

NEW ATTITUDES

THE CLOUD HOME

It is well-known that Italians consider the home to be their most important asset, one of life's goals (when one is not owned), changing and improving it (as the family grows and demands increase), possibly possessing more than one (that twentieth century myth of a second home). The phenomenon of dwelling is well-defined, invested with much more meaning than, say, in the Anglo-Saxon world. In a recent survey conducted by GfK Eurisko on behalf of Federlegno Arredo the home stood out as the gold standard of the quality of life, the meeting point of the needs of protection-enjoyment-rest-fun. It is the limit of people as individuals and segments in their variable geometry of co-habitation. The home satisfies some cherished primary, basic needs. But, and this is what's new in contemporary attitudes, the home is also a space for other needs, which are related to the aesthetic and proxemic, to fun, care, efficiency, culture and post-materialism. Of course the number of square metres in a home matters, but so does the type of floor on which it stands, the exposure to sunlight, as well as the light design inside. The colours of the interior and the type of material covering the walls and ceilings will become more and more important. Thus, the home will tend to be increasingly regarded as an environment that must express the tastes (i.e. a synthesis of the aesthetic and the ethical) of those who live in it. And projects and products that facilitate the road to aesthetic and functional homes will always be more and more



Photos Manolo Yllera from "Case da abitare" 03-2011

eagerly sought, especially by young people (in truth, aged 30 and over). This is what makes current attitudes towards the home different. They include expectations of tailoring, desires of a home that is customised. A different idea from DIY, often motivated by the need to save. It's a major leap from "DIY" to "do it only for me". Once a niche phenomenon, it is now growing due to the increase, if not in income, then at least in cultured, educated young people. The new attitudes also means that the home is in progress, never quite finished (as the wise old man says: never finish your home if you want to live long).

They continue to invest, and are able to put together the new with the vintage, always looking for more comfortable and customizable materials, space-saving solutions and technological innovations. They make two explicit calls for help to those who design and produce furniture and to those involved in conceiving automated technological solutions. They seek from furniture manufacturers a type of design that can communicate with potential users in a democratic and sustainable manner (environmentally sustainable furniture is growing in importance).

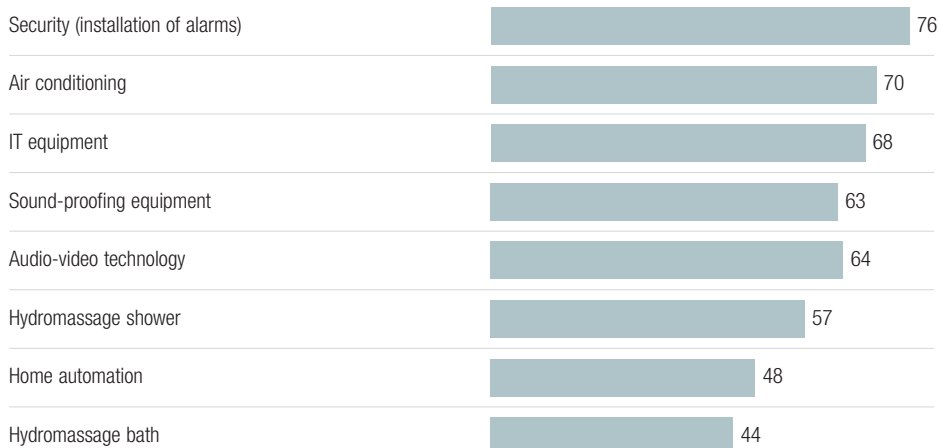
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As for new technology, the home is expected to become an environment with a high degree of telematic innovation, equipped to respond to expectations of uncluttered "cloud homes", just as businesses are seeing the clouding of IT services. The image of a "cloud home" conjures up the way young people think about their homes. It's an idea, but also a concrete possibility, as some architects, such as Frank Gehry and Massimiliano Fuksas have shown.

EXPECTATIONS OF HOME AUTOMATION SERVICES *

Percentage values



(G.M.)

* 2,500 interviews with a sample of users/furniture buyers aged 24 to 68.

A powerful description of a "cloud home" can be found in the video at

<http://www.youtube.com/watch?v=iY1Q0bNwXul&NR=1>



Think Tank

What do we think of when we talk about war? Of primitives who have an innate love of fighting, of the Greek god Ares who, along with Aphrodite, represents the two fundamental instincts of mankind, of Clausewitz and his "war is the continuation of politics by other means", or of Heraclitus who stated: "War is the father of us all"? And when we think of war in these weeks, what comes to mind? Armies in battle with each other, saturation bombing, those first attacks with halberds, Vietcong guerrillas or urban warfare?

In reality, the contrast between war and peace and the very concepts of war fade away in situations when we are and we will all be in a permanent state of conflict. In other words war and peace will be, indeed are obsolete concepts. The future will be permanent global conflict and one of its main instruments will be, is information. That is disinformation, counter-information. But it will also be the infiltration of the media in the economy and finance, new and old. Formats (pardon the term) mix in these new wars.

For example in Iraq it was not easy to distinguish between military, civilians, contractors, mercenaries, advisers, hackers, scientists, professional killers, doctors, nurses and private militias. Moreover, the wars of the future will be conducted less and less by states and increasingly entrusted to private contractors, who are nothing but soldiers of fortune, a new breed of mercenaries. All this and more is acutely analysed by Enzo Rutigliano in an essay that can be read in one go. And which offers much to think about. For example about Libya, where it is not clear whether war has been declared or not, or even who decided.

A war that Westerners understand little, as a recent survey by GfK for the Associated Press shows. More than 50% of Americans oppose it. And 78% are against the idea of troops entering Libyan territory. War is also decided through opinion polls.

Enzo Rutigliano

GUERRA E SOCIETÀ publisher **Bollati Boringhieri** pages **143** price **11 euros**

Guerra e società — Sembra che si sia manifestato, fin dai primordi dell'umanità, un amore innato per la guerra affatto diverso dall'istinto di sopravvivenza e da un'etologia della guerra. La guerra possiede una forza di attrazione difficilmente negabile. Bisogna spingere l'immaginazione e l'analisi dentro lo stato marziale dell'uomo... —

Enzo Rutigliano



Bollati Boringhieri

THE 5TH GfK RETAIL & TECHNOLOGY ITALIA FORUM TURNOVER FROM ONLINE SALES WAS UP 6.8% LAST YEAR

Consumer technology in the online channel accounted for an annual turnover of 848 million euros in Italy (+6.8% on 2009).

The figure is based on GfK Retail and Technology data and was announced at the Fifth Internet Sales Forum.

There was a net growth in the following areas - Photography (+21.8%), followed by Consumer Electronics (+9.1%) and Telephony (+3%).

The highest increases in online sales in the 11 European countries analysed by GfK R&T were recorded in the Czech Republic (23.7%), followed by Germany (19.3%) and, close behind, Great Britain.

Italy stood eighth with the online channel accounting for 5.3% of total sales (up 3.4% on 2009). Online sales were again on the rise in 2010 in all sectors across Europe. Analysis by product sector shows that turnover in the online channel was highest for the IT sector (20.9%), followed by Photography and Office Equipment. Online sales are more marginal (less than 10%) in the case of small and large appliances, personal diagnostic tools and accessories. "The Internet has radically changed consumer behaviour said Giuseppe Besana, sales director at GfK Retail and Technology Italia, creating a whole new generation that can be defined as 'digital natives'. Network connectivity is becoming a constant factor".

SEMINAR

CONSUMER AND BUSINESS SENTIMENT 2011

GfK EURISKO MILAN, 19 APRIL 2011

The 2011 Seminar on "Consumer and Business Sentiment" is for **subscribers only**.

Anyone who has not received their invitation and wishes to attend - **and subscribe to the survey** - is asked to contact

Cristian Cutrona cristian.cutrona@gfk.com
Simona Grieco simona.grieco@gfk.com
Margherita Limido margherita.limido@gfk.com

GfK EURISKO AUTOMOTIVE SEMINAR EDITION III

RE-STIMULATING CAR-DRIVING TARGETS

The formula for growth - tailor product, service, distribution and marketing mix

MILAN, 5 MAY 2011

Sees the third GfK Eurisko Seminar on car-driving targets. The seminar is an opportunity to share, with research partners, updates and new insights on the values, needs and desires of individuals when they are meditating the purchase of a car. The focus will be on **three segments: women, individuals with the greatest income and socio-cultural resources, and seniors**. After an introduction which will provide scenario information about the new characteristics of these targets

- the seminar will begin by analysing how **female segments** relate to cars, in terms of self-expression and of new needs to solve family requirements

- and proceed to analyse those **segments that are best equipped in socio-economic and cultural terms**, which alongside traditional symbolologies, are expressing new needs related to cars

- and will, finally, analyse **new seniors**, the 'aged', who increasingly express desires and needs that have so far received little attention from the auto industry.

The speakers will be **Fabrizio Fornezza, Laura Guastalla, Daniela Maiani, Giuseppe Minoia, Gianluca Nardone, Enrico Nulli, Paolo Salafia**.

For more information

Cristian Cutrona cristian.cutrona@gfk.com
Simona Grieco simona.grieco@gfk.com
Margherita Limido margherita.limido@gfk.com