

20/20 VISION

CONSUMER INSIGHT 2012>

“What goes around comes around”

Eventually everything returns to its original value after completing some sort of cycle. We are making a turn, leaving the path of predetermined progress and growth. We are relearning about the basics of life and setting course to a new future.

Trend forecast book 20/20 Vision interprets changes in society and shows how these influences will change the preferences of people.

20/20 Vision offers a fundament for new products and services and is an inspirational document full of research, mindsets, ideas, concepts and colours.

20/20 Vision

- Annual release
- 195 Pages of consumer insight
- Strategic concepts
- Key future colours
- Price: 1950 Euro excl. Shipping and VAT

For more information please visit

www.oltmansvanniekerk.nl

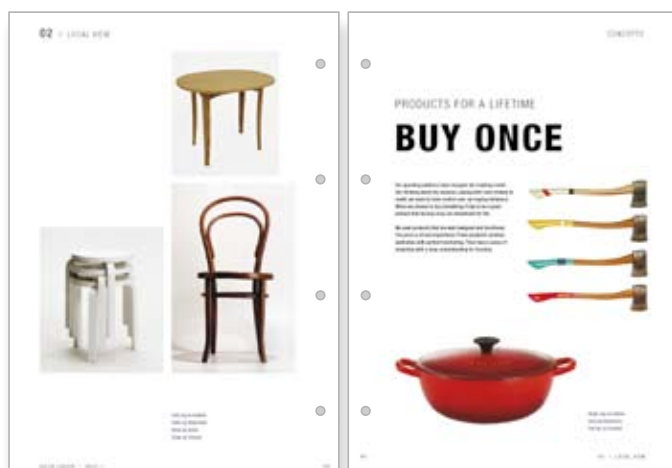
Contact details Finland:

Oy Urban View Ltd

Antti Rimminen

Tel. +358 (0)400 242 079

antti@urbanview.net



20/20 SIGNALS

DESIGN DIRECTIONS 2012

LIFE = ADVENTURE

Life is a big adventure, a chain of unforeseen accidents. By embracing a degree of adventure back into our lives, we can relish freedom, simplicity and a more natural state of being into our urban lives.

Trend forecast book 20/20 Signals offers fresh insight into important indicators of the time and the impact they will have on future product development. The book is full of inspiration for new concepts, shapes, materials and colours; it offers clear design directions for 2012.

20/20 Signals

- Annual release
- Six signs of the time
- Inspiring colourpalettes
- Price: 1650 Euro excl. Shipping and VAT
- Subscription to both books: 3435 Euro

For more information please visit

www.oltmansvanniekerk.nl

Contact details Finland:

Oy Urban View Ltd

Antti Rimminen

Tel. +358 (0)400 242 079

antti@urbanview.net

