



Leading German Trend Analyst

Peter Wippermann is considered one of the fathers of German trend research. In 1992, together with Matthias Horx, he founded the Trendbüro in Hamburg - a consultancy for social change that uncovers future developments for his clients.

Peter Wippermann first worked as an art director at Rowohlt-Verlag and ZEITmagazin. In 1988 he founded Büro Hamburg with Jürgen Kaffer, today one of the most renowned graphic agencies in Germany. In 1990, he conceived the future events "Talk with Tomorrow" for Philip Morris and is the responsible editor of the future magazine "Übermorgen". From 1993 to 2015 he was professor of communication design at the Folkwang University of the Arts in Essen. In 2002, he co-founded the LeadAcademy for Media Design and Media Marketing.

One of Wippermann's specialities are communication strategies for trend-based brand management. His focus is always on 'emotional design' to meet the desires of society and the market. Thus, on the occasion of the 10th German Trend Day in Hamburg, the WamS wrote about him: "Hardly any large company can do without his research, this view of changes in the behaviour of consuming people. (...) Wippermann is now a sought-after interpreter of conspicuous phenomena by both the media and companies."

Peter Wippermann is also one of the most sought-after German speakers on the topics of the future, society and the market. He helps companies prepare for the future thanks to his trend analyses and takes an exciting look at coming trends and developments with his audience.

Topics (Selection):

- Social and consumer trends
- Changing values in society
- Future of the media
- Network economy
- Trend-based communication strategies
- Emotional Design
- Swarm intelligence
- Digital Natives vs. Digital Immigrants