



Anti-trend
Resilient Design and the Art of Sustainable Living
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- The book looks at sustainability from both the producer and consumer side. Most sustainability books try to do one or the other, so looking at that connection is unique
- Provides the reader with a thorough, yet clear, insight into various philosophical topics and traditions, and couples these with sustainable living and design
- Offers operational, strategic guidelines on working with sustainability and anti-trend in the design process

Anti-trend investigates resilient, anti-trendy living and design as viable alternatives to the insatiable “more wants more” mantra of consumerism. The overall purpose with this book is to encourage designers and consumers to take responsibility for overproduction and overconsumption, and to alter unsustainable production and behavioral patterns.

The anti-trendy design-object is designed to be used. It is created to nourish the user aesthetically on a long-term or short-term basis. It is alive in the sense that it is made to develop in accordance with human life—by either being alterable or perishable. The anti-trendy object supports a life worth sustaining. A life that contains wholesome rhythms and edifying challenges and isn't dependent on consumption for pleasure.

Anti-trendy living is a natural, fulfilling, and sustainable way to live. It may have many different expressions but is characterised by authenticity and meaningfulness. Reduction of consumption and long-term usage of things is a vital part of anti-trendy living—it involves mending and caring and maybe even sharing.

Through an analysis of resilience and sustainability life in general and in design-objects the themes of the book unfold: intuition and anti-trend research, a life worth sustaining, existentialist despair, raw and resilient aesthetics, sustainable storytelling, legitimisations for designing products in a world with too many things, democratic sustainability, craft innovation, civil disobedience, and collaborative consumption.

Kristine H. Harper is the author of *Aesthetic Sustainability* and writer of the blog The Immaterialist. Anti-trend was written in Bali, Indonesia, where she has lived for several years. Harper's main research areas are resilient design solutions, sustainable living, reduction of consumption through design, permaculture, cultural tendencies and trend research, and the preservation of endangered crafts-traditions. She worked as a lecturer of Sustainable Fashion at the Copenhagen School of Design and Technology for a decade, and continues to teach her theories on design, aesthetics, and sustainability at various international design academies.

