



Pioneer of German Trend and Future Research

Peter Wippermann has been shaping German trend and future research for several decades. His perspective on social change combines cultural analysis, design awareness and economic reality. Rather than predicting individual fashions, he interprets shifts in values that transform business, communication and consumption in the long term.

He began his professional career as an art director, working for Rowohlt Verlag and ZEITmagazin, among others. In 1988, he founded Büro Hamburg with Jürgen Kaffer, which quickly became a leading name in German graphic and communications design. At the same time, he expanded his focus to future-related topics. He developed the international future event "Talk with Tomorrow" for Philip Morris in 1990 and was the publisher of the future magazine Übermorgen, which explored social developments beyond traditional market logic.

In 1992, he co-founded Trendbüro in Hamburg with Matthias Horx. The company grew to become one of the leading institutions for trend and future analysis in the German-speaking world. There, he worked with businesses, institutions and media organisations to systematically identify social change and apply it to strategic decision-making. His work always centred on questions about changing lifestyles, new value orientations and the emotional motives behind consumer and media behaviour.

For over two decades, Peter Wippermann combined his consultancy work with academic research. From 1993 to 2015, he was a professor of communication design at the Folkwang University of the Arts in Essen. In 2002, he co-founded the Lead Academy for Media Design and Media Marketing, which is dedicated to the professional development of leaders in creative industries.

As a speaker, Peter Wippermann addresses future-facing topics such as society and the market with analytical clarity. He contextualises current phenomena within long-term developments and reveals the forces driving trends.

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