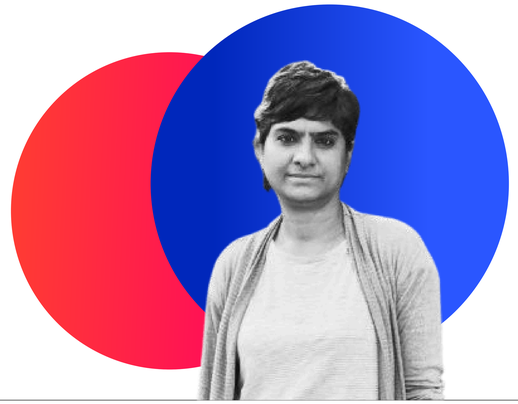
15 – 19 June 2026

Trend Mapping

Human life span is expanding at large, while materials & product life is shrinking every day. Fast changing technology is key driver of the change among the other factors, leading to fast paced life. New is becoming old and old becoming extinct in no time due to lifestyle changes. Markets are constantly reshaping it to meet the new demands based on popular trends. As makers, producers, consumers or users we constantly juggle to make sense of the current as well as upcoming trends to be in sync with or ahead of the competitors. This workshop aims at understanding the pattern of emerging lifestyle trends based on observation of societal changes from past and present and interpretations of the same.

Visiting Instructors: **Nijoo Dubey**



Instructor: **Sonal Chauhan**

Duration: **5 days** | Venue: **NID Gandhinagar** | Proposed intake: **25 students**

For whom: **Open to professionals and students across disciplines (science, technology, commerce, management, social sciences, and development sector) with an interest in trend mapping and prediction relevant to their field.**

What you'll learn?

- Understanding various tools & techniques of study of trends
- Group based study of current affairs and information collection
- Analysis and deriving key directions for chosen field and markets

Objective

- Understanding Trends
- To make the participants understand relation between Design and Trends
- To introduce various tools and techniques of observing and mapping existing lifestyle trends
- To engage and involve the participants through activity based study of global current affairs.
- Based on the inferences, to come up with'Trend predictions' or 'Trend Forecast' suitable for interest
- area and allied markets.