



**musteron**

*m u s t e r i o n*





## Musterion

μ (mu): First letter of the word 'μυστηριον' (Musterion) that, in ancient Greek, meant "mystery", "secret teaching, - ceremony, - practise".

The intrinsic meaning dates from the old Greek pagan culture (i.e. non religious), indicating all concepts or occurrences for which the human mind failed to find an explanation. Hence all persons (witches, sibyllae, oracles) who succeeded to be recognized for their faculty of foreseeing (prediction of the future), were automatically surrounded by an aura of mystery.

The letter 'μ', sculpted above a doorway, indicated that by crossing the doorstep one entered the limits between the human and the supernatural.

In the same way, the letter 'μ' engraved or represented on the cover of a book, indicated that the subject matter could not be explained by human

## Mode...information

Mode...information is the international platform for trend information. We bring together trade publications by professional authors and publishers for design and fashion-relevant fields and create a portfolio of trend information for the planning, development and distribution of new products. The focus is on fashion and lifestyle-related market trends in the consumer goods and service sector.

Mode...information is also the leading European supplier in the field of fashion-specific colour communication - from the leading international PANTONE Textile Colour System (via the comprehensive sample service to the production of company-specific colour charts).

Our customers include manufacturers and retailers from all sectors of industry, service companies, designers, stylists, institutes, associations, colleges and universities requiring fashion and lifestyle-related trend information for their work.

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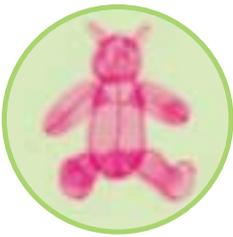
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## How do we work?

- **Selectively:** the main criteria for the inclusion of publications in our product range is their relevance for the industry and trade. This also includes the professional competence of authors, reliable information and innovative ideas as well as their commercial usability.
- **Comprehensively:** we endeavour to provide a broad range of information covering all stages of product development - from concept to marketing - regardless of market segment, genre and target group profile. Over 1.200 publications - from highly specialised early information to the most influential consumer magazines - create a unique international pool of information for innovative products and collections.
- **Individually:** we help our customers choose the publications which are most useful for their needs. We compile tailor-made information packages and provide any individual publication available on the world market.
- **Analytically:** on request, we help our customers interpret trend and market information for specific company requirements - from individual colour charts to complete collection concepts.
- **Internationally:** we have agents and showrooms in over 60 countries and serve over 60.000 customers throughout the world.
- **Innovatively:** via [www.modeinfo.be](http://www.modeinfo.be), our products and services are available throughout the world. We support the integration of new media and communication technology for appropriate linkage to modern studio and production techniques. We help authors and publishers produce new publication concepts.

Only those who have the right information at the right time can survive in the face of competition. Only those who know the market can work aggressively and react quickly to challenges. We help our customers face these market challenges in future.



## Anne Lise Kjaer

After working as a freelance designer and trend forecaster in both Europe and the Far East, Anne Lise Kjaer started her own design consultancy back in Denmark in 1988. Later she lived and worked in Hamburg before moving to London in 1992 where her company is now permanently based. Kjaer produces 14 Trend Forecasting Publications a year. She is a member of the British Textile Colour Group (BTCG).

Globally minded and with a carefully selected team, Anne Lise Kjaer focuses on groundbreaking aesthetics. Her conceptual design studio specialises in trend forecasting books. Small, exclusive, made-to-measure, constantly scanning contemporary trends, Anne Lise Kjaer crystallises rumours into concepts as they touch upon colour and design. She has often been named 'The new generation of forecasting'. Commercial, but working on a level of vision and imagination, Anne Lise Kjaer is discovering tomorrow's concepts as they begin to work today. With a concern for the future of design, Anne Lise Kjaer attempts to clearly visualize what will happen. Her studio creates clever solutions providing a complete service, always inviting you to enjoy an inspirational experience.

The key to understanding the future is to accept its subjectivity.

The future is not only about how we will live our lives.

It is also about how we experience them.

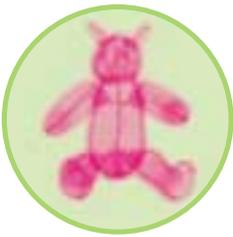


## David R. Shah

David Shah is publisher of the highly acclaimed Textile VIEW, and initiator and editor-in-chief of the magazine VIEWpoint. He is also co-editor of the trend publication VIEW on Colour and Interior View. His work also involves advising leading European clothing manufacturers and retailers in the fields of womenswear, menswear and sportswear. David Shah is also Merchandise Director at Maconda SA.

Mr. Shah talks regularly at international seminars and conferences on the subject of marketing, fashion and textiles.

He is an honorary member of the Royal College of Art and the St. Martin's School where he lectures.



## Gottfried Pank

- 1967-1972 Study at the University of Industrial Design in Halle/ Burg Giebichenstein  
(Hochschule für Design Halle)
- 1972-1981 Designer for the "Institute of Design" in East Germany  
Area of responsibility: Clothing and housing textiles, wallpapers, bathroom  
furnishings, furniture  
Living area experiments and sociological research  
In cooperation with the Architectural Academy in Berlin ("variable living")  
Realization of seminars and workshops in the Bauhaus Dessau
- 1981-1989 Chief Designer of the cotton manufacturing industry in East Germany  
Product range: garment textiles, blouses, night-wear, shirts, leisurewear,  
working clothes, house, home and bathroom textiles, in each case from  
the weaving mill till the manufacturing
- 1984 Design Prize winner of East Germany
- since 1989 Living in Cologne/Germany

## Gottfried Pank

Art director at Mode...information Heinz Kramer GmbH, Overath/Cologne, Paris, Milan, London.

Author of the colour and trend forecast RESIDENCE (Interior trends).

Advisory, consulting and conceptional work for: MIGROS (CH), ZANDERS (D), MERCK (D), Beiersdorf (D), DOMO (B).

Member of international trade advisory boards (Interstoff, Heimtextil, Decosit).

Chairholder and European Co-Chairman of the Color Marketing Group (CMG - internationally leading trade association for designer and colourists).

Member of the Advisory Board at the Fashion Institute of Technology (F.I.T.) New York Nanyang Academy of Fine Arts/School of Fashion Studies (SFS), Singapore Numerous publications and lectures in trade journals, seminars/workshops and schools.



## Peter Hinssen

Peter Hinssen is an internet entrepreneur, currently working as an incubator for new internet start-up companies. He is coaching two companies EURASP.com and Streamcase.com, and starting up two new companies in the field of Wireless Internet and Internet Consultancy.

Before his activities in the world of venture capital and internet incubation, he worked at Alcatel as vice-president responsible for marketing and business development of NetCommerce. Previously he was founder and managing director of Alcatel e-COM, one of the leading internet and e-commerce consultancy and design firms in Belgium.

Peter has a master's degree in Telecommunications and Electrical Engineering at the State University of Gent, Belgium. After graduating he joined Alcatel Telecom working in the Multimedia Research Centre. He was involved in the design and implementation of an Interactive Television Server, based on high-speed ATM networks, for a Video-On-Demand system. Peter Hinssen was later involved in the Interactive Television Trials for the Bermuda Telephone Company and British Telecom.

In the beginning of 1995, Peter Hinssen left Alcatel and founded e-COM Interactive Expertise, one of the leading internet and e-commerce consultancy firms in Belgium, based in Gent. He was responsible for the implementation of large-scale internet projects and information systems for companies such as DHL Worldwide Express, Alcatel, SONY Europe, Belgacom and Volvo.



## Peter Hinssen

In 1998, Alcatel acquired the majority shareholding in e-COM, and the company was renamed Alcatel e-COM. In 1999, Alcatel e-COM itself acquired Net It Be, and now has more than 150 employees.

Peter Hinssen is an experienced international lecturer on technical and non-technical matters and is a contributing writer to WiReD magazine.

Peter Hinssen has spent four years living in the U.S. (Louisiana and Southern California), and has attended the University of California Irvine. His favourite author is Thomas Pynchon, his favourite books are "Gravity's Rainbow" by Pynchon, and "Under the Volcano" by Malcolm Lowry. He lives in Gent with his wife Valentine and daughter Aida, and is a fanatic collector of Apple Memorabilia.



## Li Edelkoort

Dutch by birth, Parisian by adoption, for over fifteen years Li Edelkoort has created and directed a studio that, today, provides trend information to companies in a wide range of sectors, from textiles to automobiles to cosmetics. Li announces the concepts, colours and materials that will come in fashion two or more years in advance because, "there is no creation without advance knowledge, and without design, a product cannot exist". In this way, she and her closely-knit teams orientate professionals in interpreting the evolution of society and the foreshadowing signals of consumer tastes to come, without forgetting economic reality.

L'Usine, her converted factory on the Boulevard Saint Jacques in Montparnasse serves as headquarters for four companies: Trend Union, Studio Edelkoort, United Publishers and Heartwear. The spacious environment, which includes a photo studio, open ateliers filled with drawing tables, storage areas brimming with fabrics, toys and treasures, and a family-style dining room, stimulates creativity and exchange of information.

Travelling constantly, shopping and searching the world over, directing a new generation of students at the Design Academy in Eindhoven, recuperating bits of plastic or metal, collecting stones on the beach or leaves from the forest ..., all these activities together constitute the basis for Li Edelkoort's work. L'Usine taps into almost everything, whether it is political, ethnological, artistic, literary or consumer movements. Nothing escapes their scrutiny and analysis.

One method of communicating such information is through "Trend Books", created with the Trend Union team in Paris. These books are arranged into themes, illustrated by such diverse materials as photos, fabric swatches, yarns and threads, newspaper clippings and "fetish" objects (from teddy bears to gadgets) in order to suggest a trend. Often they are accompanied by special booklets that focus on a particular trend, such as shirting or pockets.

## Li Edelkoort

These tomes serve as a basis for reflection, a sort of reference book for the client that can also be enriched by personal consultations with the stylists. In the face of overproduction, these books help reduce risks and costs by helping to target products. This approach, which may seem purely aesthetic at first glance, leads to a true strategy when used in a constructive dialogue with people from marketing and product development.

Li Edelkoort also fine-tunes trends to fit the more specific needs of clients through her independent consulting firm, Studio Edelkoort. The Studio gives precise, specifically researched information that corresponds to a chosen project, be it for the elaboration of a perfume, a car, a knitwear collection or for the inspiration for an entire industry - from flowers to coffee to wool - or even for urban and environmental development or public transport.

In communicating these intuitive findings to industry and distribution, L'Usine often uses another working tool: audiovisuals. These thought-provoking productions, ranging from fashion and design audiovisuals two years ahead of each season (Spring/Summer and Fall/Winter) as well as audiovisuals that outline the major trends of the first decade of the new century, are acclaimed by professionals around the world. L'Usine also creates custom audiovisuals to suit the specific products of clients.

A third company, United Publishers, has succeeded in creating a completely new concept in magazines. First, in 1991, came the review *View on Colour* which investigates colour trends in all domains, from textiles to transportation, design, architecture, philosophy and art. The goal is to develop a colour vocabulary so that we may communicate with colour as with words or music.

United Publishers has also developed the lifestyle magazine *Interior View*, which outlines trends in interior decoration, home furnishings, design and textiles in a new and conceptual way.

## Li Edelkoort

Autumn '98, a third magazine has blossomed: Bloom is the first publication to discuss trends in the flower and plant industries, giving direction to the overwhelming lifestyle trend for gardening. Professionally orientated yet consumer-friendly, Bloom is an indispensable, inspirational tool. United Publishers also gives trend information and direction to the Holland Flower Council, which organises the distribution of Dutch Flowers world-wide.

United Publishers also creates specific publications for companies, and has produced fashion catalogues for Joyce, Club Monaco and Issey Miyake, a colour and paint compendium for Akzo-Sikkens, an audio-visual catalogue for Saba, paper inspiration books for Job Parilux and a denim trends catalogue for Core Denim.

Last but not least, on a trip to Benin, Li and a group of colour and textile professionals decided to sponsor a collection of clothing that would utilise native African know-how and adapt it to Western tastes. Profits from this project return to Benin, to be invested in local educational projects. Now a full-fledged non-profit organisation, Heartwear is working with other developing countries, producing ceramics in Morocco, sweaters in Bosnia and a khadi cotton collection in India. Heartwear is also interested in helping those in need in developed countries to expand and direct their aid projects.



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