

MATTHIAS HORX



Futurologist

Matthias Horx, born in 1955, is considered the most influential futurist in the German-speaking world.

Between 1980 and 1992, he worked as author and editor on the magazines Tempo, Die Zeit and Merian. Horx was interested in science-fiction, value change, youth cultures, new technologies and during this time laid the foundations for his future profession. His essayist books, e.g. 'Die Wilden 80er' (the wild 80s) and 'Aufstand in Schlaraffenland' (rebellion in the land of milk and honey) are about value change and the zeitgeist of the 80s.

In 1993, he founded the Trendbüro Hamburg with Peter Wippermann. Trendbüro rapidly became the nucleus of German marketing orientated trend research, and five years later Matthias Horx founded the Zukunftsinstitut.

The Zukunftsinstitut's main mission is the analysis and presentation of fundamental future developments in society, the economy and everyday culture. With headquarters near Frankfurt (Kelkheim) and branches in Vienna and representatives in London, the economic and political think-tank is now very much in demand throughout Europe. Since autumn 2007 Matthias Horx teaches at Zeppelin-Universität, Bodensee academic trends insights and futurism.

Matthias Horx and his family currently live in Vienna. He has two sons, Julian and Tristan, and is married to the British journalist, Oona Strathern. His wife is actively involved in the work of the Zukunftsinstitut and has written a number of the studies published by the company.

Topics (Selection):

- he Blue Ecology - How to Save the World
- Big Business Change! - On the transformation of science in turbulent times
- The secret of the future - How we can recognise tomorrow
- Digital enlightenment - The true future of the computer revolution
- The Power of Megatrends
- Future Trend Mindfulness - Perspectives of Mental Change