation as we think about farther-future living frontiers—on space stations or planets far from home, where a survivalist slant will define our dwellings. "Home Sweet Home" may well morph into a feeling inside us, a flickering sense of security that we sink into as our world becomes ever more inhospitable.

Will your brand fit into the fast-evolving Home of Tomorrow?
How will you adapt to the seismic changes that
will reshape how we live?

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55 EAST 59TH STREET, 17TH FLOOR
NEW YORK, NEW YORK 10022
(212) 772-7778

