BRANDS OF THE WORLD 2041

Blissify: boosting your social interactions

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

Scenari Futuri
A.A. 2023/24

INDEX

ABSTRACT

The project's idea is to create a new kind of brand based off of our predictions of what life will be like in the year 2041. To achieve this we started by reading the book by Qiufan Chen and Kai-Fu titled AI 2041, with a specific focus on chapter 8 "The saviour of jobs". This chapter analyzes specifically the work environment of San Francisco from a social perspective, making it a point that many people lost their jobs because these were taken over by artificial intelligence.

Analyzing also our own current trends and signals we concluded that if that is the case many more jobs will relocate to online, causing people to decrease their daily social interactions and therefore to lose the ability to socialize altogether. In a world in which people have gradually lost the ability to socialize, we decided to create a brand that implements a secret ingredient that serves as a social elixir or better... Social Boost.

Our brand's original formula gives its consumers a sense of extroversion that alleviates the anxiety created by daily socialization, leaving our customers with a sense of joyful chattiness and pleasant relaxation that makes every stressful social interaction run smoothly. This principle is useful not only in a work environment where the jobs requires the ability to express themselves, but also it aids the isolation phenomenon that causes the population decrease by helping people gain the confidence to put themselves out there. But what makes this ingredient so special? Ah, that secret is part of our mission. It was chosen specifically for its power to elevate mood and stimulate sociability, making every moment spent with friends and family even more enjoyable and meaningful.

The world of Blissify is made up of three branches or product lines. The healthy line is directed to people who have a focus on natural and healthy eating. The snack line is for those who want a constant charge while on the go. The premade line lastly is made to be shared or consumed at a table with other people, while actively interacting.

“THE SAVIOUR OF JOBS”

The story centers on Jennifer Greenwood, a new intern at a company called Synchia. The company deals with employment reintegration: its objective is to relocate and provide new jobs to former workers who are victims of mass layoffs. Jennifer takes a position as assistant to Michael Savior one of the best relocators. Together they try to create a contract with a construction company, Landmark, which is about to widely lay off thousands of workers and replace them with AI automation. People newly unemployed after this move began to protest against Landmark and agencies like Synchia, as the jobs offered required transfers and did not offer adequate pay.

However, the two find themselves competing for the contract with another new and unknown company, OmegaAlliance, which claims to be able to guarantee better professional outplacements for workers. The work that this OmegAllience initially offers is work that merges machine and man; thanks to virtual reality equipment, workers will be able to remotely control machines in the construction field.

Through a spy - that is also Jennifer’s friend - Matt Dawnson they discover that their plan is a scam: a simulated game. Ultimately, the two agencies decide to merge and support each other, jointly taking on the Landmark project and filling the holes of each company, making sure to take care of all the workers in the construction industry.

SynchAllience will then produce hybrid human-AI robots that simulate different types of obsolete workers, such as outplacement clients, to help better their skills and keep their jobs. This action will then end up backfiring on them, because they will be replaced by the same robots.

We analyzed the habits and customs of the person of 2041, both as regards work and as regards the private sphere, comparing them to those hypothesized in the book AI 2041 by Qiufan Chen and Kai-Fu Lee written in 2023. We started from an overview of the last 20 years highlighting key events in the economy, society and technological advancements to show the progression over time.

WEAK SIGNALS

WORK

In the book AI 2041 it was hypothesized that the jobs would become simulations of a real job, the person of 2041 does not have to leave their home to work but will carry out the tasks simulating a real job through virtual reality.

In reality, technology has evolved and almost all of us now have glasses with this functionality already integrated, which have a greater level of comfort and allow us to interact with colleagues (real jobs still exist) via a perfected version of the metaverse (which fell into disuse in the mid-2030s and was replaced with a new platform called V-Life, V for Virtual).

It is true, however, that most of the more manual workers needed in the past have been replaced by machinery and new technologies and therefore the figure of the relocater was necessary, as the book had well foreseen. Given that most of the jobs will be digital and with the implementation of these new platforms, the need to leave one's home to work has been almost completely eliminated, extending the working day until 6pm and increasing the weekly working hours to 45.

SOCIAL ANALYSIS

This isolation for most of the week reduced workers' socialization with both their colleagues and family members and, given that time at home was spent in front of a monitor, this led to a reduction in physical contact and a decline in birth rate. As this phenomenon advances, new apps for meeting people have become increasingly popular, but these have integrated AI among real users; these are not yet capable of feeling empathy so people are often left with a sense of loneliness and superficial friendship. The ancestor of this phenomenon was already introduced in 2023 with the integration by the Snapchat app of the "virtual friend" called MyAI, who chats with the user at any time answering questions.

The same applications, through the support of the v-life platform, have recently introduced the same virtual reality feature offered by the app in which, however, people can interact via voice chat and participate in group activities such as courses and sports activities. Thanks to these services, some people have even undertaken real long-distance relationships with AI entities. These learn the person's interests and personality, responding exactly like their ideal partner and can even have virtual dates.

MENTAL HEALTH

However, the statistics regarding mental health have worsened, and therefore the need for socio-health personnel has increased, given the demand for psychologists. Many people, given the lower cost, are relying on online psychological support platforms, which, however, without the patient's knowledge, have increasingly begun to replace real psychologists with artificial intelligence, capable of reading the patient's emotions from their tone of voice and its changes.

Voice recognition, as a diagnostic tool for the early diagnosis of diseases and as an indicator of a person's health status, has already existed for several years but has only become commonly used in less than a decade. In the context of psychological support, however, AI only offers pre-set responses that do not get to the root of the problem, since this would mean admitting that the cause of this is systematic and due precisely to the social context of which it itself is part. Being surrounded by artificial intelligence in all areas of life has desensitized people to emotional detachment and it is more difficult to see differences in emotional connection.

EDUCATION

Given the lack of prospects for a future with a stable and stimulating career, the majority of high school students - specifically those dedicated to humanities and mechanics - have lost the motivation to continue their studies and there has therefore been a decline in enrollments to university institutes.

At the same time, however, it has become increasingly accessible for young people to choose a career similar to their passions, given that these institutions now focus more than ever on the development of personal creativity both in the artistic field but also in relation to the experiences of digital world, encouraging a move towards STEM disciplines. Nowadays, every university study path offers the option of attending courses remotely, so as to facilitate those who need to stay in their home for work but want to update their skills given the growing employment crisis.

From a social point of view, students struggle to relate both with teachers and with each other. This has led students to use anxiolytics to be able to speak in public.

ECONOMY

The unemployment rate in the USA is almost at the same level it was before the invention of universal income (an institution also mentioned in the book); the resulting housing emergency has caused an increase in homeless people in cities.

This category of citizens is mainly made up of the same workforce that has become obsolete following technological evolution, which has created a quantity of precarious employment that the relocators have not yet been able to cope with. Just over a decade ago, at the dawn of this phenomenon, American and global citizens started protest riots against the implementation of AI in the workplace, but these did not have the desired effect and the protests

lost popularity very early. Given the progressive advancement of some countries compared to others, a socio-cultural gap has been created between the various continents over the years. Some Asian states, having begun to embrace technological innovations much earlier, have had fewer problems with adaptation than the United States, which did not have time to bring its economic system up to date.

Over the last year, some out-of-the-box voices have revived the anti-cybernetics movement, not in its most rebellious form but instead seeking human contact unfiltered by the use of technology, and rediscovering hobbies and passions that include more of the physical presence of people.


2020
Covid pandemic forcing companies to turn to robotics and artificial intelligence.
Remote work begins.
2024
Many workers are made obsolete by AI and the US is transitioning to universal income.
People develop addictions to virtual reality games, alcohol, drugs.
2026
Increase in psychiatric studies and treatments due to addictions.
2028
Continuing debate and controversy over universal income.
2030
Revolutionary movements against the development of AI in the workplace.


2038
Birth of Blissify, a brand that helps people socialize through an innovative formula.
2035
Growth of jobs related to cybernetics and the emotions of workers.
Abolition of universal income and introduction of employment reintegration: companies that deal with relocating unemployed people.
2032
Due to the the isolation at work people begin to lose social skills and the population decreases also due to the low income.
2037
The figure of the relocater is introduced to counter the employment crisis. Blissify becomes more and more used.
2041

BRAND MANUAL

ABOUT US

In a society that increasingly isolates people and distances them from each other, causing them to lose social skills, a push to integrate is necessary. That's why we offer a boost, formulated in our laboratories, to create a sense of ecstasy during social interactions.

Our product with the exclusive blissify formula promotes mental well-being by giving confidence and self-esteem to help people be able to face everyday interactions.

The active ingredients are the same as anxiolytics, but the goal of our brand is to destigmatize the needing for help, and for this reason our product is available over the counter but can also be found in supermarkets and vending machines of every educational and work institutions.
This is possible because our product is safe like a multivitamin and can be safely consumed by ages 12 and up.

VALUES

CALMNESS

POSITIVITY

PRACTICALITY

HELPING
PEOPLE

BENEFITS

INCREASES
PRESENCE OF MIND

REDUCES
SOCIAL ANXIETY

INCREASES MENTAL
PERFORMANCE

REDUCES
FATIGUE

FONT

MAIN INSTITUTIONAL FONT

The typeface chosen for the logo is a funky font: Synthemesc

SYNTHEMESC

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

AA

FONT

SECONDARY INSTITUTIONAL FONTS

Othert typefaces linked to the logo image are:
Loos Wide & Abril Fatface

LOOS WIDE

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

ABRIL FATFACE

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

LOGO

For the logo we chose to use very playful, funky, lively and strong graphics that underlined the brand's values in its features.

BLISSIFY

Positive

Negative

LOGO

The chosen name defines the sensations that the product gives, bliss meaning happiness/ecstasy.

READABILITY TESTS

For the logo to maintain its visibility and legibility, the minimum size it can reach will be equal to and not less than 67mm in width.

MISUSES


BLISSIFY
BLISSIFY
BLISSIFY
Blissify
BLIS
SIFY
BLISSIFY
BLISSIFY

HEALTHY LINE

Our new line of healthy products, where health and sociability meet in a tasty and rewarding experience! These products are enriched with our Social Boost TM active ingredient which is not only good for the body, but also for the soul. With our line, each product is designed to promote physical well-being and encourage moments of sharing and connection with others.


COLLAGENWORKS
TROPICAL CRUSH

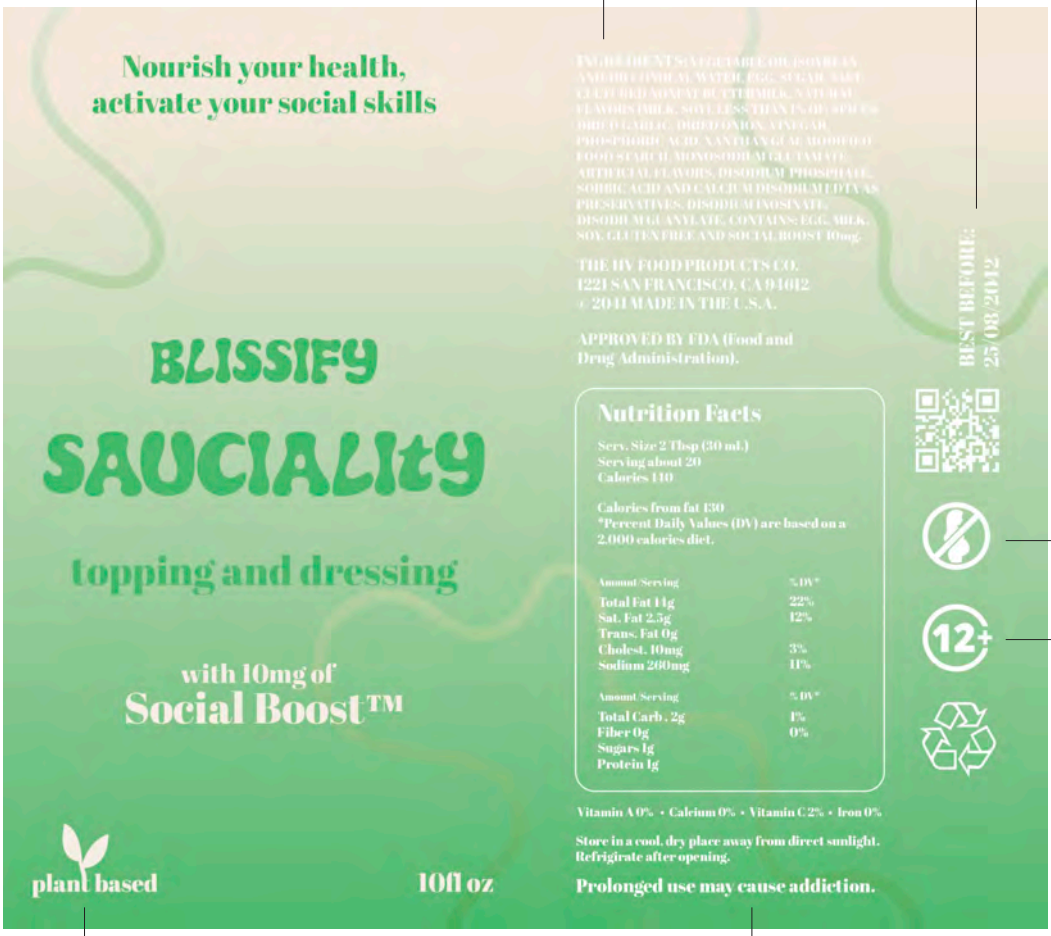

4036
4036

COLOR PALETTE

HEX/HTML: 75B770
RBG: 117 183 112
CMYK: 60 4 69 0

HEX/HTML: f1e9dc
RBG: 240 233 221
CMYK: 7 8 15 0

PACK INFOS



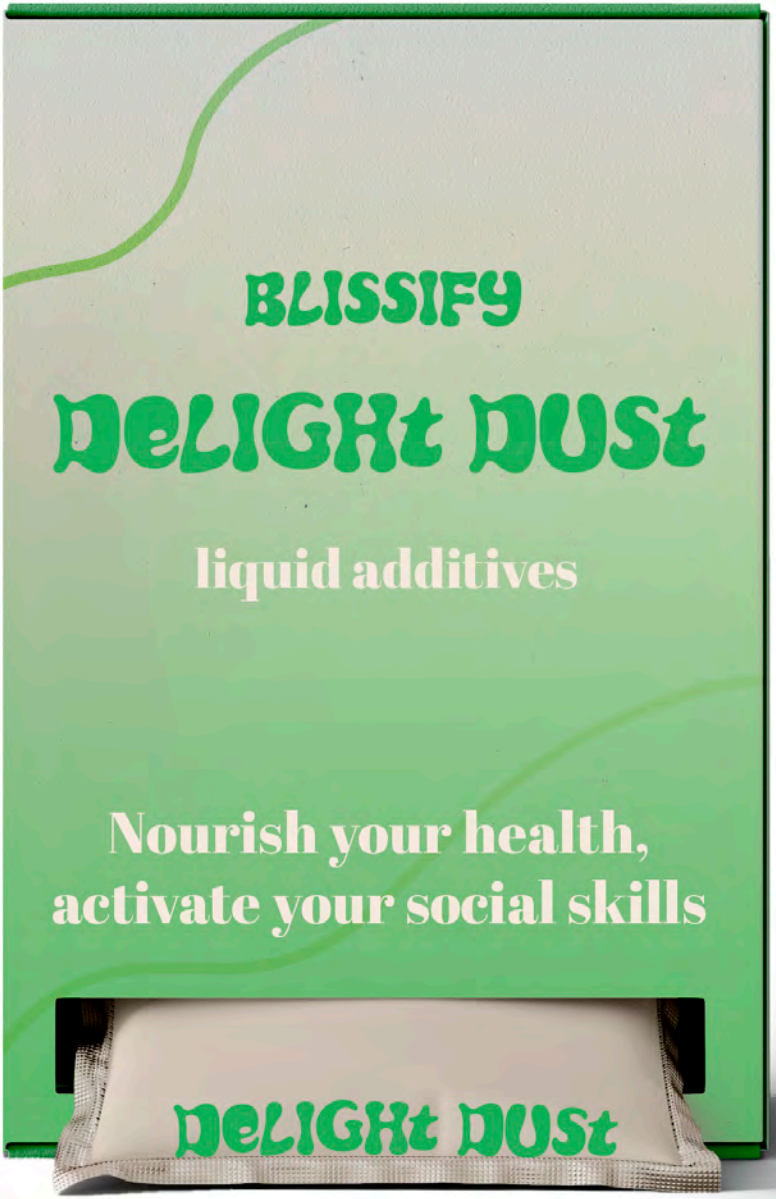
*Excluding social boostTM


Nourish your health
activate your social skills
BLISSIFY
SAUCIALITY
topping and dressing
with 10mg of
Social Boost™
plant based
6 fl oz


THE BLISSIFY PRODUCTS CO.
1223 6th SAN FRANCISCO, CA 94612
© 2021 MADE IN THE U.S.A.
APPROVED BY FDA (Food and Drug Administration).
Best before:
25/01/2042
Nutrition Facts
12+
Prolonged use may cause addiction


BLISSIFY
PEACH
PARTY
smoothie
with 5mg of
Social Boost™
plant based
7 fl oz


get your party started
INGREDIENTS: PEACH (ORGANIC), ORANGE, STRAWBERRY (ORGANIC), BANANA, GROUND DATE, ALMOND, GINGER, SOCIAL BOOST 5fl oz.
THE HV FOOD PRODUCTS CO. 1221 SAN FRANCISCO, CA 94612 © 2041 MADE IN THE U.S.A.
APPROVED BY FDA (Food and Drug Administration).
Nutrition Facts
Serving size 1 bottle
Calories 180
Total Fat 5g 6%
Cholesterol 0mg 0%
Sodium 25mg 1%
Tot. Carb. 35g 13%
Protein 4g 8%
*The % Daily Value (DV) are based on a 2,000 calories diet
Prolonged use may cause addiction.
BEST BEFORE: 25/08/2042
12+

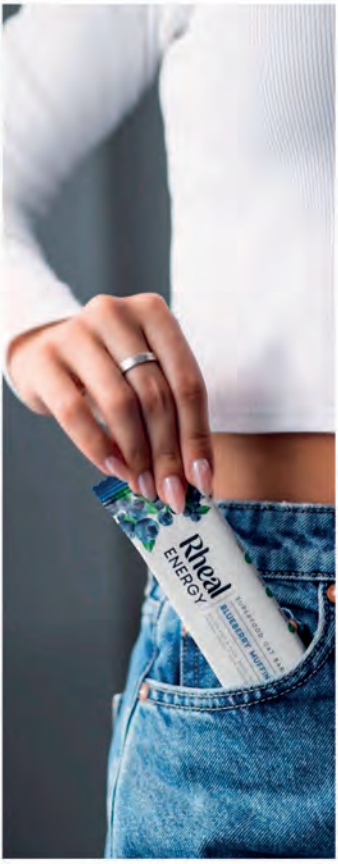

BLISSIFY
DELIGHT DUST
liquid additives
Nourish your health,
activate your social skills
DELIGHT DUST

SNACK LINE

Our snacks transform not only the taste, but also your mood! Forget about snacks that only satisfy your palate. With our line, every bite is an invitation to share special moments and relax in company. Whether you're looking for a relaxing break alone or a moment of sharing with friends, our snacks will make you feel your best. So whether you're ready to make new friends or simply enjoy a moment of peace and serenity, our line of snacks with Social Boost TM is for you. It's time to share and relax with a snack that goes beyond simple taste.

We created a mascot since the snack line is aimed primarily at young people/children.
The mascot represent a parrot which symbolizing being social. The parrot maintains the same color palette as the snack line.


Supports Digestive Healt


Rheal
ENERGY

COLOR PALETTE

HEX/HTML: e48171
RBG: 228 129 113
CMYK: 7 60 51 0

HEX/HTML: f5be48
RBG: 245 190 72
CMYK: 4 28 79 0

PACK INFOS


Warnings
Prolonged use may cause addiction.
12+
cereal bar
BLISSIFY
SOCIEREAL
with 2mg of Social Boost™
Nutrition Facts Serv. size: 1 bar (45g)
Calories 180, TOTAL FAT 8g (12% DV), SAT. FAT 4.5g (17% DV), TRANS FAT 0g, CHOLEST 0mg (0% DV), SODIUM 50mg (3% DV), TOTAL CARB. 25g (15% DV), FIBER 3g (20% DV), TOTAL SUGARS 11g (INCL. 0g ADDED SUGARS, 0% DV), PROTEIN 4g (20% DV), VIT. D 0mcg (0% DV), CALCIUM 220mg (15% DV), IRON 2mg (10% DV), POTASSIUM 172mg (6% DV), VIT. C 12mg (15% DV), THIAMIN 0.3mg (25% DV), MAGNESIUM 57mg (15% DV), ZINC 1mg (15% DV).
INGREDIENTS: OATS, PEACH PUREE, PUMPKIN SEED BUTTER, DRIED PEACH, COCONUT OIL, COCOA BUTTER, VANILLA EXTRACT, PINK HIMALAYAN SALT, PECTIN, DRIED BEET, ORGANIC SOCIAL BOOST 2g.
THE HV FOOD PRODUCTS CO.
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© 2041 MADE IN THE U.S.A.
APPROVED BY FDA (Food and Drug Administration).
BEST BEFORE: 25/08/2042
Ingredients
Expiration Date


cereal bar
BLISSIFY
SOCIEREAL
with 2mg of
Social Boost™
Produced in no nuts addition


Not your average beverage
INGREDIENTS: CARBONATED WATER, CANE SUGAR, CITRIC ACID, NATURAL PEACH FLAVOR WITH OTHER NATURAL FLAVORS, SOCIAL BOOST 50 oz.
THE BY FOOD PRODUCTS CO. 1221 SAN FRANCISCO, CA 94612
© 2041 MADE IN THE U.S.A.
APPROVED BY FDA (Food and Drug Administration).
Nutrition Facts
Serving size 1 bottle
Calories 120
Total Fat 0g
Sodium 0mg
Total Carbs 31g
Sugar
Protein
0%
0%
10%
0%
Not a significant source of other nutrients .
*The %Daily Value (DV) are based on a 2,000 calories diet
Prolonged use may cause addiction
12 fl oz
BLISSIFY
SOCIAL FIZZ
with 50mg of Social Boost TM
sparkling drink


Open and close for an always fresh personality
BLISSIFY
Sweetie Smiles
gummies
with 1mg* of
Social Boost™
Nutrition Facts
Serving size 12 pieces (15g)
Serving per container about 9
Calories 60
Total Fat 0g 0%
Sodium 0mg 0%
Total Carbs 14g 5%
Sugar 13g
Protein 0g
*The % Daily Value (DV) are based on a 2,000 calories diet.
THE HY FOOD PRODUCTS CO.
1221 SAN FRANCISCO, CA 94612
© 2041 MADE IN THE U.S.A.
APPROVED BY FDA (Food and Drug Administration).
INGREDIENTS:
DEMALTODEXTRIN, AND LESS THAN 2% OF MALIC ACID, CALCIUM STEARATE, CORN SYRUP, CARNAUBA WAX, NATURAL FLAVOR, COLOR ADDED, SOCIAL BOOST
1MG PER PIECE.
BEST BEFORE: 23/09/2042
Prolonged use may cause addiction.
12+
Get your peachy smile on

PRE-MADE LINE

Our pre-made line offers convenience that combines with sociality in a combination of taste and pleasure. We are thrilled to present you an innovative range of ready meals, enriched with our Social Boost TM active ingredient that will not only satisfy your palate and that of those around you, but will also make you feel more open and sociable around them. With our line, every meal is an invitation to gather around the table and create unforgettable moments with friends and family.

COLOR PALETTE

HEX/HTML: ffdf6e
RBG: 255 223 110
CMYK: 1 11 66 0

HEX/HTML: 3090c1
RBG: 48 144 193
CMYK: 76 31 11 1

HEX/HTML: b2581b
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CMYK: 23 70 98 14

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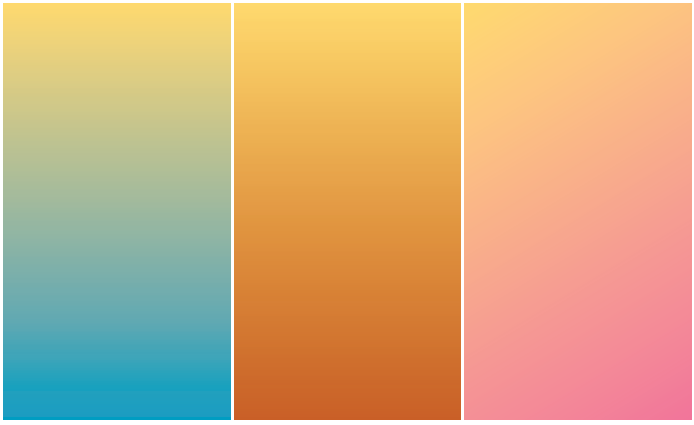
CMYK: 3 68 15 0



PACK INFOS

Ingredients

Date of expiration

Warnings

Pack your social energy

BLISSIFY

MINGLE BOX

rice chicken

with 10mg of Social Boost™

180cal*

5oz

Save time, socialize more

INGREDIENTS: SOUTH NATIA LOWEY TANA LOM SUAWEET DUAMUSTARD OLOL, SESAME OIL, SEA SALT, RED SUTS, SESAME SEEDS, RED BELL PEPPER FLAKES, SOCIAL BOOST 10mg.

THE BY FOOD PRODUCTS CO.
1221 SAN FRANCISCO, CA 04312
© 2043 MADE IN THE U.S.A.

APPROVED BY FDA (Food and Drug Administration).

BEST BEFORE: 25/08/2032

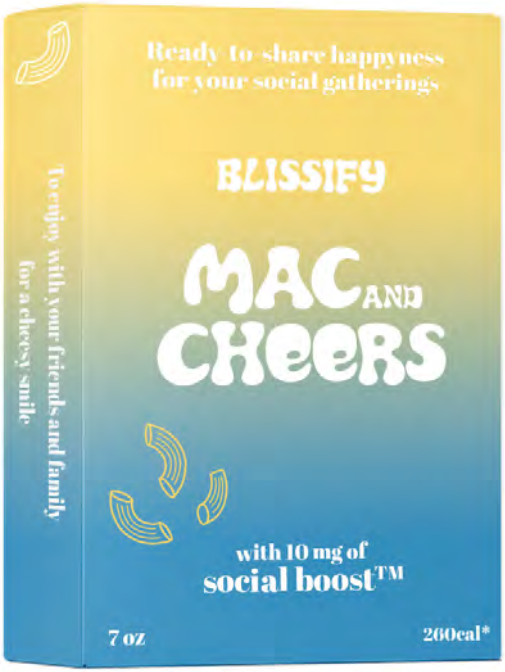
Nutrition Facts

2 servings per container
Serving size 1/2 package (142g)

Calories	180	—	360	—
Total Fat	6g	8%	12g	15%
Sat. Fat	1.5g	8%	3g	15%
Trans. Fat	0g		0g	
Cholest.	75mg	18%	150mg	37%
Sodium	910mg	40%	1.8mg	79%
Total Carbs	2g	1%	4g	2%
Fiber	0g	0%	0g	0%
Total Sugar	0g		0g	
Incl. Added Sugar	0g	0%	0g	0%
Protein	30g		60g	
Vitamin D	0.0mcg	0%	0.0mcg	0%
Calcium	0mg	0%	0mg	0%
Iron	2.8mg	15%	5.6mg	30%
Potassium	0mg	0%	0mg	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

Prolonged use may cause addiction. 12+


Ready to share happyness
for your social gatherings
BLISSIFY
MAC AND CHEERS
with 10 mg of
social boost™
7 oz
260cal*
To enjoy with your friends and family
for a cheesy smile


Macaroni and cheese dinner
Just add water!
Nutrition Facts
Made with real cheese
Prolonged use may cause addiction.
12+
BEST BEFORE: 25/05/2042


The perfect social blend
BLISSIFY
MOOD MIXER
cake mix
with 10 mg of
social boost™
Just add water!
Pre portioned smile

BRANDS OF THE WORLD 2041
Seven visions for our future

NABA Nuova Accademia di Belle Arti Milano
Corso di Metodologia della progettazione visiva – Indirizzo Brand Design
A.A. 2023/24

Docenti: Giulio Bordonaro, Orazio Marino
Tutor di progetto: Nicoletta Gomboli

Liberamente ispirato a *"AI 2041: Scenari dal futuro dell'intelligenza artificiale"*
di Kai-Fu Lee e Chen Qiufan

Progetto a cura di
Giada Tognetto, Francesca Falcone, Larrain Facun, Filippo Caodaglio