

International Cool City Hunt



What is cool?

Something that is attractive and inspiring with growth potential.

Attractive:

I like it
It make me think
Wow!

It's cool



Does that attractive - cool - thing have the potential to grow?

Why?

Can you visualize it?

The many different examples from around the world validate the trend

8 Different Trends (there is some overlapping)

The Rise of the Urban Nomad



Go everywhere in the city
They can work anywhere in the city
Bike transport (other modes)
Office is a rental

24/7/365
Internet shopping
Creative Class

The Rise of the Social Web


Computer as parent

The computer/internet is grouping people together in new ways

IMPOSSIBLE


ONLINE SHOP OUR FILM ABOUT US PROJECTS NEWS STORES

– PRODUCING NEW INSTANT FILM MATERIALS FOR CLASSIC POLAROID CAMERAS –




PZ 600 SILVER SHADE
FOR IMAGE/SPECTRA CAMERAS

SHOP ▶



ELEGANT AND EXCITING
Monochrome instant films for traditional Polaroid cameras

SILVER SHADE ▶



A COLORFUL SENSATION
Bring color into your world - and your Polaroid SX 70 camera

COLOR SHADE ▶

<http://www.the-impossible-project.com/>

Cool Compassion

Give back, charity, goodness while being cool

www.socialdesigner.com

www.toms.com

Social Designer
Goods for the Greater Good

COMPETITIONS PICK YOUR FAVORITES SHOP GOODS

Your Shopping Cart is empty! [View Cart](#)

Buy stuff, design stuff, vote on stuff and be an agent of change

Erin Lucas tee for Save the Music

\$39

Erin Lucas tee for Save the Music for VH1's Save The Music

Shop The Designs

VIEW ALL

TOMS With every pair you purchase, TOMS will give a pair of new shoes to a child in need. One for One.™

My Account Country Need Help?

Search for Color / Style / Product

You have no items in your shopping cart.

MEN WOMEN YOUTH HOW WE WEAR THEM OUR MOVEMENT BLOG & NEWS

HOW WE WEAR THEM

How do you wear them? Show the world how you style your outfits with TOMS. Submit your photos here to give people some fresh inspiration on how to wear theirs!

Upload full body shots so we can see TOMS and your outfits.

or to upload a photo

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Share

Cool Relax in a Stressed Society

Quick and cool ways to relax in a busy society/city



Anger/Distrust/Cynicism

Against everything (but cool)



Love Thy City

How do you make the city yours?

What do you love about the city?

What is cool about D.F.?



Experience Economy

That special extra touch that makes something an experience to remember

You sense it (service)



Eco Cool

Something that is cool and helps the environment



The New York City High Line

How is this information valuable?
What use can it have for you as an individual?
For a business?

BRIC Countries: Where things are happening

Choose 4 themes

Find cool examples in D.F.
that fit these themes

Take a photo of it

email it to me:

jeremyclouser@yahoo.com

and ingeborg@scienceofthetime.com

by November 11