

Viewpoint 33: Old Age

Publisher's letter
Editor's letter
People – contributors

07 – THE INFORMATION:
A critical selection of the new season's most intriguing plans and products

25 – THE ANALYSIS:
Old age – the lives and desires of the over-60s

Hard of hearing

Why marketing is awash with misconceptions about the age

Future heirlooms

Slowness and soulfulness ingrained in products to treasure

The autumn/winter season of your life

Away with the slippers – style for the fashion-savvy granny

A lifespan less ordinary

Old age cannot wither her – thanks to genetic engineering

Grey matters

Another look at the colour most commonly associated with old age

The long goodbye

The future of retirement and late-life careers

78 – THE PORTFOLIO:
New work by new creatives with artistic leanings

88 – THE ARGUMENT:
Five thinkers offer provocative perspectives

Hot stuff

Why the thinking isn't big enough to tackle climate change

The quiet life

The rising demand for switched-off spaces

The gloss ceiling

The welcome influence of the new gentlewoman

Through a screen darkly

How digital living is giving vent to our basest interests

100 – THE VISION
A visual essay of challenging new concepts

108 – THE FEATURES:
Life through an app
The end of status stuff – and the rise of conspicuous experience
The data crunch
Marketing for one – how companies and consumers are set to interact
The power of two
The myth of the lone genius – and the new era of collaboration
Nameless and shameless
Over-sharing vs anonymity – the clashing moods of on-line life

138 – THE SURFACE
Free form
Uncontrolled materials and processes, spontaneity and rapidity

148 – THE DIGEST
Snapshots of some big ideas
Photon futures
The next phase in moody lighting
Rage for the machine
Clunk, click – the reappraisal of all things mechanical
Boxing clever
Toddlers are right – the packaging is more interesting...
Shelf life
Is a good read set to get a whole lot more interactive?
Critical mass
Reputation management – or why the internet can't be trusted
Lost in muzak
Pan the pan-pipes: tomorrow's design for the aural environment

160 – THE FORM
Creatives give up control over creativity in search of an interplay between the digital and the real