

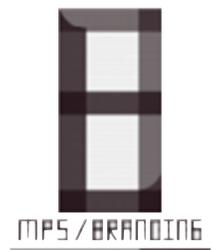


Transcend

Analysis, Insight & Forecasting

PABLO ULPIANO
BRAND CONSULTANT

NY TEL: 917 - 488 - 2145
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WWW.SINGULARBRAND.COM



LANA DEL REY

BORN TO DIE



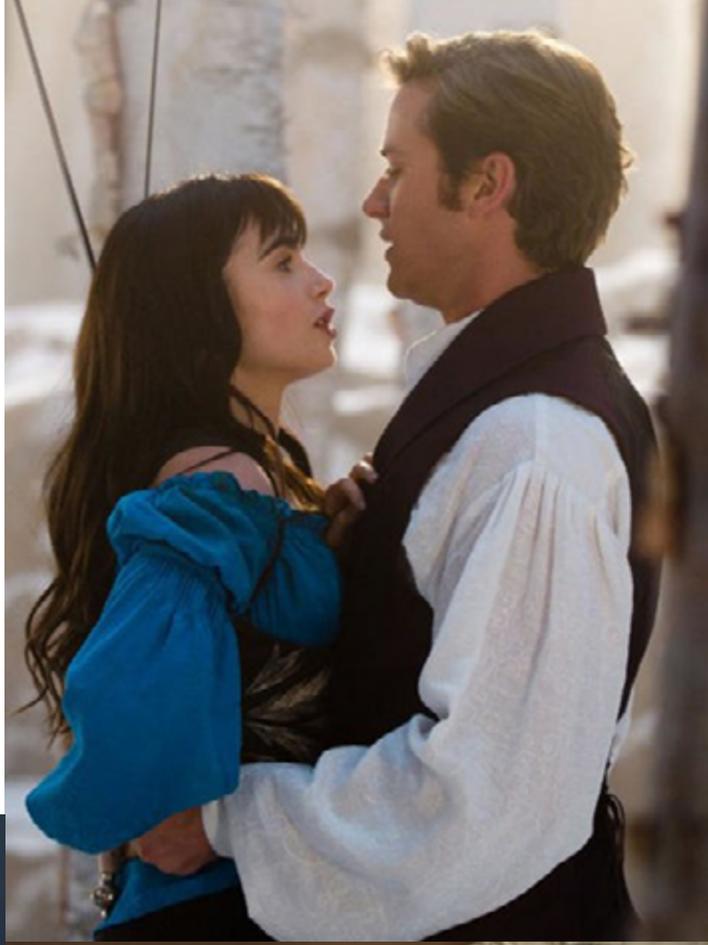
I am very interested in Ms. Lana del Rey and her last album "Born to die" for two reasons. First, Lana is an artist crafted in a laboratory by an extraordinary production team. Second, after a poor and improvised performance at the "Saturday Night Live" Lana was applauded by both young and old, becoming an international icon overnight.

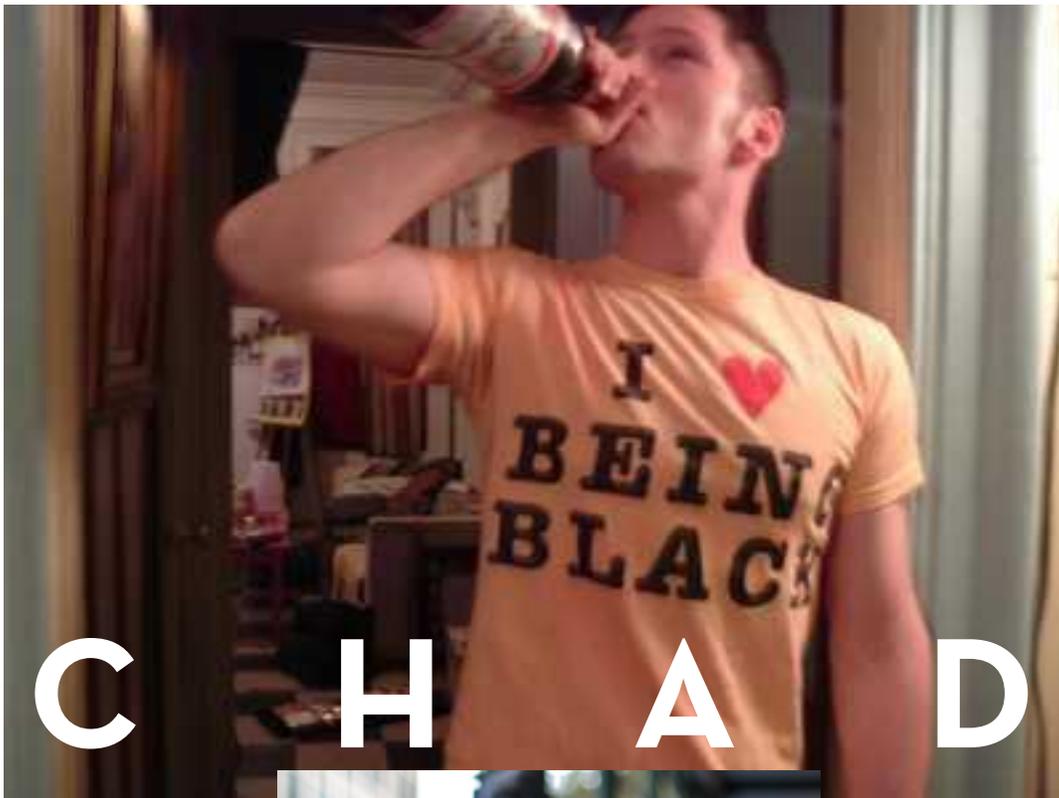
How was that possible? Are her image and message aligned with the times and worries we are living? What is her secret?

Looking for clues, Lana's "Born to die" video presents us with many hints and a big question.

In the video, Lana is rescued from a palace by a handsome rebel. There's a car crash, and the rebel appears carrying her on his arms. She looks dead, covered in blood, wearing a rosary. Next, she enters a room illuminated by a powerful ray of light. Then a church, an altar, God descending from the skies. In the last sequence, the rebel and her are together again, an American flag waving in the background.

Why does she choose death to staying in the palace? Why does she want to escape? Is the palace a golden cage where her parents keep her protected from reality? Finally, why does her story resonate so strongly with everyone? Is she the new SnowWhite?





CHAD



I meet Chad two years ago when he moved into my apartment after his girlfriend left him. He would drink and do drugs every night. He was thirty two at the time.

Eventually he decided he needed to change his life, and started to attend AA meetings. Now he is working for MTV and doing his Degree in NYU. Recently he started two blogs and he is also writing a novel. He wants to be recognized and transcend, although he doesn't put it in this way.

Chad found himself lost as a young adult facing a cliff, and decided to leave his excessive life and start another where he needed more concentration to achieve greater goals. He was the first person I saw drinking Nawgan. "What you drink when you want to think," says the label, and "Ninja-like focus" is its slogan.

Lana's and Chad's stories have something in common: Both changed their lives in pursuit of enlightenment and self-realization.

EBCULT

music / design / fashion / video

Search 🔍

WHAT'S NEW



EGOTIST

3rd avenue, east village.



MUSIC TELEVISION®

egotist is a diary of stylish characters
photographed in the streets of new york

Archives

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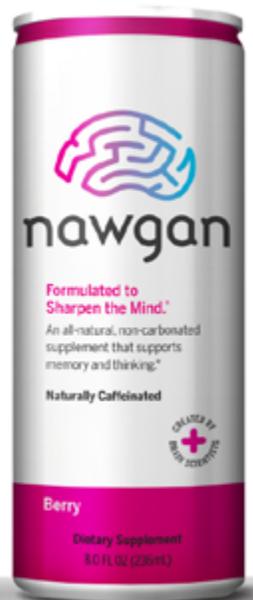
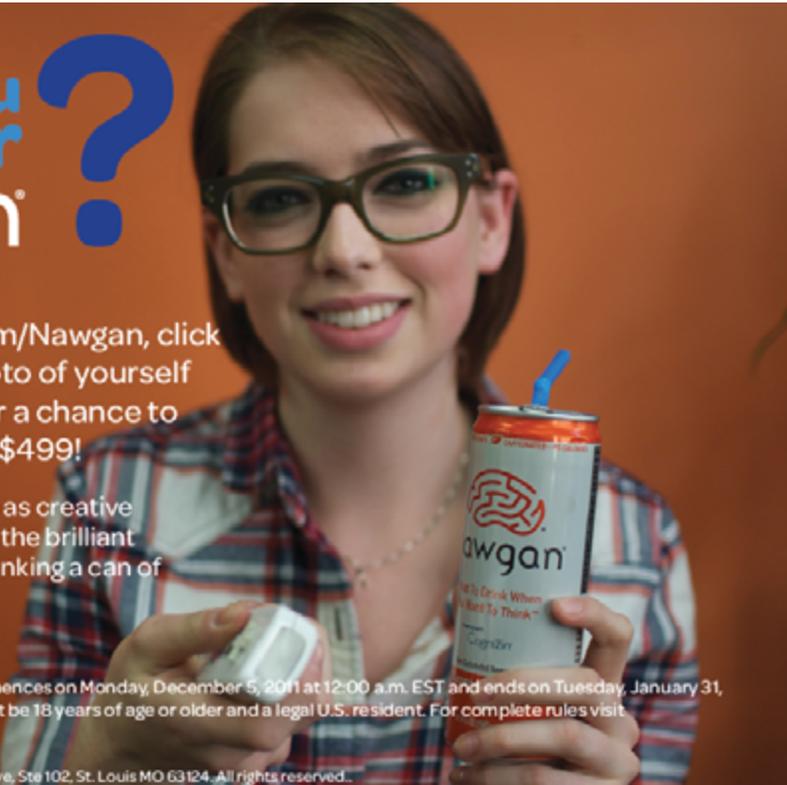
How do you use your nawgan?

Visit www.facebook.com/Nawgan, click "Like" and upload a photo of yourself using your "Nawgan" for a chance to win an iPad 2, valued at \$499!

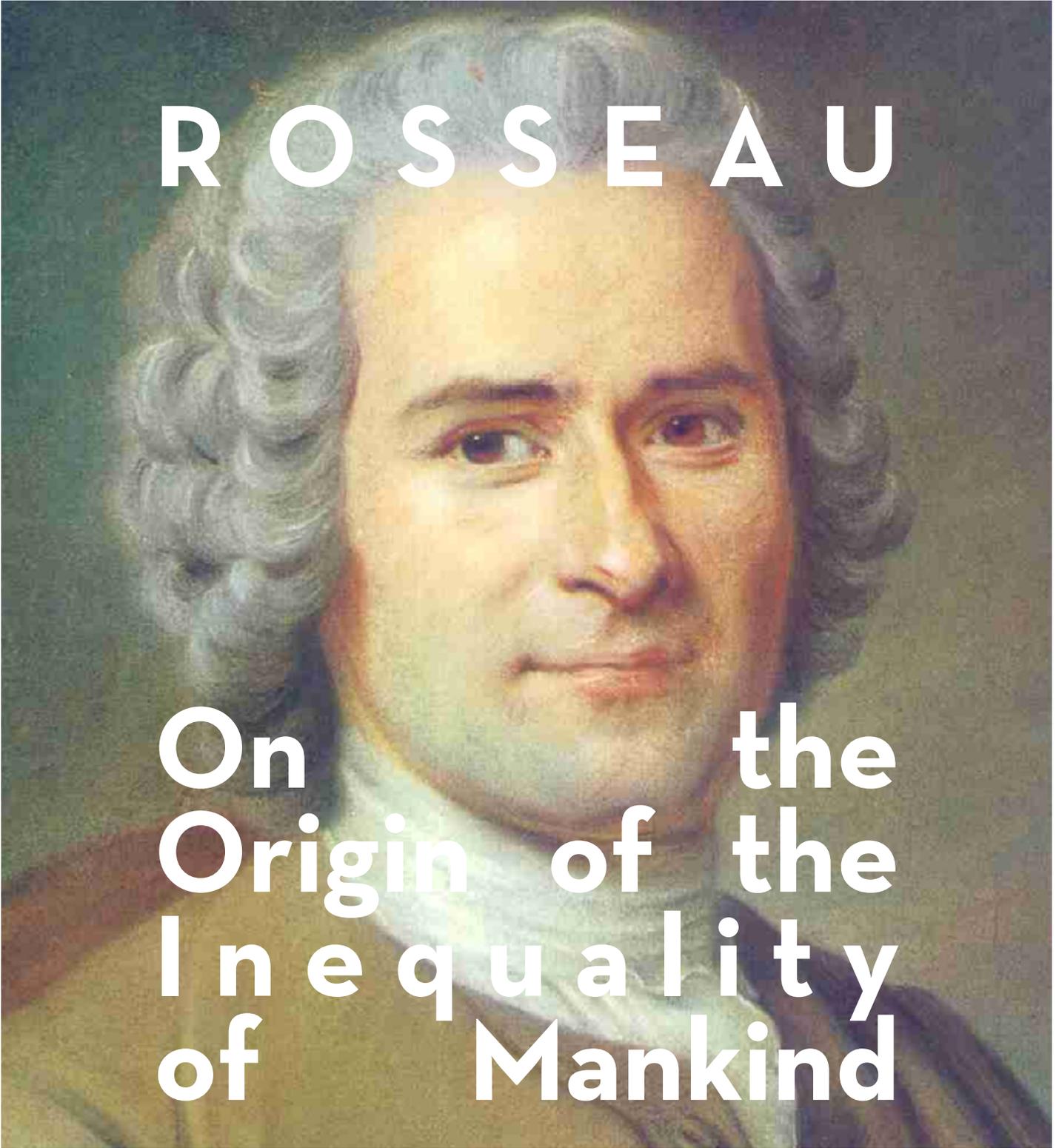
Give it some thought and be as creative as possible; you never know the brilliant ideas that will strike after drinking a can of Nawgan.

No purchase necessary, contest commences on Monday, December 5, 2011 at 12:00 a.m. EST and ends on Tuesday, January 31, 2012 at 11:59 p.m. EST. All entrants must be 18 years of age or older and a legal U.S. resident. For complete rules visit www.nawgan.com.

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What To Drink When You Want To Think™
www.nawgan.com

A portrait of Jean-Jacques Rousseau, a French philosopher, writer, and composer. He is shown from the chest up, wearing a white powdered wig and a dark coat over a white cravat. The background is a soft, neutral tone.

ROSSEAU

On the Origin of the Inequality of Mankind

Rousseau wrote:

“For, besides continuing thus to enervate both body and mind, these conveniences lost with use almost all their power to please, and even degenerated into real needs, till the want of them became far more disagreeable than the possession of them had been pleasant. Men would have been unhappy at the loss of them, though the possession did not make them happy.” -
“On the Origin of the Inequality of Mankind”

1 9 7 4

What a description of our times! Rosseau talks about body and mind, and how material possessions that were supposed to bring us happiness have become real needs. If material possessions don't make us happy, may the answer be immaterial?

TRANSCEND



33,891,164

1/day

Lana presents us with her solution in the last scene of the video: becoming an icon being remembered, is what would bring her happiness -even at the cost of her life. On the other hand, happiness for Chad would come if managed to create something of enduring value, for which he would be remembered when he is gone.

How are they working on that? Lana was crafted into being an idol, recording a video that has been watched by 33,891,164 people, and counting. Chad works for

long hours writing for his two blogs while working and studying for his Degree.

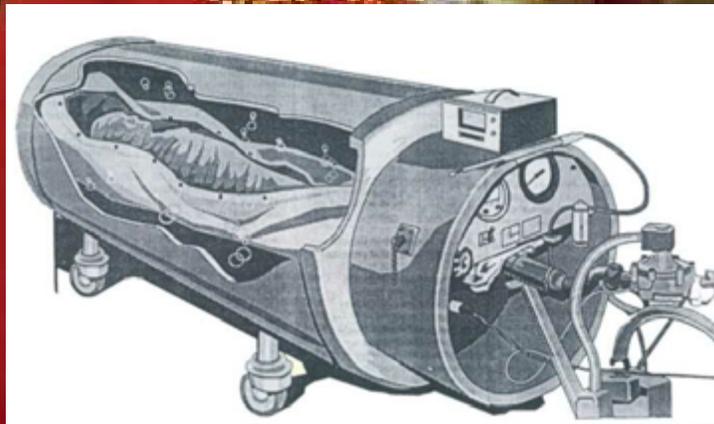
Branding and other marketing techniques have for many years made us think that objects would fulfill many of the human needs described by Maslow, including self realization. Rosseau gave us the insight that material possessions bring us self isolation. Can we then learn from History how humans have achieved self realization?

PARADOX OF LIFE



WE ARE

BORN TO DIE



The paradox of life is that we are born to die. Objects and body have an expiration date. We all want to trick death in one way or another and be remembered. We want to transcend, go beyond to the afterlife, to the infinite, eternity (plastic surgery, fame, networks, viral, influence, ...) like Marilyn Monroe, Walt Disney, or Mozart.

Mozart? Where is Mozart? He is here, he is not. He stayed, transcended. He won't die for as long as someone remembers him, for as long as his music is played.



L



WE ARE

O S

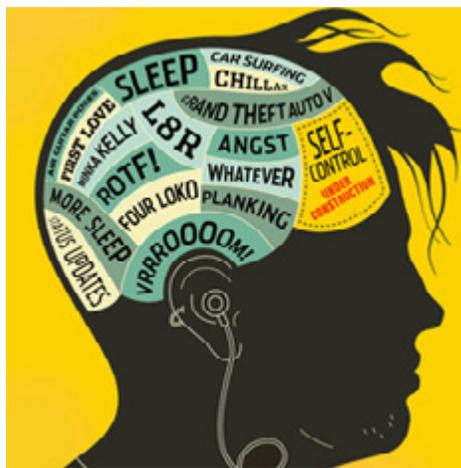


T



Alison Gopnick explains in a recently published article in the WSJ that the experience of trying to achieve a Real goal, in Real time, in the Real world, is increasingly delayed for adolescents. There do seem to be many young adults who are enormously smart and knowledgeable but directionless, who are enthusiastic and exuberant but unable to commit to a particular kind of work or a

particular love until well into their 20s or 30s. Becoming an adult means leaving the world of your parents and starting to make your way toward the future. With no protection, young adults face a cliff of responsibilities they don't know how to deal with, bridging sense of loneliness and uncertainty.



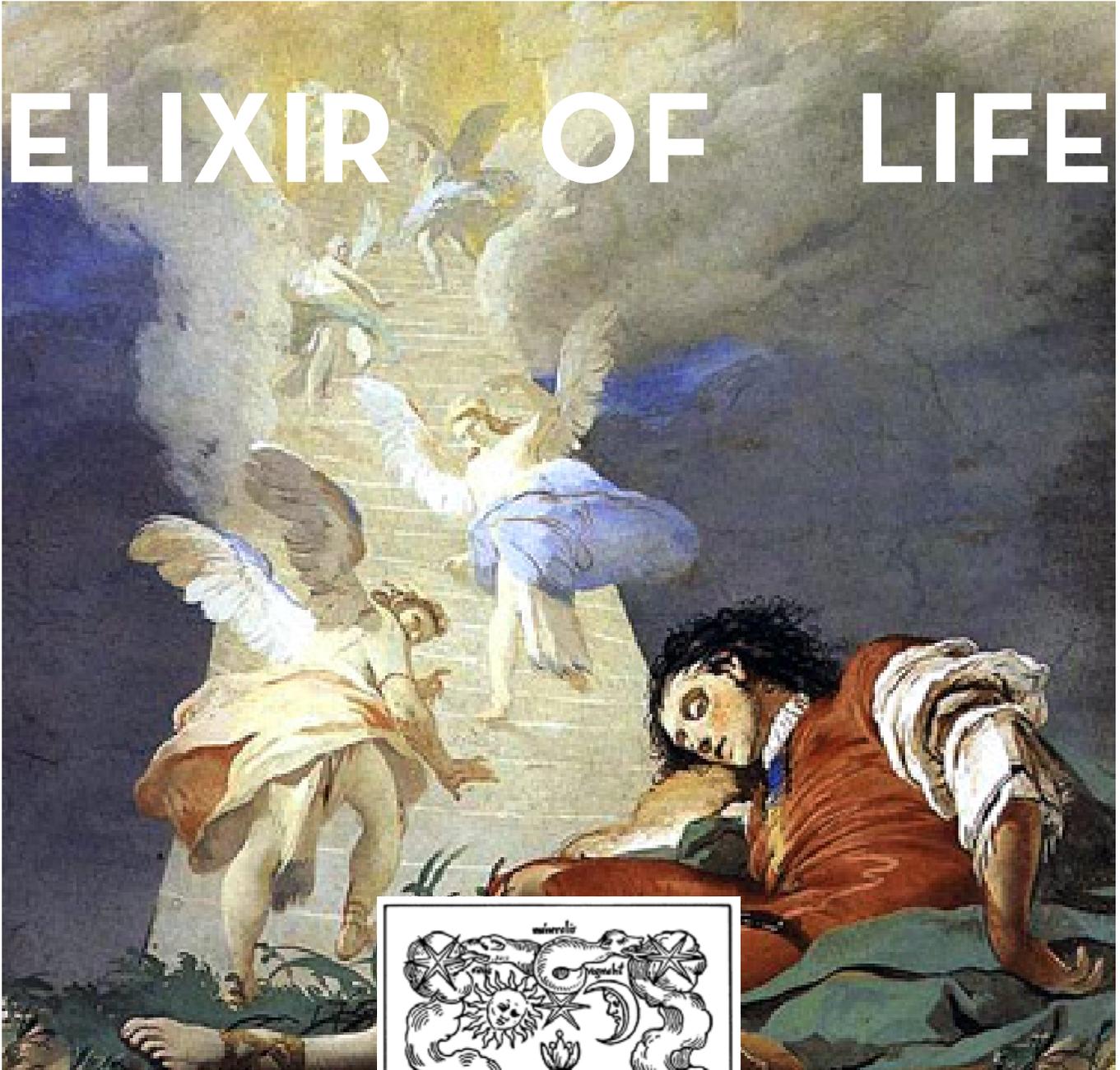
The article starts as follows:

“How does the boy who can thoughtfully explain the reasons never to drink and drive end up in a drunken crash? Why does the girl who knows all about birth control find herself pregnant by a boy she doesn’t even like? What happened to the gifted, imaginative child who excelled through high school but then dropped out

of college, drifted from job to job and now lives in his parents’ basement?

Adolescence has always been troubled, but for reasons that are somewhat mysterious, puberty is now kicking in at an earlier and earlier age. A leading theory points to changes in energy balance as children eat more and move less.”

ELIXIR OF LIFE



Myths exist to explain in a way the most vital-transcendental questions to men.

Myths are universal. All big cultures have myths, trying to explain what doesn't have explanation. Myths explain what we are not able to explain: Things that matter to men since we are not animals.

The Elixir of Life is a legendary potion, or drink, that grants the drinker eternal life and/or eternal youth. The elixir of life was also said to be able to create life. It is related to the myth of Thoth and to Hermes Trismegistus.

ELIXIR OF LIFE



Teenagers want to be forever young + youth and possessions don't make them happy + they want to transcend, to be remembered

= how could the myth of the Elixir of life be activated for a brand targeted to young adults?

1. Young adults are terrified because they cannot achieve happiness with material possessions and Carpe Diem.

2. In their search for happiness, they want to be smarter, to create great things, to be remembered and transcend.

3. Therefore, they are seeking for the Elixir of life that would grant them eternal life and/or eternal youth.

There is here an enormous opportunity here for brands!



WE ARE

CREATING





WE ARE TRANSCENDING

Brainy models and a global talent pool are changing the catwalk. Lily Cole, a redheaded model favoured by Chanel and Hermès, recently left Cambridge University with a first-class degree in history of art. Edie Campbell, a new British star, is studying for the same degree at the Courtauld Institute in London. And Jacquetta Wheeler, one of Britain's established catwalkers, has taken time out from promoting Burberry and Vivienne Westwood

to work for Reprieve, a charity which campaigns for prisoners' rights.

"There is an appetite now for models to be intelligent, well-mannered and educated," says Catherine Ostler, a former editor of Tatler, a fashion and society magazine.

Mind as important as body, even in fashion!!



B A
B O O

B Y
M E R S



5 0 ' S

The archetype of the rebel is very strong these days for the reasons explained previously: the golden cage built by parents, the degeneration of possessions into needs, their impossibility to bring happiness, the unhappiness that consequently they bring, the need to break with them to find self realization, and the cliff that consequently has to be faced. You can see how appealing it is in Lana's videoclip. Very James Dean, very Marilyn, very 50's, like Lana and the young Chad.

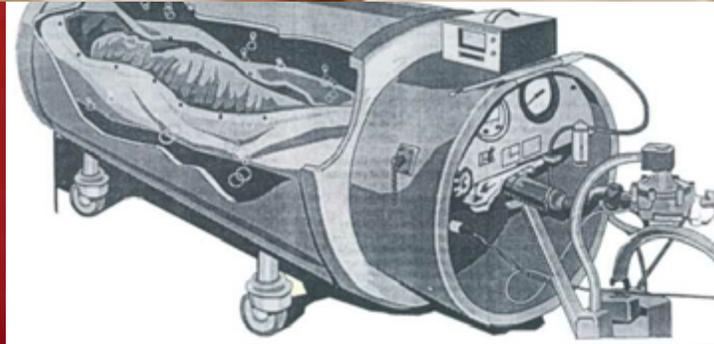
There is another age group that revered this idols when they were younger. The Baby Boomers lived a youth and

teenage weirdness not unlike that of current adolescents. As the boomers are aging, more people is worried about this matter of dying and transcending, perhaps more than ever in history. Possessions definitely haven't brought to them happiness, especially after the 2008 economic crisis. How would then they be remembered? How would they transcend? Life expectancy has increased dramatically for them with new medical advantages, but there is one thing that matters to them the most: how will they be remembered, and how could they keep lucid as they age.

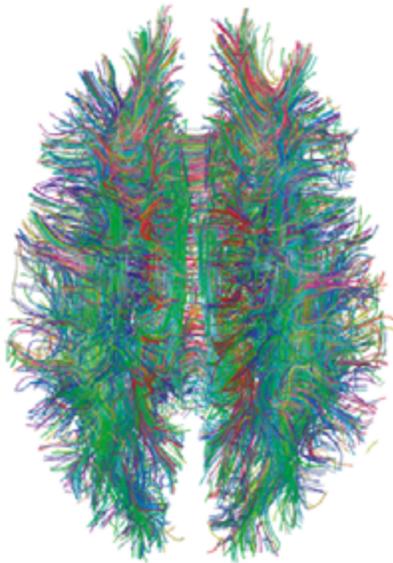
PARADOX OF LIFE

WE ARE

BORN TO DIE



ALZHEIMER



There is not one scientific solution to “rejuvenate” our brain because we still really don’t know it. Think about *Alzheimer*: *Alzheimer’s* becomes the defining disease of baby boomers, and *Alzheimer’s* disease is the only one of the top 10 causes of death in America that cannot be prevented.

This terrifies us all.

Our body is there, but our mind is not. Brain death seems more terrifying than a total death.

Our brain works by sending signals. Chemical messengers, called neurotransmitters allow brain cells to communicate with each other. But a person with Alzheimer disease has decreased amounts of neurotransmitters.

ELIXIR OF LIFE



Body is there, mind is not + the defining disease of baby boomers + the only one of the top 10 causes of death in America that cannot be prevented

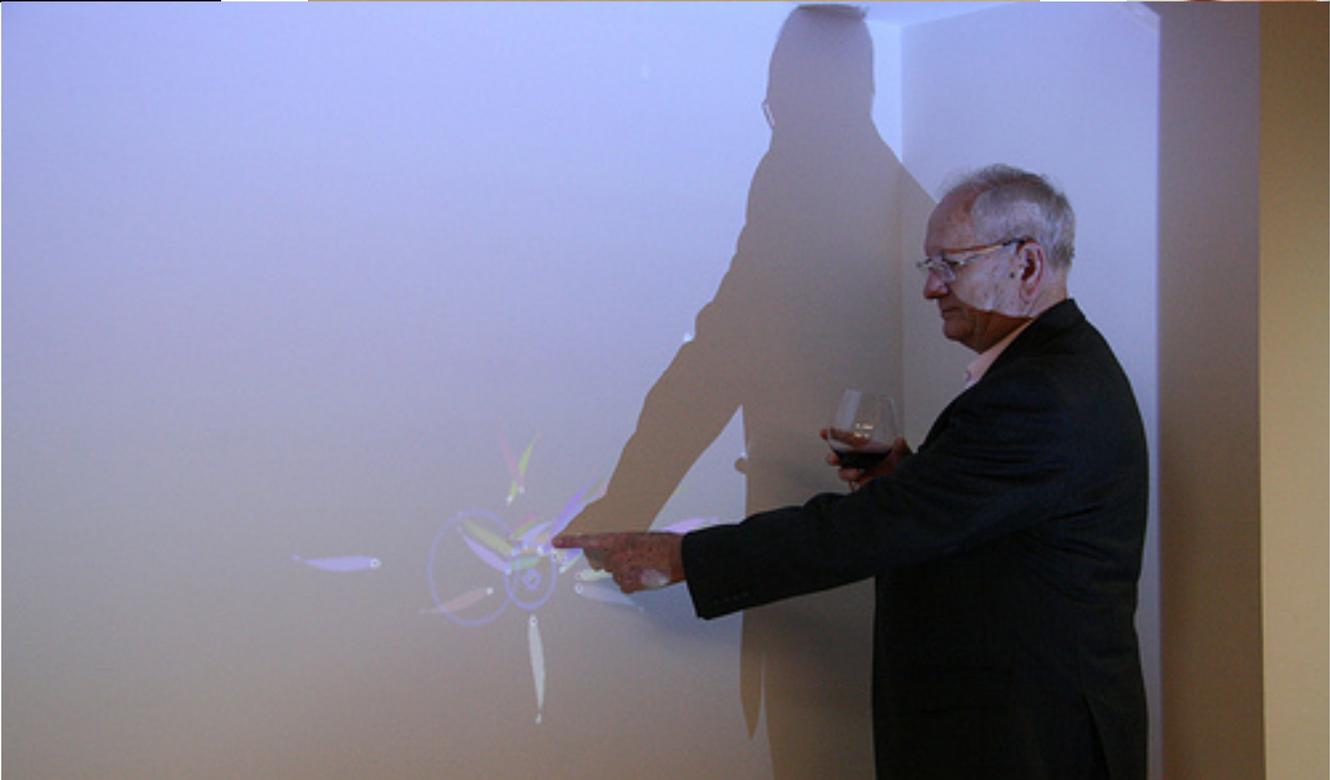
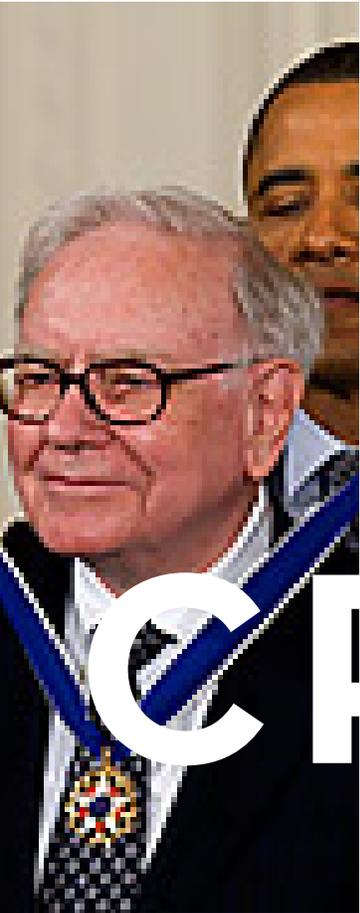
= how could the myth of the Elixir of life be activated for a brand targeted to Baby Boomers?

1. Boomers are terrified because they cannot prevent the possibility of the loss of memory.

2. In they search for happiness, they want to rejuvenate their brain to be lucid until they die and fulfill themselves without the help of others.

3. Therefore, they are seeking for the Elixir of life that would grant them eternal life and/or eternal brain youth.

There is here an enormous opportunity here for brands!



WE ARE

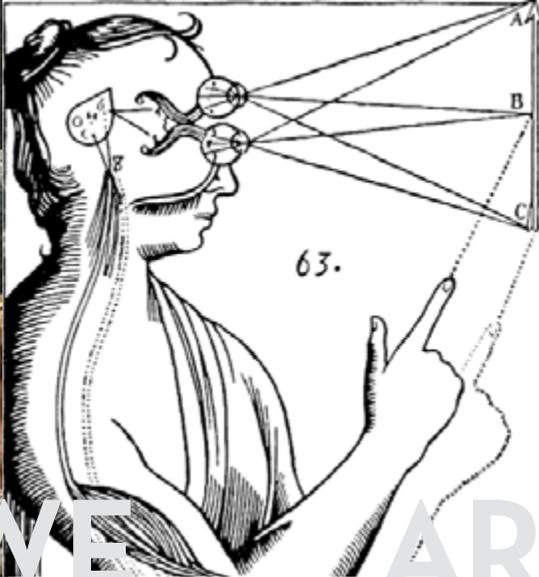
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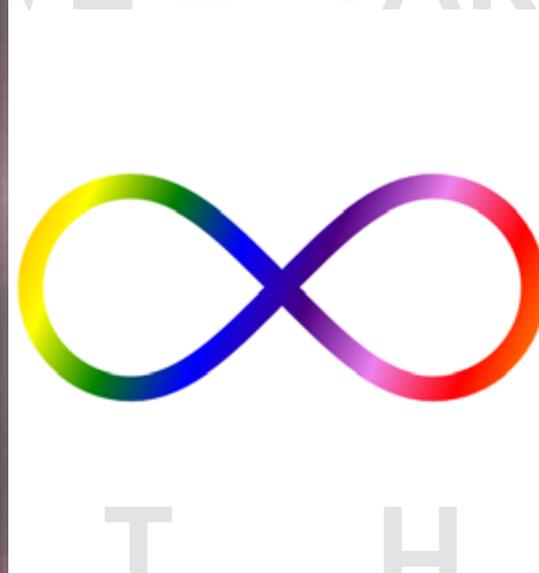
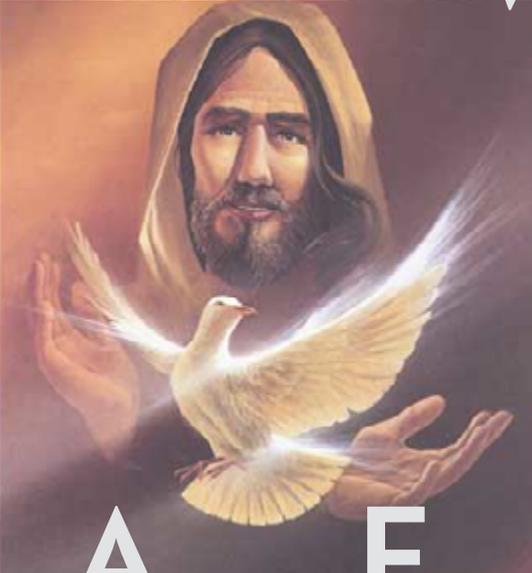
WE ARE

REMEMBERING

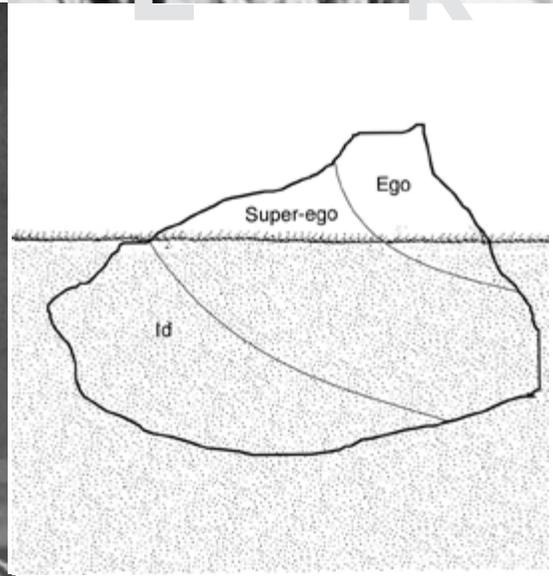
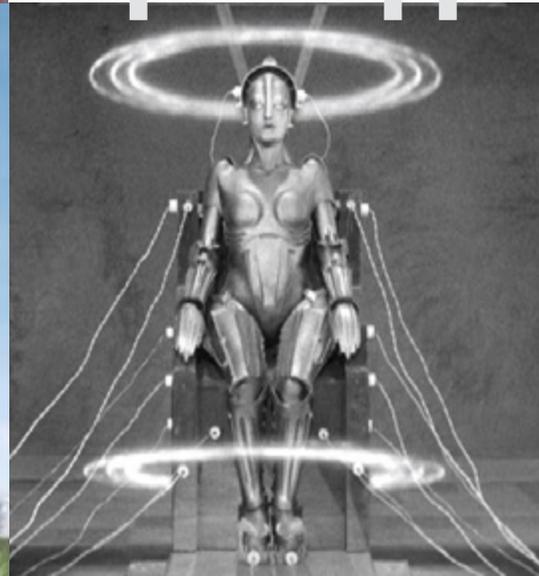
As an example, the Human Connectome Project:
Mapping the human brain connectivity to prevent
Alzheimer.



WE ARE

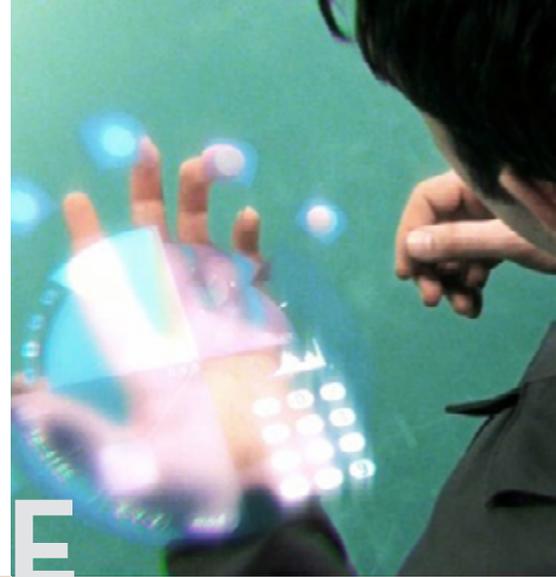


A E T H E R



The four elements of alchemy are those who nurture our physical body, they have physic and quantifiable measures. Then the fifth, the aether, considered the highest element, which permeates the entire universe, the interior of solid bodies not excepted, omnipresent and infinite, like the mind permeates our body, transcending it.

Aristotle added aether as the quintessence, reasoning that whereas fire, earth, air, and water were earthly and corruptible, since no changes had been perceived in the heavenly regions, the stars cannot be made out of any of the four elements but must be made of a different, unchangeable, heavenly substance..



WE ARE



DEMATERIALIZING

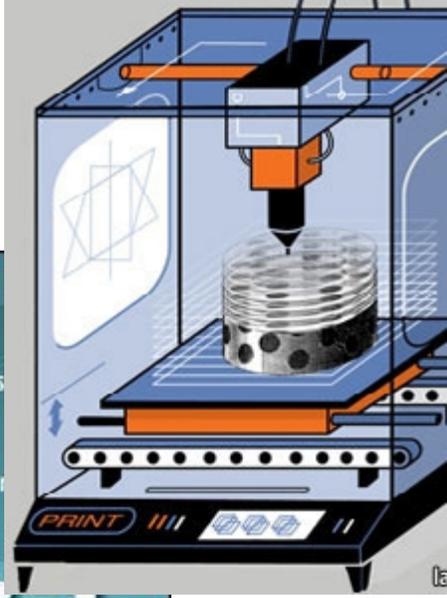


In the article "The Future Is So Bright, it's Dematerializing" Matt Ridley give as some clues about how the future of goods is becoming ethereal.

"Dematerialization, the reduction in the quantity of stuff needed to produce a product.

Is occurring with all sorts of products. Banking has shrunk to a handful of electrons moving on a cellphone, as have maps, encyclopedias, cameras, books, card games, music, records and letters—none of which now need to occupy physical space of their own. And it's happening to food, too".

3 D



The Economist

Romneyomics explained
The euro crisis: back after its s
Argentina's oil grab
The science of guerrilla warfar
America's bag | kg

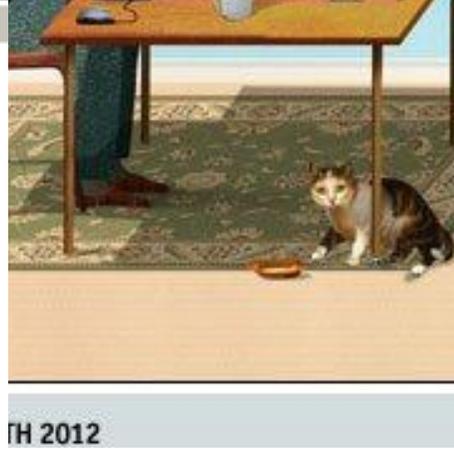
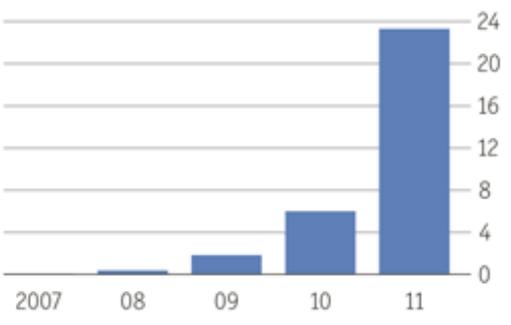
WE ARE The third industrial revolution

A 14-PAGE SPECIAL REPORT

DEMATERIALIZING

Home-making

Global sales of personal 3D-printers*
Units, '000



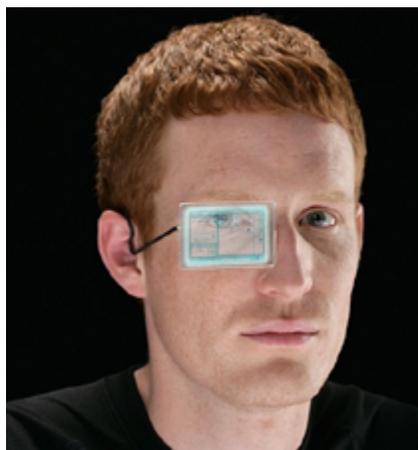
Making things with a 3D printer changes the rules of manufacturing:

3D printing was originally conceived as a way to make one-off prototypes, but as the technology is getting better more things are being printed as finished goods (a process known as additive manufacturing).

How far could this technology go? Mr Idelchik, of GE

Global Research, has his sights set high: "One day we will print an engine."

Everything in the factories of the future will be run by smarter software. Digitisation in manufacturing will have a disruptive effect every bit as big as in other industries that have gone digital, such as office equipment, telecoms, photography, music, publishing and films.



Avatars, or virtual selves, are adding new dimensions to humans. Like, say, body, mind, and other virtual “bodies,” at any time and forever.

In Hinduism, an avatar is a deliberate descent of deity to earth, or a descent of the Supreme Being and is mostly translated into English as “incarnation,” but more accurately as “appearance” or “manifestation”.

Today, Facebook is acting as our Avatar: people is interacting with us even when we are not there. Our history, likes and characteristics are already on the net, working for us.

In the near future, computers will work so swiftly that we will reach perfect image and voice recognition, perhaps even in real time, from a video feed. Imagine the sort of Augmented Reality tech that that would enable, with a head-up display on your view of the world constantly delivering relevant info about everything you see.

If we are mind and body, avatars will allow us to be immortal. In other words, virtual reality will let our mind live for eternity in a virtual reality, in the cloud, in the ether.

Search ▶ death

A V A T A R S

▼ **What does memorializing an account mean? Does it deactivate or delete it?**

When a user passes away, we memorialize their account to protect their privacy. Memorializing an account sets the account privacy so that only confirmed friends can see the profile (timeline) or locate it in search. Friends and family can leave posts in remembrance. Memorializing an account also prevents anyone from logging into the account.



IBM's Quantum Computers Could Change The World (Mostly In Very Good Ways)

BY KIT EATON | 02-28-2012 | 9:39 AM





★ HIGHEST CONCERT

The UK band Jamiroquai, fronted by lead singer Jay Kay (UK), performed a gig on an aircraft. It was the highest performance on a plane and the highest and fastest gig ever – at 35,000 ft (10,668 m) on a 737 that had been refitted for the event. Lights and speakers were placed in the overhead bins, and a "stage" area was equipped with room for percussion, guitars, and a keyboard. The audience – who flew with the band from Munich, Germany, to Athens, Greece, on February 27, 2007 – comprised winners of a competition organized by Sony Ericsson.



Any brand or product that would allow us to be remembered by many, is doing well.



Any brand or product that elevate us or make us look like heavenly, is doing well.



A screenshot of a YouTube channel page. At the top, the YouTube logo is on the left, and a search bar contains the text "english girls". To the right of the search bar are the words "Browse" and "M". Below the search bar, the channel name "Nicki Minaj - Super Bass By Sophia Grace Brownlee" is displayed in blue. Underneath the channel name, there is a button with the channel name "SophiaGraceBrownlee", a plus sign, and the word "Subscribe". To the right of the subscribe button is a dropdown menu showing "8 videos". Below this information, there is a video player area showing a video of two young girls wearing tiaras and holding pink lollipops. A smaller, partially visible video thumbnail is shown above the main video player.

A V A T A R S

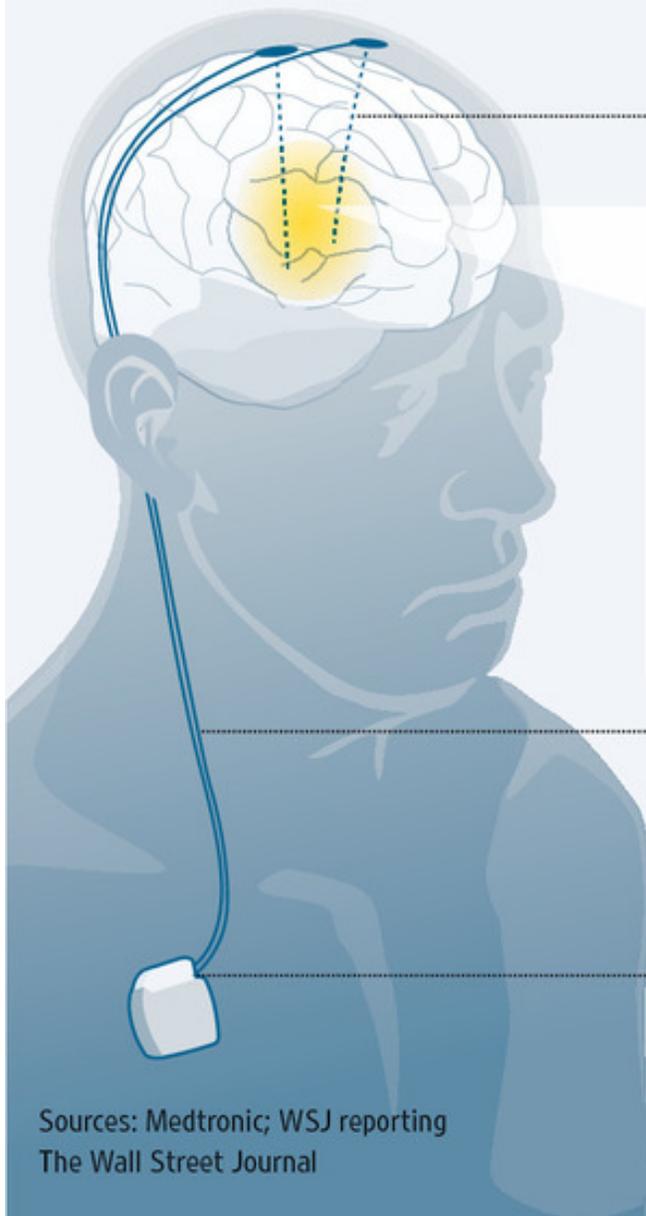


Any brand or product that would allow us to be remembered by many, is doing well.

Any brand or product that elevate us or make us look like heavenly, is doing well.

'Pacemaker for the Brain': A Memory Enhancer?

Deep Brain Stimulation, which sends electrical impulses to reset faulty brain circuits, may help enhance learning



The electrodes

Thin coated wires carry the electrical signal to the brain tissue

Areas targeted:



Entorhinal area

The fibers from this region send sensory information to the hippocampus, an area known to be important to learning and memory

The extension

Insulated wire implanted under the skin that connects leads to power source

The neurostimulator

Power source contains a battery and programmable computer chip to regulate the current going to the leads

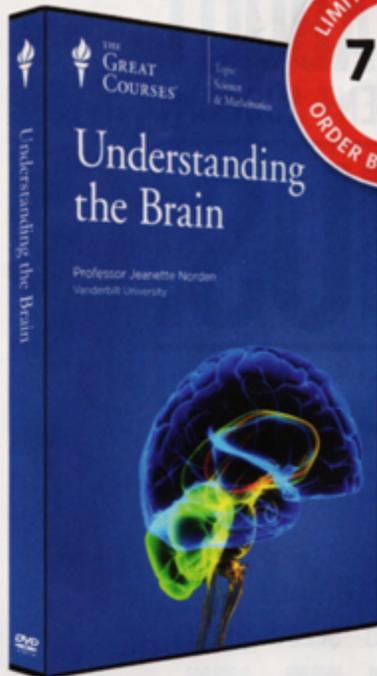
Sources: Medtronic; WSJ reporting
The Wall Street Journal

We want to be gods, to be outside the material world, to be immanent, to transcend.

There is a huge opportunity for brands and products that can make us smarter and allow us to transcend.



THE
GREAT
COURSES®



How Your Brain Works

Everything you hear, feel, see, and think is controlled by your brain. It allows you to cope masterfully with your environment and is capable of producing breathtaking athletic feats, sublime works of art, and profound scientific insights. But its most amazing achievement may be that it can understand itself.

Understanding the Brain takes you inside this astonishingly complex organ to show you how it works. You explore a wealth of neuroscientific topics including the structure of the brain, the relationship between brain and mind, and higher-order cognitive functions such as language, emotion, and consciousness. You also discover how the brain can continue to develop at any age, allowing you to constantly enrich the life of your mind. Taught by neuroscientist and award-winning Professor Jeanette Norden, these 36 lively lectures are designed specifically for those without a background in science.

Offer expires 02/21/12

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Taught by Professor Jeanette Norden
VANDERBILT UNIVERSITY

LECTURE TITLES

1. Historical Underpinnings of Neuroscience
2. Central Nervous System—Gross Organization
3. Central Nervous System—Internal Organization
4. Central Nervous System—Subdivisions
5. Cortex—Lobes and Areas
6. Cortex—Sensory, Motor, and Association Areas
7. Central Nervous System—Development
8. Central Nervous System—Cellular Organization
9. Pathways and Synapses
10. Neurotransmitters
11. Stroke
12. The Visual System—The Eye
13. The Visual System—The Cortex
14. The Auditory System
15. The Somatosensory System
16. Agnosias
17. The Motor System—Voluntary Movement
18. The Motor System—Coordinated Movement
19. Parkinson's Disease
20. Language
21. The Limbic System—Anatomy
22. The Limbic System—Biochemistry
23. Depression
24. The Reward System—Anatomy
25. The Reward System—Drugs
26. Brain Plasticity
27. Emotion and Executive Function
28. Processing of Negative Emotions—Fear
29. Music and the Brain
30. Sexual Dimorphism of the Brain
31. Sleep and Dreaming
32. Consciousness and the Self
33. Alzheimer's Disease
34. Risk Factors for Alzheimer's Disease
35. Wellness and the Brain—Effects of Stress
36. Neuroscience—Looking Back and Looking Ahead

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Therefore, I believe that any brand or product that is working on empowering our brain health, related with brain training, with meditation, will do well.

Any brand or product that is working on storing our information and memories, is doing well.

venture capitalist Tim

◆ **EVERNOTE**

As our online stuff piles up—photos, contact numbers, documents and even grocery lists—so does our need to store it all in a place that is easy to access. **Evernote** Corp., which wants to become our main “external brain,” according to CEO Phil Libin, has just raised \$70 million from **Meritech Capital Partners**, an early Facebook investor, and **CBC Capital**.

Compiled by the staff of VentureWire, online at pevc.dowjones.com

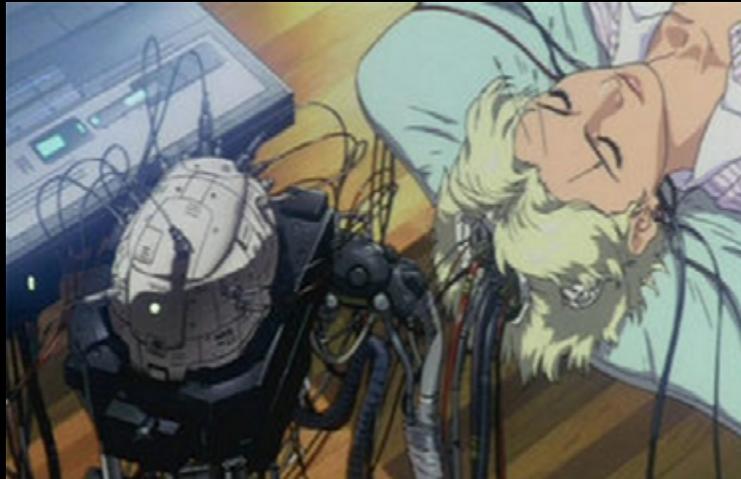


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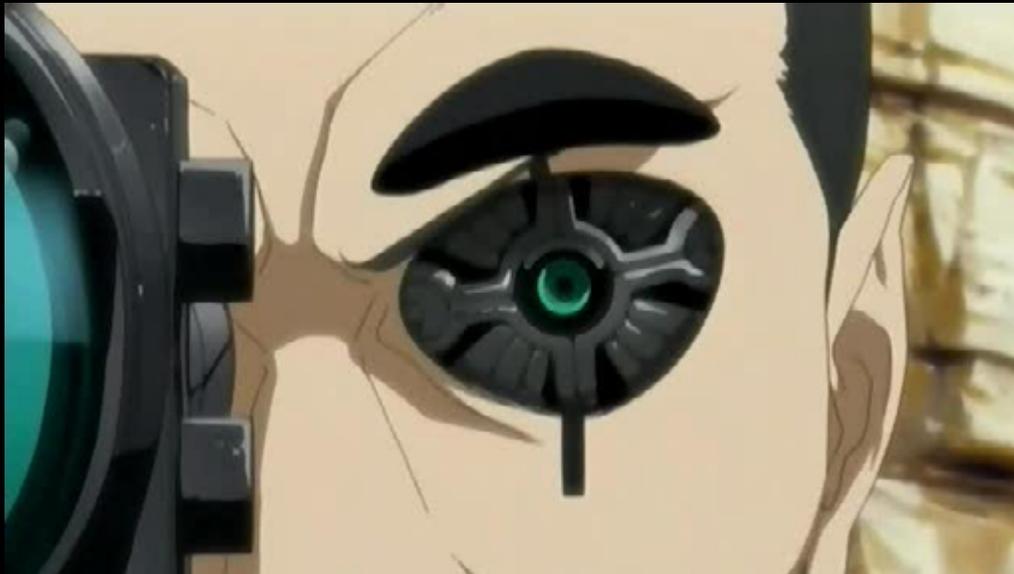
Any brand or product that is working on storing our information and memories, is doing well.

GHOST IN THE SHELL

In the future, the brain will be so powerful that we won't need a human body.



..her body is almost completely mechanized; only her brain and a segment of her spinal cord remain organic.





Aether

Common Drivers:

- Air and everything related with it
- Freedom
- Escape / risk
- Intangible matter / no boundaries
- Unlimited
- Expandable /organic growth
- Heights
- Imagination / dreams
- Value of the intangible self expression
- Unplugged
- Exuberant luxury
- Feathers / birds

Air & clouds:

- Punching Holes in the Sky
<http://www.nasa.gov/topics/earth/features/hole-punch.html>
- Chages for better in aviation
<http://lifehacker.com/5881644/how-flying-will-change-in-2012-as-a-result-of-the-faa-reauthorization-bill>First pulses:
- Comme des Garcons : 8 88 candle - 150g \$ 90.00
<http://www.openingceremony.us/products.asp?menid=2&productid=31901&key=candle>
- Jamiroquai broke records for the fastest and highest performance of a concert
<http://www.independent.co.uk/arts-entertainment/music/features/movin-on-up-stars-take-to-the-skies-6288764.html>

Manifestations:

1. Stars take to the skies

- Freedom
- Escape / risk
- Unlimited
- Organic growth
- Heights
- Imagination / dreams
- Exuberant luxury
- Before: Underground bars and basements
- Now:
 - Gigs in the 30 capsules of the London Eye were billed as “the world’s first music festival in the sky”
<http://www.independent.co.uk/arts-entertainment/music/features/movin-on-up-stars-take-to-the-skies-6288764.html>
 - New David Guetta single and album was unveiled at special party at 30,000 feet.
<http://www.emeraldmedia.co.uk/news-item/fly-to-ibiza-this-summer-in-the-fly-me-i-m-famous-aircraft/476/>

2. Scent Art, Scent products & Art

- Freedom
- Escape / risk
- Intangible matter / no boundaries
- Expandable /organic growth
- Imagination / dreams
- Value of the intangible self expression
- Exuberant luxury

- Before: Land art
- Now:
- A Fragrant Downtown Exhibit Makes the Case for Scent Art <http://online.wsj.com/article/SB10001424052970203718504577183060784189708.html?KEYWORDS=CHRISTOPHE+LAUDAMIEL> <http://www.dillongallery.com/exhibitions/current/Christophe-Laudamiel/#0> <http://www.dreamair.mobi/#/Home>
- Muji Pure Essential Oil - Sky (Lavander and Mint blend) <http://www.muji.us/store/fragrances/aroma/pure-essential-oil-sky-lavender-and-mint-blend.html>
- Organic Growth in Art Installation (Krissy) http://www.massmoca.org/event_details.php?id=506
- Beauty of exotic birds <http://cargocollective.com/alexandragooch>
- The feather explosions of Kate MccGwire (Galia) <http://www.yatzer.com/The-feather-explosions-of-Kate-MccGwire>
- Words can fly thousand miles (origami dove) <http://www.wordscanfly.org/fr/poster.html>
- Japanese artist sculpts space with sound and light (Alex) <http://www.hamburgerbahnhof.de/exhibition.php?id=32934&lang=en>

3. Fashion

- Freedom
- Escape / risk
- Heights
- Imagination / dreams
- Value of the intangible self expression
- Exuberant luxury
- Feathers / birds

- Before:
- Karl Lagerfeld for H&M <http://online.wsj.com/article/SB10001424052970203806504577182960335265868.html>
- “After the success with the mass market, I wanted to say, ‘Don’t forget who we are!’ “ said Ms. Versace. For the past eight years, Versace didn’t get that boost to its image. Chanel’s Karl Lagerfeld was the first designer to collaborate with H&M. Now:
- Karl Lagerfel for Chanel
On the runway: Sexy stewardesses and the girlfriends of private jet owners.
- Getting on board was the usual lengthy airport trek. But once seated, the stylish drinks trolley reminded the fashion travelers that this was no ordinary airplane ride – even if the models were all in blue, like an open sky.
- “It’s my blue period,” joked Mr. Lagerfeld. Evening looks that were light and pretty. http://www.nytimes.com/2012/01/26/fashion/26iht-rcouture26.html?_r=2&adxnnl=1&adxnnlx=1328220053-X1JB/Tq4vADGDlgDXjRyDw <http://blogs.wsj.com/runway/2012/01/24/sexy-stewardesses-at-chanel-lagerfeld-knows-kitch/?KEYWORDS=Chanel>
- Astrid Andersen puffy coats <http://www.be-street.com/blog/2010/12/astrid-andersen/>
- Feather collars at Ralph Lauren spring 2012 <http://fashionfilesmag.com/v2/index.php/accessories/810-spring-2012-accessories-were-obesessing-about>

4. Cloud computing

- Freedom
- Unlimited
- Expandable /organic growth
- Value of the intangible
- Unplugged

- Before: MacBook Pro 17"
- Now:
- iCloud
<http://www.apple.com/icloud/>
- MacBook Air
<http://www.apple.com/macbookair/>
- Amazon Cloud Drive
<https://www.amazon.com/cloudrive/learnmore>
- Box
<http://www.box.com/>
- IBM: All in the Cloud (Andrew)
<http://creativity-online.com/work/ibm-all-in-the-cloud/25890>

6. Architecture

- Sky
- Freedom
- Escape / risk
- No boundaries
- Unlimited
- Heights
- Imagination / dreams
- Value of the intangible self expression
- Unplugged
- Exuberant luxury

- Now:
- Luminous ceiling simulates an open sky effect. (Maxine)
<http://www.psfk.com/2012/01/led-ceiling-office-sky.html>
- Real Floating House (Maxine)

<http://www.trendhunter.com/trends/real-floating-house#!/photos/105449/6>

- “like walking on a cloud”.... “into the heart of lightness” (Raquel)
- Light and Space art.
<http://www.nytimes.com/2012/01/15/arts/design/doug-wheeler-builds-infinity-environment-at-david-zwirner.html>
- Artist and architect Daniel Arsham, expressing the concept of “openness” through melting and rippling. In this case, Open Staircase sculpture (Alex)
<http://www.yatzer.com/The-ARchiTecture-of-Daniel-Arsham>
- Flying Carpet, floating luminous veil: roof in Louvre architecture seem to flutter in the air.
<http://www.domusweb.it/en/architecture/bellini-and-ricciotti-a-luminous-veil-for-the-louvre/>
<http://online.wsj.com/article/SB10001424052970204652904577196930945574656.html?KEYWORDS=flying>

7. Culture

- Freedom
- Escape / risk
- Intangible matter
- Expandable /organic growth
- Imagination / dreams
- Value of the intangible self expression
Before: Résumé addiction, LinkedIn, dead time

- Now:
- Web presence, importance of free time and “soft skills”
<http://online.wsj.com/article/SB10001424052970203750404577173031991814896.html?KEYWORDS=resume>

- “We are most interested in what people are like, what they are like to work with, how they think,”
- But Dr. Carlisle says he reads résumés in an unusual way: from the bottom up.
- Candidates’ early work experience, hobbies, extracurricular activities or nonprofit involvement—such as painting houses to pay for college or touring with a punk rock band through Europe—often provide insight into how well an applicant would fit into the company culture, Dr. Carlisle says. LinkedIn <http://www.linkedin.com/>
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- Brain Age: Understanding, empowering and controlling our brain. Brain as most important human organ.
- Understanding the Brain course http://www.thegreatcourses.com/tgc/courses/course_detail.aspx?cid=1580
- Rethinking Thinking: How a lumpy bunch of tissue lets us plan, perceive, calculate, reflect, imagine—and exercise free will. <http://online.wsj.com/article/SB10001424052970204618704576642991109496396.html>
- The ultimate brain quest: Deciphering how human thought works is mind-bendingly difficult, but researchers now know where to start. <http://online.wsj.com/article/SB10001424052970204740904577192974245115762.html>
- Are We Ready for a ‘Morality Pill’? <http://opinionator.blogs.nytimes.com/2012/01/28/are-we-ready-for-a-morality-pill/>
- An Energy Shot for the Brain <http://online.wsj.com/article/SB10001424052970203806504577178970931093522.html>
- Probing the Brain’s Mysteries <http://online.wsj.com/article/SB10001424052970203750404577175331430981986.html>
- Brain Scan Overload: Don’t be fooled by pictures of the mind in action <http://online.wsj.com/article/SB10001424052970204554204577024253508340744.html>
- Advertisers practices for super bowl: Hoping to Prevent Commercials From Backfiring, More Marketers Test Spots Before Focus Group <http://online.wsj.com/article/SB10001424052970203920204577196962118348008.html>
- Memory gets jolt in brain research <http://online.wsj.com/article/SB10001424052970203315804577211351204163814.html>
- Don’t Forget: Tips for Remembering <http://online.wsj.com/article/SB10001424052970204740904577196942858232640.html>
- Strong emotions delivered by stealth <http://online.wsj.com/article/SB10001424052970204555904577166930157694896.html>
- “Readers find it grating if they sense that their feelings are being petitioned too explicitly. They don’t want to be bullied.”
- Feel-good gossip <http://amiciziacristiana.blogspot.com/2012/01/theologians-corner-wall-street-journal.html>
- Agencies, Drug Makers, Gates Target 10 Diseases <http://online.wsj.com/article/SB10001424052970204652904577192863113950938.html>
- Face time benefits preteens <http://blogs.wsj.com/juggle/2012/01/30/study-face-time-benefits-preteens/>
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- The Economist Special reports: Manufacturing and innovation, A third industrial revolution <http://www.economist.com/node/21552901>
- What’s Wrong With the Teenage Mind? <http://online.wsj.com/article/SB10001424052970203806504577181351486558984.html>
- IBM’s Quantum Computers Could Change The World (Mostly In Very Good Ways) <http://www.fastcompany.com/1821378/the-greatest-innovation-yet-making-computers-quantum-could-change-the-world>
- The Future Is So Bright, it’s Dematerializing <http://online.wsj.com/article/SB10001424052970204909104577237220008056712.html>

- Alzheimer's disease is the only one of the top 10 causes of death in America that cannot be prevented, cured or even slowed down once it begins.
 More than 10,000 baby boomers are turning 65 each day, starting this year, according to the Generation Alzheimer's report of the Alzheimer's Association.
<http://abcnews.go.com/Health/Alzheimers/baby-boomers-alzheimers-disease/story?id=14084404>
- 18% of all boomers expected to develop Alzheimer's
http://www.usatoday.com/news/health/2008-03-17-alzheimers-stats_N.htm
- Alzheimer's becomes the defining disease of baby boomers
http://babyboomerinsights.typepad.com/my_weblog/2011/04/alzheimers-becomes-the-defining-disease-of-baby-boomers.html
- 10 Million Baby Boomers Face Alzheimer's, Report Predict
<http://www.washingtonpost.com/wp-dyn/content/article/2008/03/18/AR2008031802101.html>
- Generation Alzheimer's: the defining disease of the baby boomers
http://www.sanalz.org/site/DocServer/ALZ_BoomersReport_FINAL_012411.pdf?docID=2381

Transcend

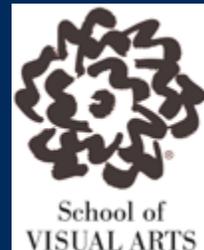
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