

Social Trends and Tensions
in the new
Viral Habitat



Think the future. Do it

*“The individual intelligence is measured
by the amount of uncertainties
that can support”*

Immanuel Kant

German philosopher and thinker, modern rational thought's father(1724-1804)



THE SYSTEM
WAS MUCH
MORE FRAGILE
THAN WHAT WE
HAD THOUGHT.

¿What did we realize?

- We couldn't stop working. We stopped.
 - We couldn't stop manufacturing. We stopped.
 - We couldn't stop travelling. We stopped.
 - It was impossible to close globalized frontiers. They were closed.
 - We couldn't stop consuming. We stopped.
 - We couldn't monitor lifestyle people every and everywhere. Now we can.
-

- The global system was much more fragile than what we supposed.
- We believed that the distinction between the digital and the real world didn't exist no longer. We had been focused to generate antibodies for digital virus, and suddenly an unexpected real virus affected us disruptively. Much more powerful than any other one.
- The 21st century's life is the globalization, technology and connectivity result.
- The 21st century's life needed no borders, not barriers; because of the trade flows, the people, the information and the money could flow 24/7.
- In the era where everything is connected, the virus both digital as real ended up one of the biggest threats, just because it navigate the same stream where the connectivity flows.
- Finally we find out the hard way, that we had built a system with an intrinsic fragile structure.
- Why has it been so fragile? Because needs to be open. Because through the system channels flow all the good thing and not so. Everything flows in the 21st century's life.



FROM THE 24/7 TO THE “LOCKDOWN” WORLD

- A third of the world's population, no less than 2.5 billion people, quarantined.
- It's something unprecedented and surreal in western democracy.
- Because of fear, societies accepted and approved the confinement developing multiple adaptive behaviors.

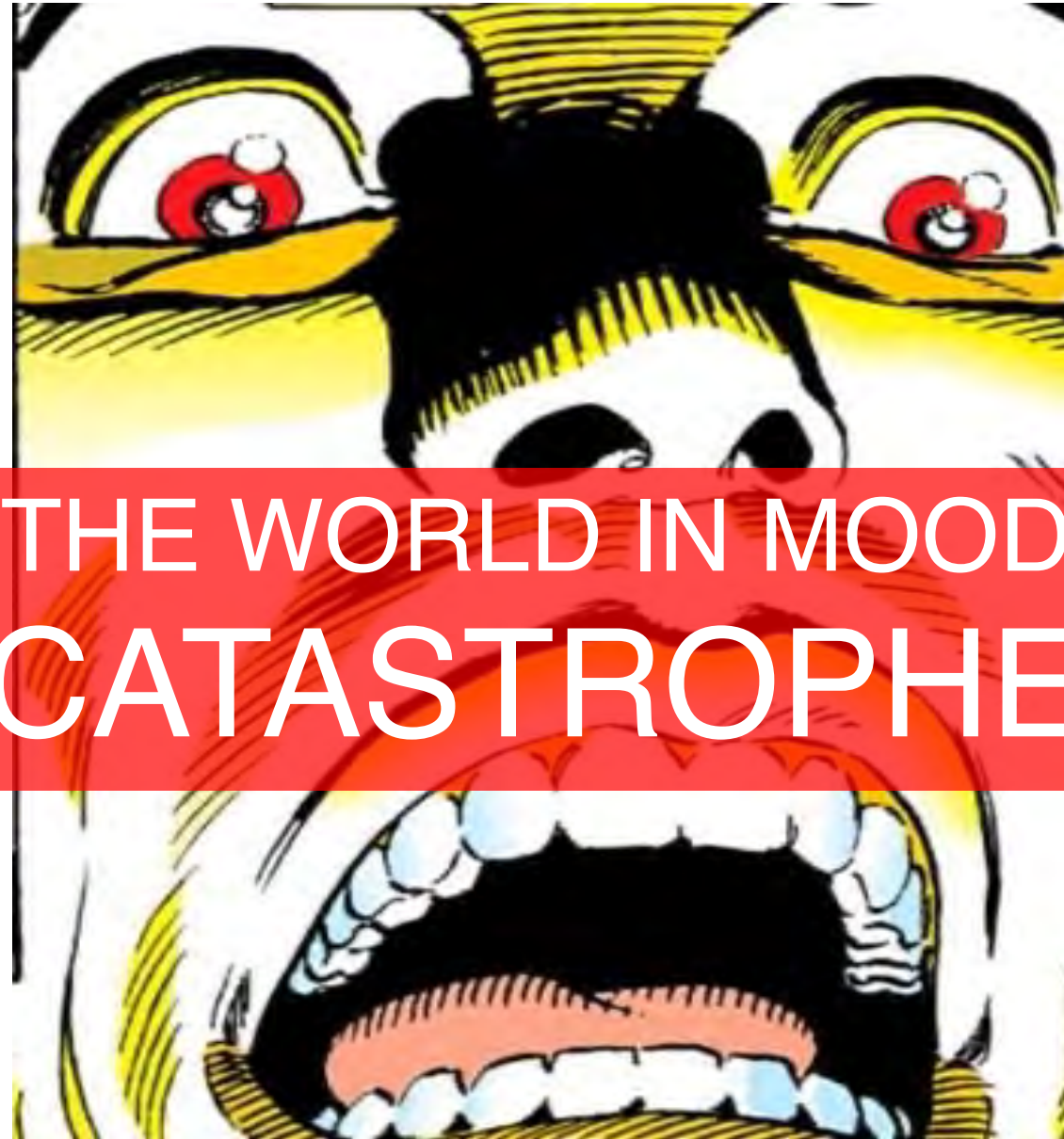


V	3597	MARSEILLE	1	-	A	CANCELLED
F	1882	RENNES	-	-		
D	236	WARSAW				
K	594	COPENHAGEN	-	-	A	CANCELLED
I	3653	STRASBOURG	2	-	B	CANCELLED
J	457	ZAGREB	-	-		CANCELLED
L	501	NEW YORK	-	-	A	CANCELLED
M	1724	AMSTERDAM	-	-		CANCELLED
N	3815	LISBON	2	-	A	CANCELLED
O	205	MUNICH	-	-		CANCELLED



¿IS THE PARTY OVER?



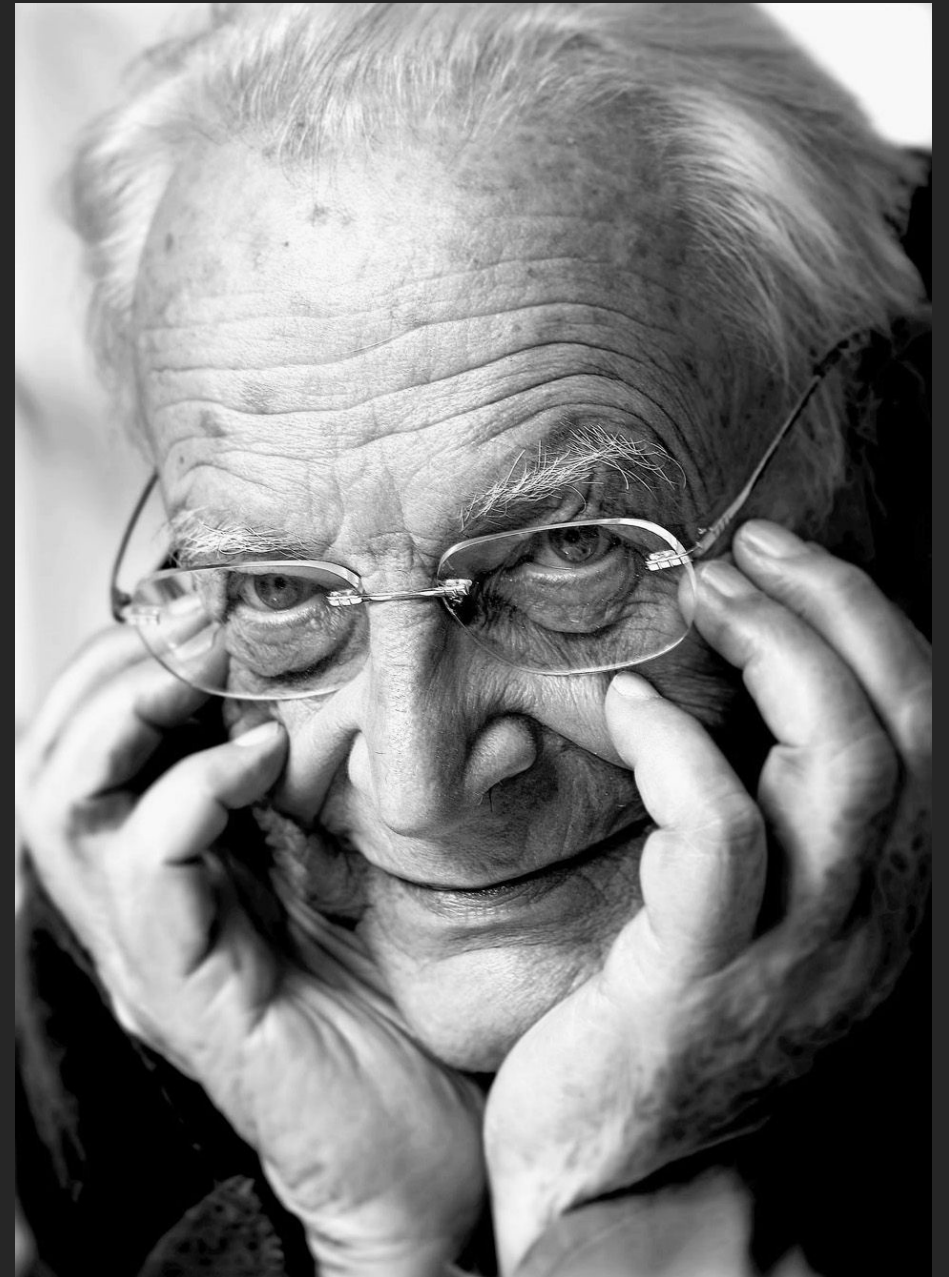


THE WORLD IN MOOD CATASTROPHE



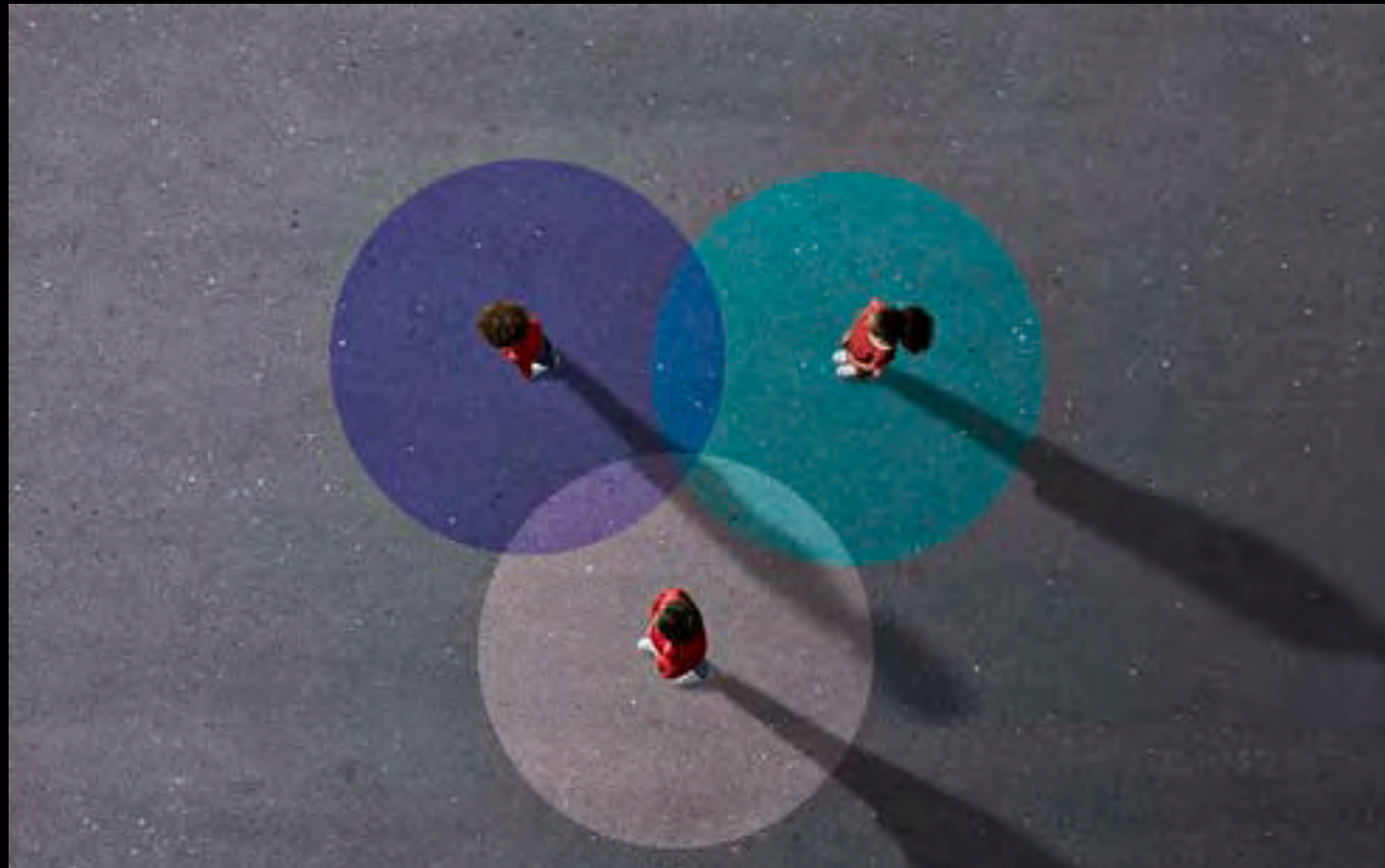
“The end of a world,
is not the end of the
world”.

Alain Touraine
New Paradigm, 2005





**BEHIND THE METATENSION
HEALTH VS ECONOMY
OTHER TENSIONS ARE HIDDEN.**



THE XXI'S LIFE HAS ENTERED
IN A NEW VIRAL HABITAT.

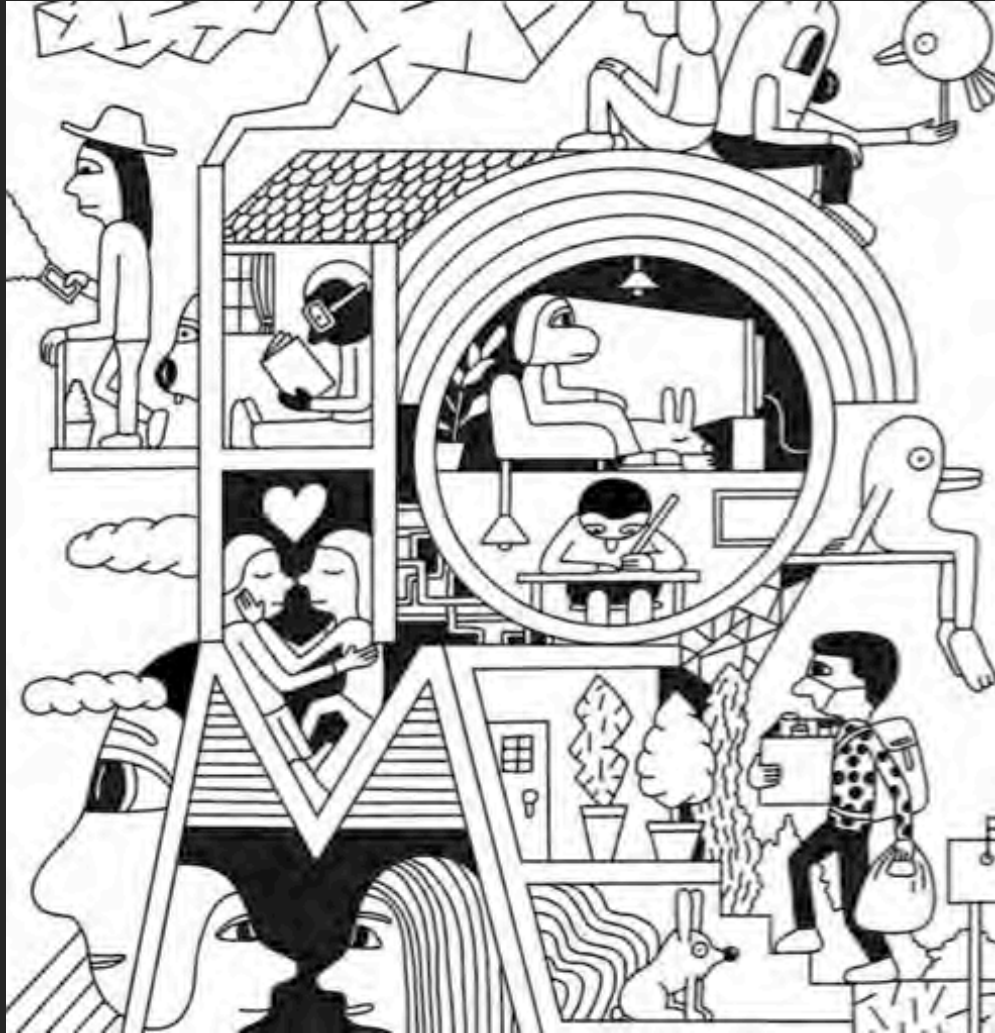


:megatrends



MICROTREND
ACTIVE PAUSE





TOGETHER AT HOME ALL TIME

An unprecedented and surreal experiment



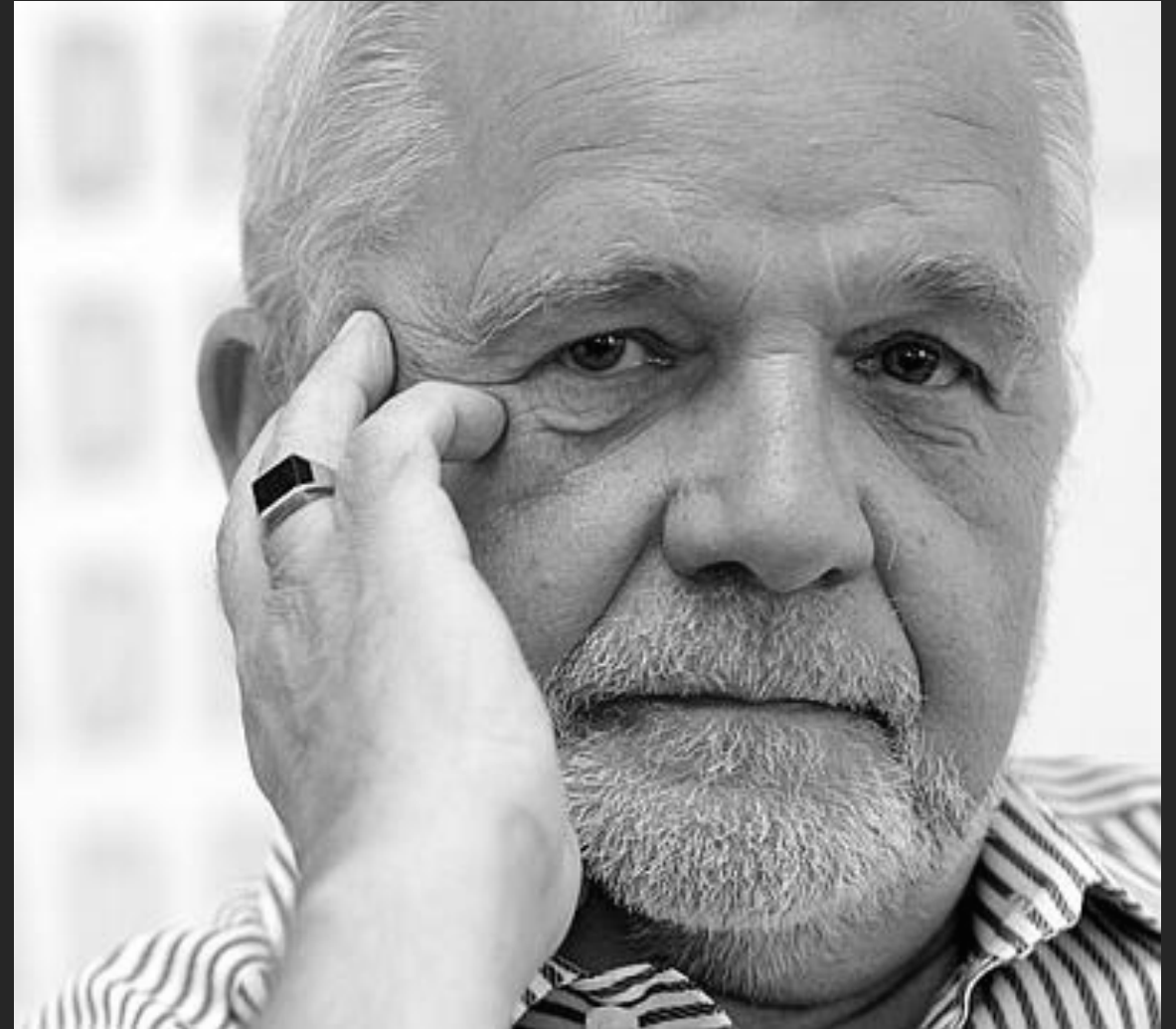
¿What was the first impact?

REDISCOVER
THE TIME
VALUE
AND THE TIME
AS A VALUE

-
- The world in "pause mood" forced us to stop.
 - As the human being is an adaptive animal, it allowed to survive the inclement and overcome adversity.
 - After e shock mood, people processed it and turned the pause to active.
 - Everything was stopped outside, but the societies decided to get moving inside again.
 - It was a mental and physical movement.
 - A new moment for thinking and doing other things.
-

“I always recommend that, once a day at least, we´d be completely still, let's do not nothing and pay attention to the time.”

Rudiger Safranski
German philosopher, writer and essayist, author of *Time, the temporal dimension and the art of living*. Published in 2017



Be active at home during #COVID19 outbreak



Online exercise classes



Dancing



Playing
active video games



Jumping rope



Muscle strength
and
balance training



#BeActive

#HealthyAtHome



Be active at home during #COVID19 outbreak

Doing any activity around the home is better than none at all. Be active during #COVID19 outbreak to maintain your heart health, muscle strength and flexibility. It is good for your mental health too!



#BeActive

#HealthyAtHome





“Charly, I met you yesterday on Instagram, and today I have started your classes with my nine years old daughter. Maybe you’ll never see this message, but I’d like to thank you sincerely for trying to bring us; happiness, good energy and motivation in this crazy moment we are living.

I just wait so enthusiast your 6 o’clock class everyday to be connect with you! Thank you very much from my heart, you cross the screen with your joyfulness and energy.

It’s a pleasure to have met you! I have no doubt that when all this happens, I’ll go to Remero’s gym. THANK TO YOU because today we can hang on to something, anything, which switch off our minds and bring us just a little of motivation for living!

LIVE DANCING FOR FREE



Active pause



- In the active pause, it's so important that the metabolism does not fall, to continue keeping it high. So just the energy expenditure as the waste, that could be into the body, could be quickly degraded without reaching exhaustion.
- Perform activity with less intensity, when the body is going to continue expending energy and toning up, exercise must be regulated in such a way that the body can maintain enough energy to face the entire pause.

“The prolonged inactivity could cause tiredness, lack of motivation, and decrease the volume muscle.”

**MOVE AT HOME,
ACTIVE THE
PAUSE.**

Fancundo Figueroa
Personal Trainer @facundofigue.ff



COVID HEROES

@sofiapadua



@berlich

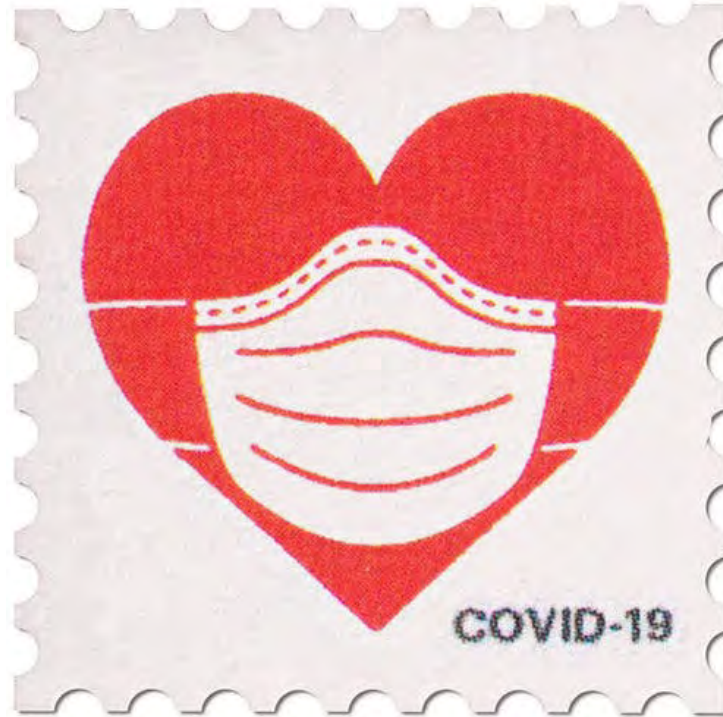


@elinorodriguez

QUARANTINE HUMOR



Quarentine
Progressive EXIT



NEW VIRAL HABITAT SAFE CARE



:megatrends



DO NOT return to blind
As if nothing had happened.

:safe care





Leaving quarantine tension

ORDER VS DESORDER





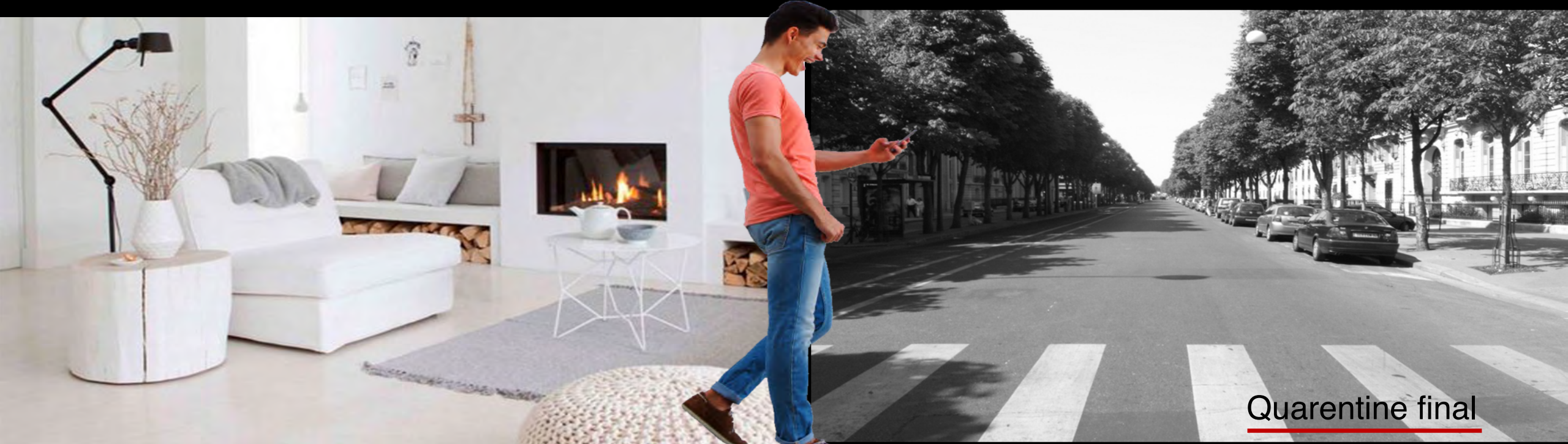
Quarentine final

In the new reality experience could be felt

THE DEN SINDROME



Tension



Quarentine final

Home vs Street





:the care as a vector of the new sociability



WE HAVE MOVED FROM THE COMPULSORY “SOCIAL DISTANCE” TO THE “PRUDENTIAL DISTANCE”, CHOSEN AS A NEW HABIT OF CARE.





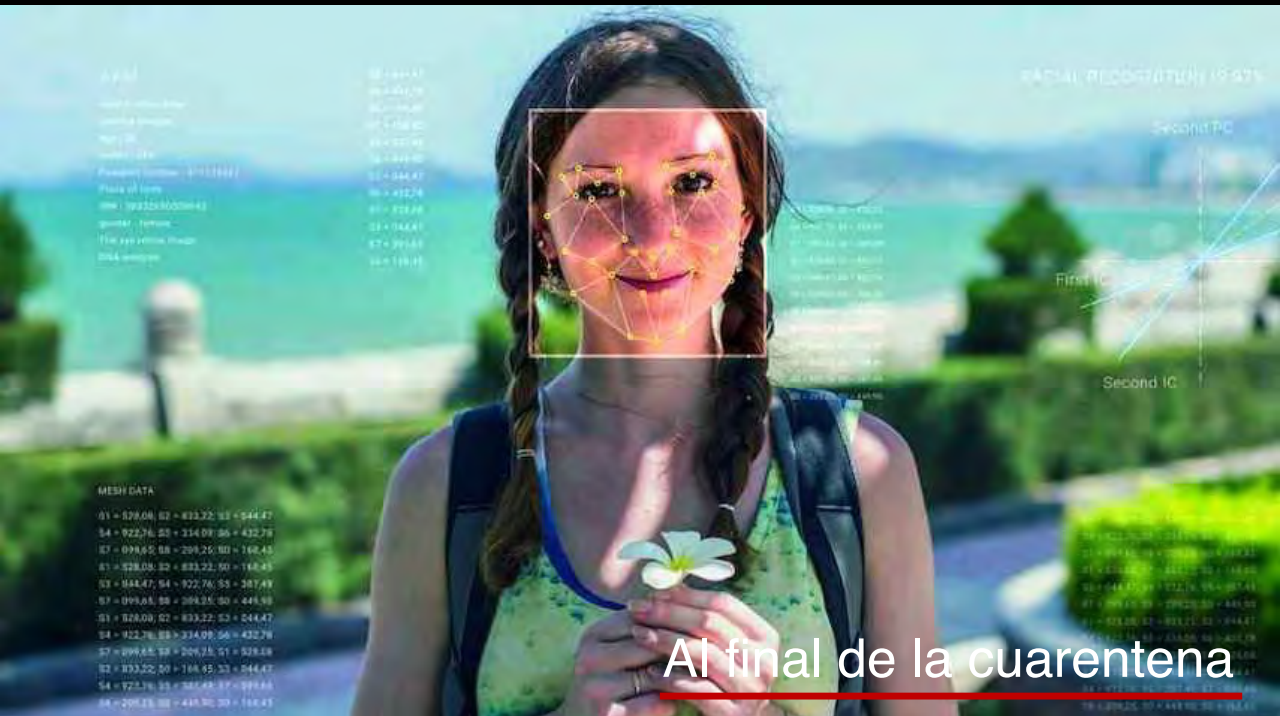
W? 

.new normal

- The global question that emerges in the New Normality after the quarantine ending is, if in order to make the system more secure, we will end up having a life and a world less open and free.
- The tension between freedom and security is once again at the scene centre.
- Just as digital antivirus were developed, it will be necessary to analyze in great detail; Which antivirus programs will be designed for real life in the next New Viral Habitat?
- The 21st century life that we had before Covid 19, is actually in a RESET MOOD.



New normal tension



Freedom vs security



“Human life depends on two conditions: freedom and security. A balance between both is ideal. Security without freedom is slavery, just freedom without security is a chaos.”

Zygmunt Bauman,
sociologist, in one of his last
Al Jazeera interviews , 2016







.RESET

.RESET: 7 RE

_ **RE THINK**
REPENSAR

_ **RE FRAME**
REFORMATEAR

_ **RE START**
RECOMENZAR

_ **RE CYCLE**
RECICLAR

_ **RE HABITAT**
REHABITAR

_ **RE CREATE**
RECREAR

_ **RE SHARE**
RECOMPARTIR



. 7 DIMENSIONS

_ **COMMUNITY**
OUT

_ **SPACIALITY**
OUT

_ **CONSCIOUS CONSUMPTION**
OUT-IN

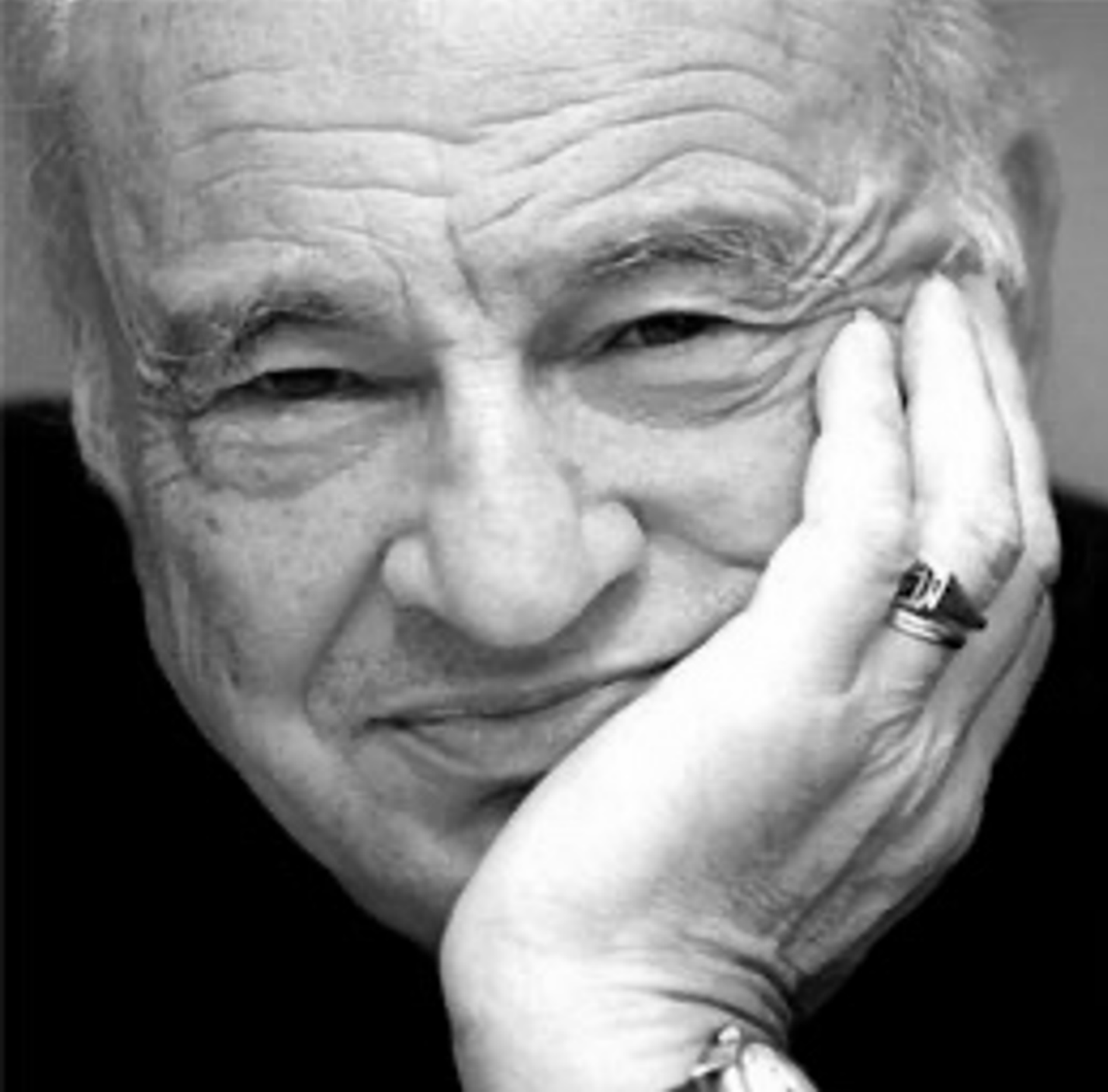
_ **JOB**
OUT-IN

_ **HABITABILITY**
OUT-IN

_ **CONNECTIVITY**
OUT-IN

_ **HEALTH AND WELLNESS**
OUT-IN





**“The third
millennium
revolution has
not formula or
recipe”**

Edgar Morin

French philosopher and contemporary sociologist

RE THINK

- Si la cultura se adquiere mediante el aprendizaje, a partir de la emergencia viral covid19, new teachings will remain that will modify the pre-existing culture.
- The man cannot be analyzed outside context, especially when he has become viral.
- Care emerges as a new pattern of behavior that translates into the incorporation not only of new habits but even of a new language
- Distancing will be a huge challenge for a species characterized by its gregarious spirit. The man is recognized as such in relation to others. The resignification of the way of being with others, opens a deep question about our way to be human in the future.
- Our habitat is affected, both the individual and the social one. The massive social isolation experiment leaves traces that modify our way of thinking about life.



RE FRAME

- All that has been learned, it will impact our future behaviors.
- The experiment we have been going through is leading us to RE-THINK and REFORM our lifestyle.
- Now we are immersed in the process.
- The human being is not merely rational, it is deeply emotional. The actual situation has put our emotions on the surface. We are so sensitive. It'll be a dent in our behaviors.
- Overcoming is not forgetting; it is not destroying. It is to integrate. The pandemic will be a lived experiment that will be incorporated as a main value to format a new lifestyle.



ESCAPE LIFE'S CUBICLE.

THIS HAS BEEN A JEREMYVILLE
COMMUNITY SERVICE ANNOUNCEMENT.

1

FREELANCE WORK



2

WORKING OUT



3

EXISTENTIAL CRISIS



4

COMFORT COOKING



RE FRAME

HOME OFFICE

The housing concept was reframed to generate space for having activities at home, such as:

- Job
- Study
- Work out
- Leisure time
- Entertainment
- Resting

The house has been reframing to incorporate:

the office, the school, the social gatherings, the friends meetings, training and entertainment. Different kind of activities that were included in the daily routine in the same common space shared with family, partner or pets.

Behavior rules were implemented in the coliving schedule. Home care and its reorganization were part of the anti-chaos reframing.



LOG ON TO
LIFE

THIS HAS BEEN A JEREMYVILLE
COMMUNITY SERVICE
ANNOUNCEMENT.

RE FRAME

HOUSING

QUARENTINE CHALLENGE:

Generate space

Redecorating functional homes to contemplate also some aesthetic care because of the transparency about video zoom or calls scenery.

The order was essential for the survival routine to improve the productivity in the new environment: "together all at home, all the time".

The Home Office and Schooling reinforced the "focusing" indeed the concentration.

The transparent home office returned in a workplace: it was everything in sight.

People were exposed to a new challenge: to make the projected activities and to do them without the usual support structures.

RE SHARE

Living in a virtual community.

- Connectivity was the bridge that brought people together in the lockdown.
- Paradoxically the distance became closeness.
- The high emotionality caused by shock and strangeness of a surreal life, led to an even greater exposure of intimacy than there already was in social media.
- The fear not only paralyzes, also brings equality.
- In front of the losing life fear, people bring back the barriers and the disinhibition grows.
- The virus and fear put everyone in a testing time mood.
- The transparency has arrived. The society we already lived on it, as the Korean philosopher Byun Chul Han analyzed.
- The truth was more exposed than ever.



"LO NUESTRO
ES ESE INDEFINIDO
VINCULO
QUE AHORA
NOS UNE"

MARIO BENEDETTI

¿ CUÁNTAS COSAS
DEJASTE DE
CONSUMIR EN ESTE
AISLAMIENTO Y
TE DISTE CUENTA
QUE **NO** LAS
NECESITAS ?

RE CYCLE

DO IT YOURSELF

Because of the forced recovery home life, new behaviors emerged which in many cases became in therapy or entertainment - cooking, kneading, drawing, designing - and that mood reconnected the human beings with a value forgotten: the artisan dimension.

Doing something with your own hands again and finding a value not only rational but also emotional to that process, improved the reduce and recycle phenomenon in:

- The strong restriction in economy because of the pandemic impact and people income, as well as the deeply crisis in the short-term future.
- The environment care trend, the efficiently resources uses in a world that accelerated an "austere mode".

How many things people stopped consuming during isolation because are not necessary?



RE HABITAT

BACK TO COMMUNITY LIVING

The social distancing will show us another way of living.

The open spaces with air, sun and oxygen will be more valued.

- In 1900, 10% world's population lived in cities.
 - In 2007, 50%.
 - In 2050, it would reach to 75%. Just 7,800 million persons.
-
- This global urban trend is totally powerful and disruptive.
 - People will not leave the cities, just they are living in a different way, until vacuum could be used.
 - This situation require new URBAN SPACES development.



.THE NEW SPACIALITY

The human connectivity will be a necessity in large outdoor spaces.

.THE NEW SPACIALITY

Slow. Share. Safe





.THE NEW SPACIALITY

WALKING DISTANCE



.Okland (California)





.TO OXYGENAR THE CITIES

BROOKLING – GREENPOINT



OUTPOST 1
OUTDOOR TIDAL CLASSROOM

OUTPOST 2
PICNIC / HAMMOCK GROVE

NATURE TRAIL

OUTPOST 3
BIRD HIDE

VIEWING STEPS

FISHING PIER

NATURE TRAIL

SALT MARSH

LAWN
NATURE PLAY AREA

BOAT CROSSING

COMMUNITY
KIOSKS
BOAT LAUNCH

TIDAL POOLS

SALT MARSH

PORCH SWINGS

THE BEACH

AMPHITHEATER

FRESHWATER WETLAND
/ WATERPLAY

GRAND FERRY PARK

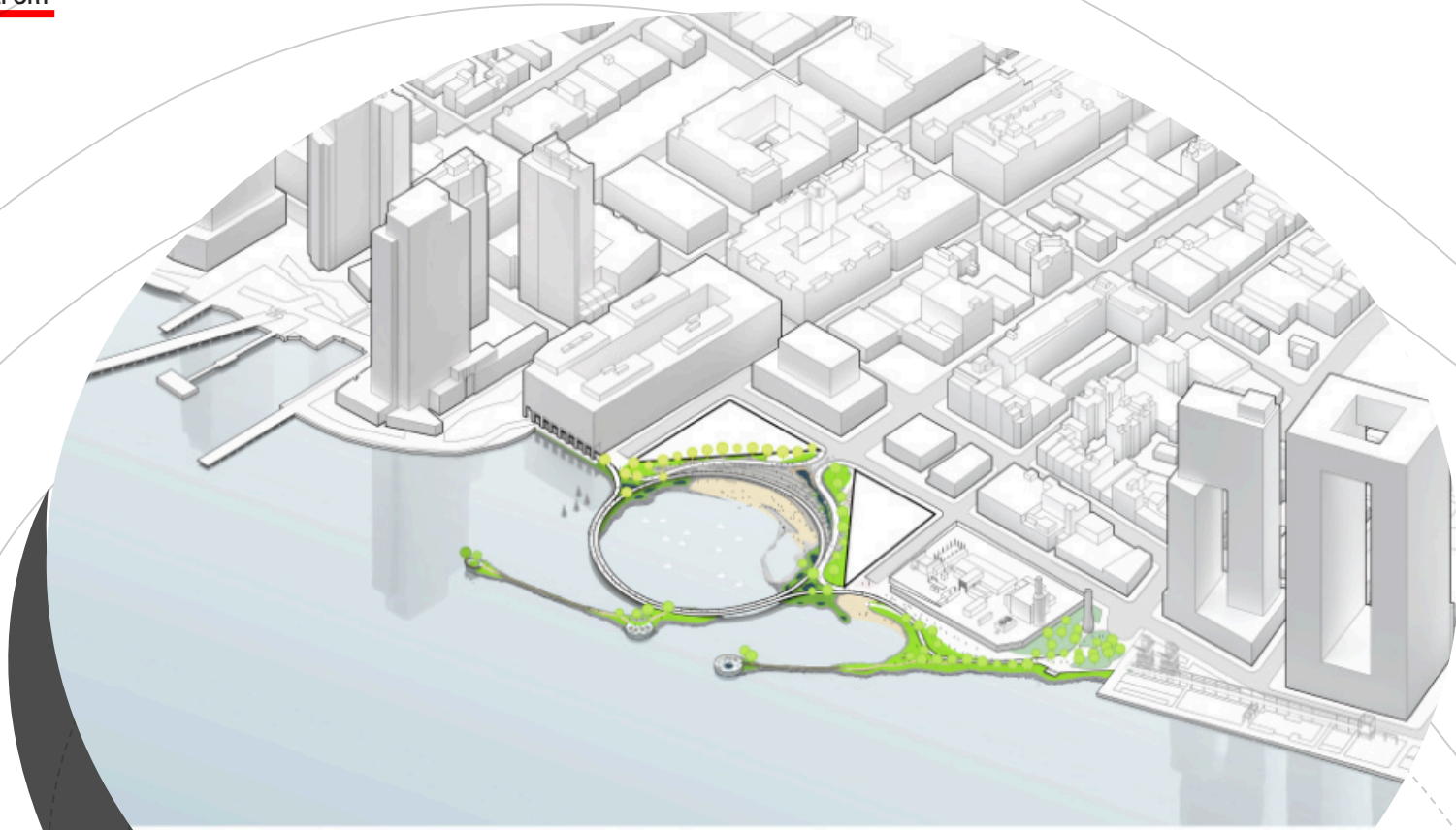
.TO OXYGENAR THE CITIES

BROOKLING GREENPOINT

NORTH FIFTH

NORTH THIRD

METROPOLITAN GARDENS
METROPOLITAN ENTRANCE



PROTECTIVE BREAKWATERS

Extending landscape-piers to large concrete caissons, once used to anchor large ships, creates protective breakwaters. These dissipate wave action from the river to create calmer waters for in-water recreational activities while adding a level of protection during storms.

.TO OXYGENAR THE CITIES

RIVER VIEW OPEN





.Re-share: homing concept
new shelter (outside home)



. VIRAL HABITAT

EDUCATION SYSTEM PRUDENCIAL
China March 2020



. VIRAL HABITAT

EDUCATION SYSTEM PRUDENCIAL
Taiwan March 2020



. VIRAL HABITAT

EDUCATIONSYSTEM PRUDENCIAL

Denmark March 2020

Frequent hand washing, plastic partitions and socially distanced classrooms are part of the "new normality" for the world's classrooms.



. VIRAL HABITAT

EDUCATIONSYSTEM PRUDENCIAL

Denmark March 2020



+ Unirse al grupo

... Más

Únete a este grupo para publicar y comentar.



Martin Clemmensen-Rotne

30 de abril a las 15:30

Today we received a call from the principal's school, who says that he has been ordered to call all of those whose kids are not at school. That's when she assured that it's a legal absence and that if children don't go back to school soon, they need to be dropped out of it. The thing is, we had a great contact with the class teacher, who knows that we are properly following the syllabus.

Is this a general experience or only our school is managing this way?



. VIRAL HABITAT

EDUCATION SYSTEM PRUDENCIAL

Copenhagen March 2020

COPENHAGEN (Reuters) - Denmark reopened schools during last month (April), because the coronavirus was lower about cases. But they were concern about a second wave of case, this situation put parents in alert to keep their children at home.



. VIRAL HABITAT

EDUCATION SYSTEM PRUDENCIAL
Norway March 2020

To minimize the risk of serious illness, children who are at special risk because of some family member in risk will not have to return to school. They will be continuing to receive remote education.



. VIRAL HABITAT

EDUCATION SYSTEM PRUDENCIAL
Germany March 2020

In Germany, Chancellor Merkel reported that schools will prioritize graduating students when they gradually reopen.

 oogle it!

Niksen



Niksen is a practice to reduce stress, its purpose is to do nothing, to recharge brain ideas lowering the overthinking and overstimulation exposed in actual society culture which does not promote standing still. Although it is as similar as mindfulness and meditation (which both seek to promote being in the present and clearing the mind of incoming thoughts). Niksen concept is all about training the mind to wondering in a productive, imaginative and creative way. Essentially, it is productive to dream in a wake-up mood.

:Holland



This Dutch's life philosophy could help people to avoid extreme exhaustion and stress situation.



THE NEW REALITY



NOTHING
LASTS
FOREVER

NOT EVEN THE
CORONAVIRUS

RE START

- In our history, there have been many epidemics and at least one pandemic per century.
- They were very painful and generated huge human and economic losses. But all of them, one day finished.
- And slowly life was recovering its rhythm. But they also all left a legacy.
- Changes that, in one way or another, reframed that new reality, with new emerging and starters materials from the disruptive process.
- Every pandemic process marked a “before and after” time.
- And there was always an after.

En la historia ha habido muchas epidemias y al menos una pandemia por siglo.

Fueron muy dolorosas y generaron enormes pérdidas humanas y económicas.

Pero todas, un día terminaron.

Y lentamente la vida fue recuperando su ritmo.

Pero también todas dejaron un legado.

Cambios que, de una u otra manera, configuraron esa nueva realidad, con retazos de la anterior y nuevos materiales emergentes a partir del proceso disruptivo.

Toda pandemia marcó un “antes y un después”.

Pero siempre hubo un después.

FIND A
WAY OUT.

THIS HAS BEEN A JEREMYVILLE
COMMUNITY SERVICE ANNOUNCEMENT.

“It is not the Middle Age. It is not the black plague. It's not like if people were dying and we had no idea what is killing them and what can be done about it. Humanity has everything that is needed to contain and to win this epidemic ”

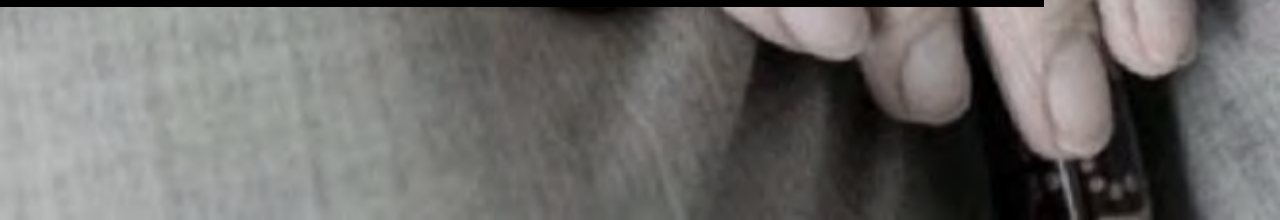
Yuval Noah Harari,
Historian and writer,
BBC interview, April 10th, 2020





New reality tension

Youngers vs Adults

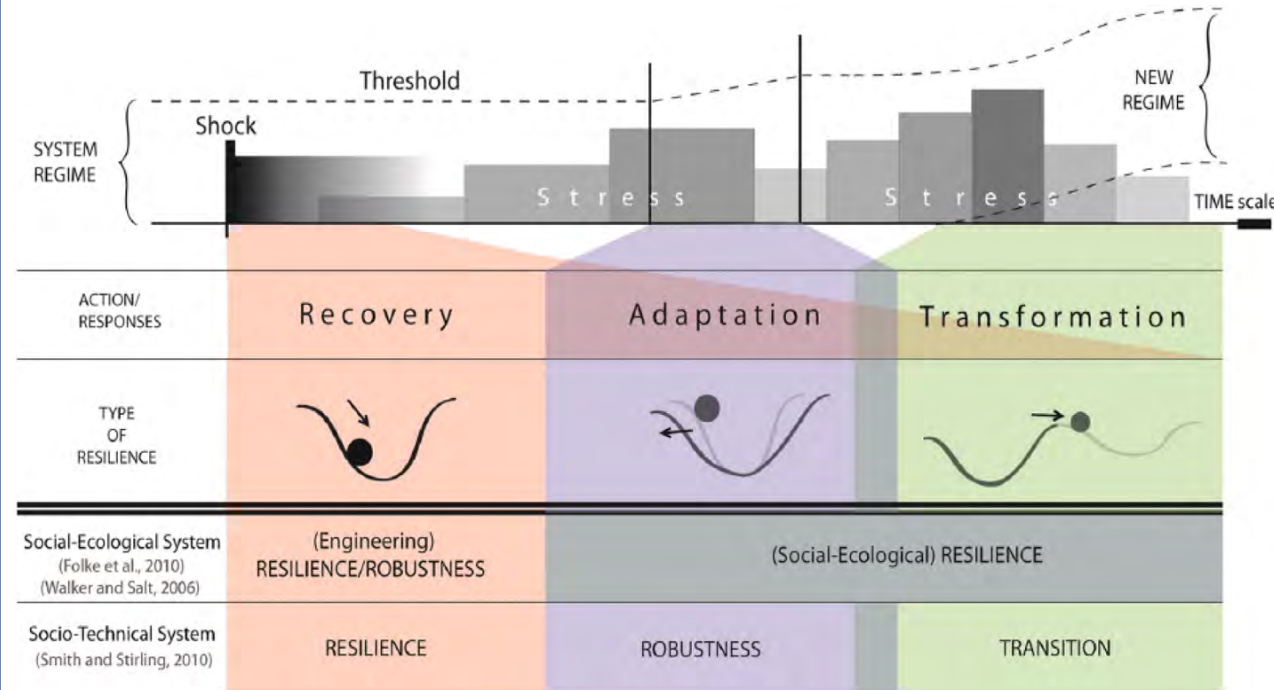


Resilience is defined as the ability of human beings to overcome the adversity effects and even emerge stronger of it.



.URBAN RESILIENCE

SYSTEM CONCEPTUAL SCHEME



Elaborated by the authors and adapted from Chelleri, L and M Olazabal (2012), "Findings and final remarks", in L Chelleri and M Olazabal (editors), *Multidisciplinary perspectives on Urban Resilience: A workshop report*, Basque Centre for Climate Change (BC3), pages 67–75.

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.URBAN RESILIENCE

GREEN AREAS. AIR. SUNNY PLACES. NEIGHBOURHOOD. COMMUNITY.



LOCAL COMMERCE REBIRTH

**Pedí por Whatsapp
y ayudá a los
comercios de barrio.**

**MiBarrio
.chat**



Order through Whatsapp and help the shops in your neighborhood

My neighborhood chat

**Technology collaborates
in the local commerce
resurgence**





The consumption future will be defined by the tension between

Desire vs Fear



The Desire vs Fear tension will be crossed by another one

Jobs vs Not Jobs

The Economist

The case for opening schools
Stress-testing emerging markets
A Wuhan whodunnit
Emmanuel Macron dresses up as a

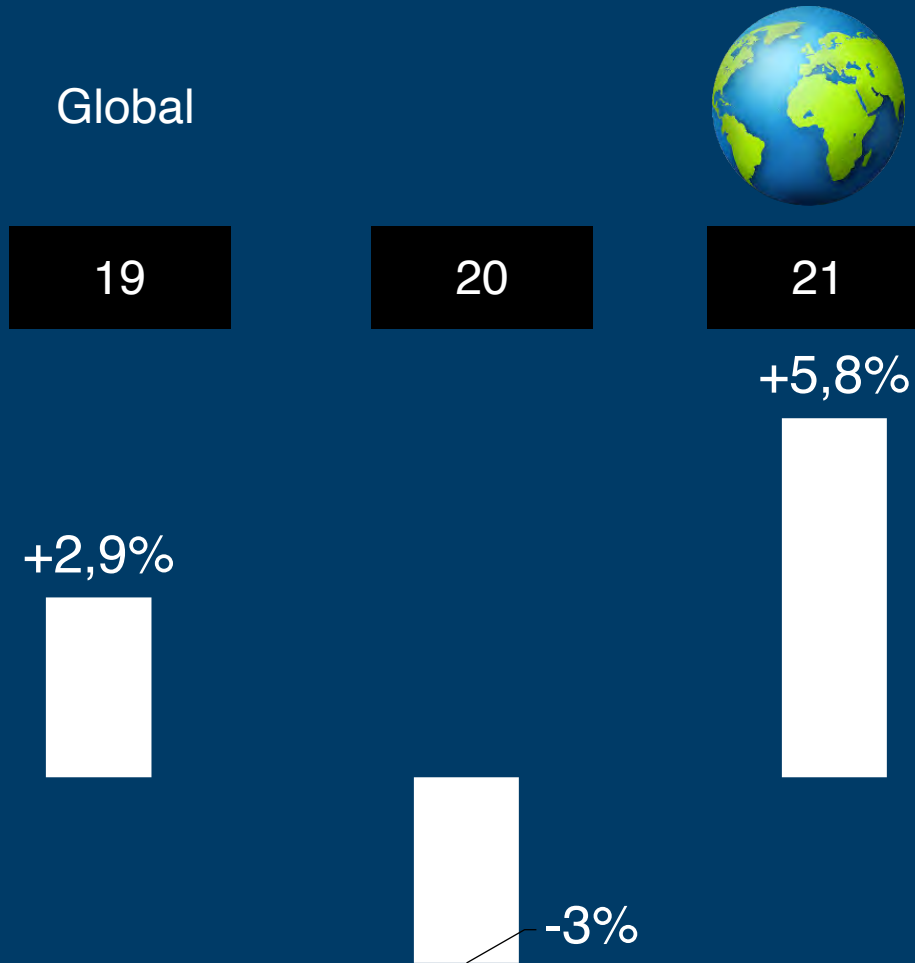
MAY 2ND-8TH 2020

The 90% economy

2 de Mayo de 2020

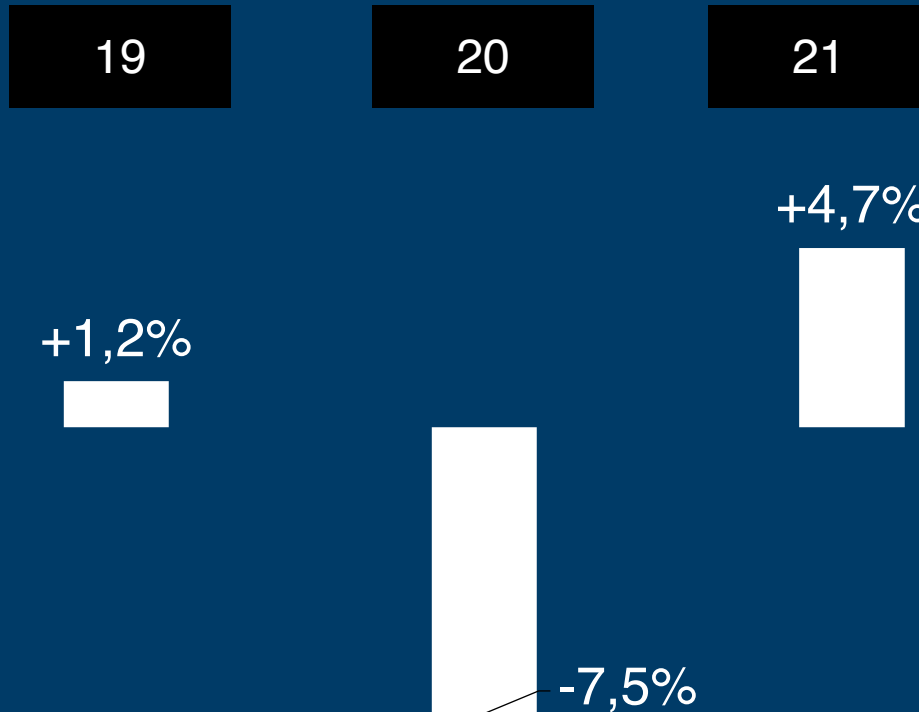


The global economy impact in Europe – GDP



The global economy impact in Europe – GDP

Europe



The global economy impact in Europe – GDP



Fuente: FMI – April 2020

The global economy impact in Latam – GDP



The world post virus



A close-up photograph of Jacinda Ardern, the Prime Minister of New Zealand, speaking at a conference. She has long, wavy brown hair and is wearing a light-colored top. The New Zealand flag is visible in the background to her left. A microphone is positioned in the foreground, partially obscuring the bottom left of the frame.

“There are no major infections in New Zealand.

We have won the battle”

New Zealand’s Prime Minister, Jacinda Ardern. Conference, April 27th, 2020.



RE CREATE

“We are an old system creatures that however want to help building a new system.

Therefore, one of the programs should be to start with ourselves”

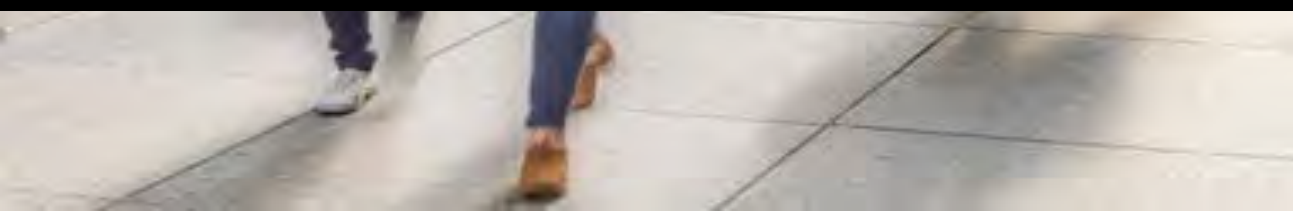
- EDGAR MORIN





METATENSIÓN

Old normality vs New normality





The big XXs cultural and social transformations gave an entity and an identity to the individual person, as never before in the history.

Permission and Opportunity
to be Yourself.

The post global virus lifestyle will have been incorporated the learning, traces and legacies the virus have left. But, in turn, they will contain the global previous lifestyle.

The lifestyle that we usually have had, called "the XXIs lifestyle", was a sacrificed achievement for human being during the last centuries.

A life based on individual freedom:

- The progressing possibility based on the own effort, capitalism.
- The free chance to vote the representative politicians, democracy.
- The gender equality, women's revolution.
- The equalization knowledge tools, the internet.
- The ability to make the opinions known, social media.

The global society will not be able to leave that kind of lifestyle, in a so simple way meanwhile we are still in the middle of the pandemic.

People will try to recover the knowns and accepted lifestyle, all possible, because of the value were valuable more than ever before.

If the system vulnerability was exposed, it is now also obvious all we had was as fragile as the system that contained it.



“The virus will not win to capitalism. But this crisis allows to see all those areas where we have to reconsider our way of being and keep living in the world”

Byun Chul Han-
Filósofo coreano.
Abril 2020.



Probably the following variables will increase in the global post virus society:

Prevention
Caution
Forecast






.community as a contention node



:recovery real connectivity

with new citizens restrictions

A black and white photograph of Alessandro Baricco, an Italian novelist and essayist. He is shown from the chest up, looking slightly to the left of the camera with a thoughtful expression. His right hand is raised, with fingers spread, as if gesturing while speaking. The background is dark and out of focus, with some light spots.

**“Will the society of
movement be
stopped by fear?
I doubt that people
will stop travelling
after this. We need it.
We are not going
back ”**

Alessandro Baricco, Italian novelist and essayist. La
Nación, March 20th, 2020



AT THE END

DESIRE WILL BEAT FEAR

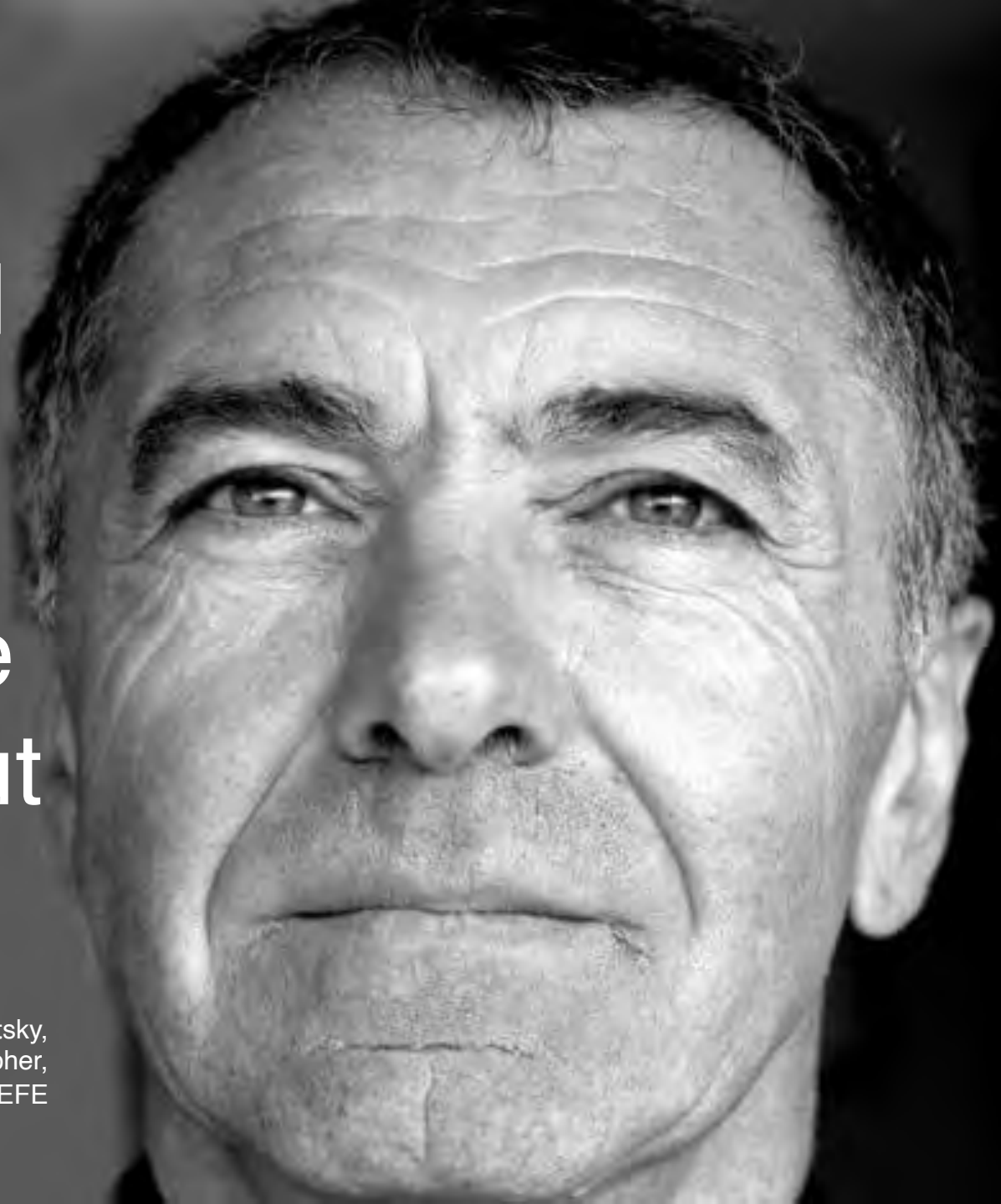


The great desire engine behind the XXI's Lifestyle that human beings will recover is:

FREEDOM

“When the world finally recovers from pandemic crisis, it will have changed, yes. But not too much.”

Gilles Lipovetsky,
contemporary French philosopher,
April 16th, 2020, EFE



Social Trends and Tensions
in the new
Viral Hábitat



Think the future. Do it

ABOUT US

—

Almatrends is a global and urban trend forecaster laboratory. We analyse social and consumer habits mood. It was founded in partnership with Consultora W, leader in social mood analysis, economic and context consumer insights in strategic thinking and in business development.

THINK TANK Consultancy:

We decode the context to anticipate the future and leverage brands, both in the luxury market as in the mass market.

We analyze and decode the consumer behaviors habits in: lifestyle, retail, consumer insights, branding, design & innovation, sustainable and foodie.

We develop a peculiar analysisist model to enhance and synergize trends and strategy conjunction.

—

Sil Almada

Almatrends Lab. Founder Strategy Director
Lic. Marketing, Planner, CoolHunter.
Urban Trendforecaster and social mood analyst. Strategy planner.

Guillermo Oliveto

Founder CEO Consultora W.
Bachelor's degree In business administration / speaker.
Strategic business advisor, specialized in Society, Consumption, Communication and Brands.

WHAT WE DO:

—

WE OBSERVE: We believe in the 360 view. We cross pollinate ideas and information to challenge and thinking. We look for where and how the dots connect.

WE FEEL: We travel around global urban cities living as locals to capture the trendy circuit and their multiple versions in the urban mood.

WE MEASURE: The multidisciplinary ALMATRENDS LAB team builds the hypotheses to reveal later with the research analysis from focus groups - surveys – anthropology observation and the social media communication.

WE ANALYZE: We curate and engage information to transform Big Data into Smart Data.

WE CONTEXTUALIZE: We monitor the social mood and humor in the dynamics consumption to contextualize the frame of reference in which brands and communication operate.

STAY TUNED

—

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