

Coolhunting Workshop

A collaboration between

Berlin, 3 June 2011

Hannoversche Straße 19, 50115 Berlin, Germany



On Friday, 03. June 2011, an interdisciplinary/-cultural workshop of the **HvA Hogeschool van Amsterdam** (faculty *Media, Informatie & Communicatie*) and the **HMKW** took place in the Luisencarrée, Berlin-Centre. Under the direction of **Mariska Schaap & Vincent Albers** (HvA) and Prof. **Markus Schröppel & Prof. K.-D. Schulz** (HMKW), **20 students** of *Trends in the Media, Journalism and Corporate Communications* and *Graphic Design and Visual Communications* addressed the difficult topic of trend research.

The dutch group opened the session by presenting some results of their recent appointment for the city of Amsterdam. In line with its project "*i Amsterdam*", the city officials expected from the young students hands-on clues, not dry academic papers, how to attract relevant touristic target groups. And the students delivered: metro raves (by *Burning Man Dutch Infaders*), Porsches with Facebook-Like-it-paintwork, a mobile bicycle repair service by homeless people – these are just a few of the mind-blowing examples, the *i-Amsterdammers* showed as instances of what it means to combine creativity and social awareness, hipness and usefulness, in short: coolness in its best sense.



Since trend research itself is so trendy, it often degenerates into reading of tea leaves. To be taken and to be practised seriously, it is essential to thoroughly secure its methodological foundations. Accordingly, **Vincent Albers** opened his keynote with a definition of what "coolness" means or should mean: to be attractive, inspiring and bearing potential future growth. His lecture focused on central results of the research of his virtual network "*Science of the Time*", pertaining to parameters and life cycles of trends, as well as leitmotifs like localisation, ecology, experience economy, amongst others.

After these theoretical introductions, the practical work could begin. Guided by the HMKW students **Isabella Schukraft** and **Isla Smith**, Dutch/German teams were composed, whose assignment was *to hunt the Berlin cool*, and off they went ... (*to be continued*)