

Press Release

stilwerk Trend Study No. 3 – Trends for Tomorrow's Living

October 2008 – stilwerk's Trend Study No. 3, published by the design centre in January 2009, presents the future of living. Trend expert Prof. Peter Wippermann and his Hamburg trend research agency Trendbüro were commissioned by stilwerk to investigate current trends associated with lifestyle and living, and identified four new primary movements.

stilwerk Trend Study No. 3, the successor to the stilwerk Trend Study No. 1 in 2002 and Study No. 2 in 2005, now reveals the new needs and longings that will shape our lives in the future, and describes the ways in which they are expressed in our day-to-day living.

How will climate change impact on our lifestyle worlds? How can our living spaces align themselves to the flow of change in living structures? What roles are played by standards and values as our social environment becomes more and more intricate? And how highly do we value change when designing the places where we live?

All these issues were examined by stilwerk and Trendbüro and will now be published in summary by stilwerk in the Trend Study No. 3. The analysis identified four current trends, which Prof. Wippermann has entitled "Archaic Nature", "Hysteric Wonderland", "Eco Pop" and "Hybrid Living".

From 26 January to 22 February 2009, the trends can be encountered during the "Trend Month" in the four stilwerk branches in Hamburg, Berlin, Düsseldorf and Stuttgart. Stylist and lifestyle expert Wolfram Neugebauer will stage exhibitions of "Archaic Nature", "Hysteric Wonderland", "Eco Pop" and "Hybrid Living" using products from the stilwerk stores to create the world of tomorrow's trends.

The stilwerk Trend Study No. 3 can be downloaded at www.stilwerk.de from 21 January 2009 and is also available in the stilwerk branches.

Premiere stilwerk Trend Study No. 3 by Prof. Peter Wippermann

At: IMM Cologne, Wednesday, 21 January 2009, 4 pm

"Trend Month" from 26 January to 22 February 2009 in the stilwerk branches in Hamburg, Berlin, Düsseldorf and Stuttgart, with a series of talks by Prof. Peter Wippermann



About stilwerk

stilwerk is an exclusive marketplace for interior decor, design and lifestyle, following a philosophy of "cooperation, not competition" which distinguishes it from conventional shopping centres. High-quality, prestigious international designer living are presented under one roof.

Since its opening in 1996, the first stilwerk in Hamburg's Hafen district has gained a reputation extending well beyond Germany's borders. In November 1999 stilwerk Berlin opened in Kantstrasse on the corner of Umlandstrasse, and was joined in February 2000 by the third branch in Düsseldorf. The fourth stilwerk opened in 2006 in Stuttgart's Königsbau-Passagen. Further national and international locations are in the planning stage.

Press Contact

Nana Tiedtke
stilwerk Center-Management GmbH
Große Elbstrasse 68
22767 Hamburg

Tel.: 040 / 28 80 94 69

Fax: 040 / 28 80 94 94

eMail: presse@stilwerk.de / ntiedtke@stilwerk.de

www.stilwerk.de