

# Foursight

THE TRENDS NEWSLETTER  
FROM RESEARCH & INSIGHT  
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## Manners & martinis



### Mix-it like a true gentleman

There are some really important things that they just don't teach you at school, and in this day and age, how to be a true gentleman is one of them. Luckily Smirnoff Black are now offering How to be a Modern Gentleman Masterclasses in London. There's not that many on offer, but for those who make

it, men are taught everything from how to tie to perfect bow tie to how to perform a firm and trustworthy handshake, not to mention of course making a few cocktails. The course is finished off appropriately with a grooming session and shave from an experienced barber. [View London](#)

## Petrol-head heaven



### The 30-ton treat for boys

A new amusement park directed at men with a bit of Bob the Builder in them has opened up in Germany. It's a testosterone-soaked sandbox where, instead of standing in line to ride on roller coasters, men get to play with big, loud machines. For €219, patrons can spend the day operating 29-ton Liebherr

backhoes and 32-ton Komatsu front-end loaders, off-roading through the woods in a Mercedes-built Unimog, peeling out in a Suzuki SUV, and slinging some mud on quad bikes. No doubt it won't be long before the British stag parties arrive en masse. [Springwise](#)

## Homespun chic

### Dig out that croche set – its nifty to be thrifty



If you're looking for ways to exercise your creativity, and maybe even make some extra pennies, there are several companies set up now that help facilitate this. Take Ponoko for example. Ponoko allows inspiring designers to design a product and have it made to be available to sell on the site. Current products range from furniture to kitchen goods and toys. Another place for getting your designs made real is Spoonflower, where they will print fabric that you have designed, for £12 a yard.

And then of course there's Etsy, with 200,000 designers selling over three million products. In 2008, the value of products sold was \$87.5m and the first two months of 2009 have already produced sales of \$20m. Time to get creative. [Trendwatching](#)

**"In 2008, the value of products sold was \$87.5m"**

## Web cliques

### Talk to the cyber hand

If the first and second generations of social networking portals were about opening up the world, the third generation is about shutting it out again. A number of invitation only sites are appearing in different guises, creating exclusive, gated virtual communities. Asmallworld.net was one of the first to start back in 2004, restricting membership only for those who are invited by current members, aiming to keep within the relatively small world of great wealth. Since then a number of invitation only communities have sprung up, such as [bluechipexpert.com](#) and

[doostang.com](#), career-orientated sites that require an impressive CV. For uber-cool New Yorkers, there's [aprivateclub.com](#) or [dianefay.com](#) for society's elite in Asia. Bankers can also cry on each others shoulders at [bankersavenue.com](#), or successful gay people can connect with each other at [cosmocircle.net](#). However, the best invitation may be from [spacecollective.org](#), where "forward thinking terrestrials exchange ideas and information about the state of the species, their planet and the universe." [Coolhunter](#)

## Join the new gold rush

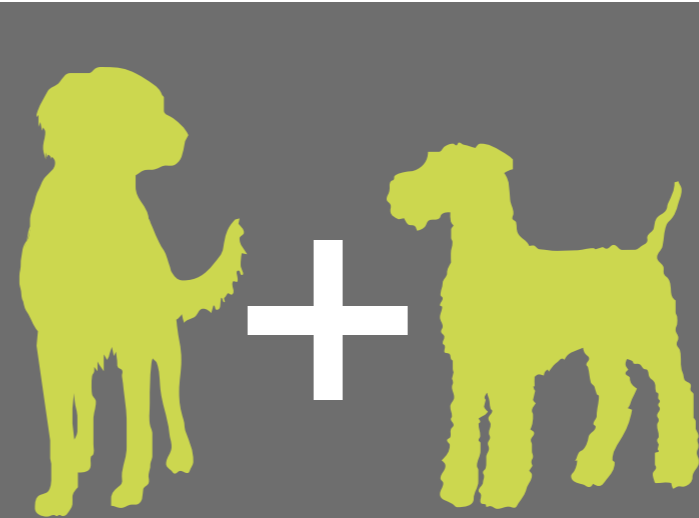
### What credit crunch?



Amongst all this chat of saving money, it's nice to hear of some ludicrous spending going on somewhere. Those who are getting a Umo 24-carat gold facial do not disappoint. Using the latest Japanese technology, the Umo facial consists of a cleansing treatment and a massage before paper-thin 24-carat gold sheets are applied to the face. Why apply metal to the face you may ask? It is believed gold may firm and brighten the skin; reduce wrinkles; help drain lymph nodes and shed toxins; stimulate circulation and help replenish skin cells... so why not? [Daily Candy](#)

## Dating – doggy style

### Do you sniff bottoms on a first date?



Worried that your pup needs a playmate? Dogtree to the rescue! The social networking site for dogs helps you match up playmates and walking friends. And once you've helped your pooch find their special someone, you can ignore the credit crunch and send your them to Paw Paws – a posh dog hotel and spa. Paw Paws even caters for those dogs nervous about making a good first impression. Send her 2 hours early and you can even splurge for the oil wrap and mud sea mask to keep her looking her best for her hot date. Only \$225. Bargain price for puppy love. [Trendwatching & Springwise](#)

# Eeny, meeny, miny, megabyte



## Lose a finger and gain a USB stick

Last month we brought you the poken – a plastic creature that eases digital communication by capturing others' digital lives for you to then download to your computer. Now, technology has gone one step farther in merging form and functionality.

Doctors have installed a USB stick into the prosthetic finger of software developer Jerry Jalava. Imagine the ease of not having to carry that pesky information storage stick around – the benefits to self-amputation abound. PSFK

# Passed away

S D # 7  
F U B 7  
Z O S O  
S 7 A #  
# N # I  
O D N 2  
# F H E

## Unlocking the dearly departed's cryptic accounts

As internet users we are becoming more and more accustomed to creating a wide range of online identities with usernames and passwords, whether it's banking, email or shopping online. But, often you are the only person who knows your password is the name of the first person you kissed in school, so what happens on the day when you pass away to a higher place and all your online assets, emails and

photos are locked away forever? It's a problem that San Francisco-based start-up Legacy Locker aims to solve. Legacy Locker lets people store details for every online account they use, assigning beneficiaries access details in the event of the customer's death or disability. Therefore, instead of having to prove death or disability to a large number of companies, the job is done once and your life is unlocked. Springwise

# Mean streets

## Pound the pavement in your lounge

We like it when people do things that make sense, and the Tokyo Jogging does just that. Combining Google Street View with the Wii Sports Jogging, the technology 'mashup' allows users to take a virtual jog through the Tokyo streets. Created by software engineer Ryo Katsuma, Tokyo Jogging works when users download free server software and connect their Wiimote

to Google Maps' Street View, and hold the Wiimote while jogging in place. Google's Street View guides them along the streets, giving the impression of a brisk jog through the city. No doubt it won't be long before you can run the streets of London and New York and there's plenty of opportunities for development with running machines. Soon we need not go outside at all. Springwise



For more information contact

**Leonie Baird**

lbaird@channel4.co.uk

**Malia Milligan**

mmilligan@channel4.co.uk

