



quattroporte

Stockholm december 2013

CHRISTMAS LETTER 2013 - 8 YEARS

Our eighth year is coming to a close and taking a look in our rear view mirror – something we rarely do at the future bureau – we can discern how **transformation** and **boundlessness** have been words to live by both in our operation and the rest of the world in this, year of the snake, 2013. The new head of the Catholic Church, pope Francis was chosen as person of the year by Time magazine the other week with the motivation that he, with his call for healing, is working for change and openness in the Catholic Church, an entity where change is usually measured over centuries. In Sweden Antje Jackelén was chosen as the countries first female arch bishop and in Bali WTO agreed on a world encompassing trade deal to make it easier to trade across borders. Can you see the trend?

50 PER CENT - 47 KILOS

We started 2013 with 12 employees. In December that same year we have reached 18 and continue the search for yet more colleagues that can be a match for us and our discerning clients with competence and ease to laughter. Important things in a hard working team that fears nothing. The more difficult, the more fun. The whackier the better. Bores and cowards need not apply.

In February we welcomed **Mats Agurén**, most recently from World Childhood Foundation where he served as secretary general for close to 7 years. Mats is currently putting the finishing touches on his economic doctorate dissertation at Åbo Akademi and is hoping to become Doctor Agurén in a couple of months. If he fails to answer his phone he is probably listening to radio theatre or some strange guitar solo in his headphones.

Micael Dahlén helped us find the freelancing former student from Stockholm School of Commerce, **Hannah Gustafsson** who helped us out on a couple of tough projects with tight deadlines. Impressed with the end result we offered her a permanent position shortly thereafter. The fact that Hannah is passionate about art and



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creativity in general and can run a small farm on her own are things we count in her favour.

In March it happened again. Quattroportes proprietary, and increasingly sought after, media coverage and analysis service needed reinforcement. A small free ad at Platsbanken, looking for 2 environmental scanners to be employed by the hour, resulted in over 450 applications in just 5 days. Sifting through these fantastic people and competencies was no mean feat. In the end **Karin Nilsson**, originally from Borlänge, recently returned from an eight year stay in the U.K. was chosen. We fell completely. Besides being a dalkulla Karin is a top student in media studies at the University of Sussex as well as an anglophile dj and a dedicated trivia nut. When she thinks we aren't listening she breaks out her sheet music and recorder from her drawer.

Journalist, radio host and illustrator **Emil Modin** is another one of the gold nuggets we found among the 450. Another colleague from the north, specifically Sollefteå. We couldn't resist his amicable way and his great radio host voice. The fact that he turned up to the first interview sporting a casual suit and a big amazing tweed bowtie – perfectly tied – made it hard to say no. When he turned out have published a comic book and was a competent juggler we were sold.

As we keep growing it's getting harder to maintain a premium standard in the office and we don't want to compromise on quality, least not on the comfort of employees and clients. As recently as November we decided to bring on board a dedicated fixer. **Nike Sjöberg** fixes anything in the blink of an eye, be it organising a chaotic printer/server/archive/storage room, handling invoices or mixing the most amazing drinks you can imagine. Since lust is one of Quattroporte's key values keeping a trained bartender handy can't be wrong.

But we haven't just grown. Some of us – more precisely three of us – formerly quite voluminous figures, who have spent too long on the infamous QP-diet, realised that living on Coca Cola, energy drinks peanuts/crisps and candy wasn't very healthy. Now we are almost one person lighter and at least three people better looking. At least we think so.



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4 MISCHIEFS

The **two blanket agreements with Stockholm County Council** require plenty of competency and continuously provide us with new challenges in the realm of communication and environmental scanning. Luckily we have the countries finest communicators and brand strategists.

The work on creating the airport of the future with **Swedavia** during the spring was one of the most entertaining and interesting projects we have undertaken. The end result was a short film based on Quattroporte's exhaustive research and analysis. The 2 minute movie that we created together with an Experience Designer is now being used by Swedavia to introduce the concept for their future airports.

Working on **recreation of the future** for an urban planning project in a northern metropolis has been one of the challenges during this autumn. We questioned youths on their thoughts and requirements on what they want from their free time in the future. What does the municipality need to provide to make the youths stay in a part of the country suffering from depopulation? Is there anything that can bring back those who have previously left? Yes, we got the answers and they were not entirely uncontroversial.

Naturally we have worked with other companies and organisations and moreover prominent players. Unfortunately business ethics and morality prohibits us from revealing more. Perhaps some other time. In the future.

2 COMPANIES

Innovation and **interdisciplinarianism** is something that Quattroporte both advocates and utilises to its full potential. Not only to achieve a width of services but also to get an enjoyable mix of people and interests; in essence a Mecca for nerds. To keep all the nerds happy and hopefully attract even more we have split into two companies during the past year. **Quattroporte Konsult AB** and **Quattroporte Research AB**. The new company is headed by Ulf Holmström and will make a name for itself with new revolutionary services for a new and continuously updated future.



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2 SEMINARS + 1 PARTY

In May we presented our unique study with **00-ists**. The seminar created a big interest and our office was filled to capacity. The media interest was impressive, but not as impressive as the 50 or so kids between 5 and 12 years of age that we met with and interviewed during the spring. The insights that these children provided us with, what an exciting generation we will be getting to know! Totally different from the currently talked about and well known 90-ists. The unruly individualists.

At the end of November we opened our doors for another seminar. Once again on our own initiative, driven purely by our own curiosity and hunger for learning, we sank our teeth into **Retail of the Future**. We don't regret it. Despite hard work on research and analysis during the usually busy months of October and November it was "sooo worth it". The interest for the subject was enormous and we will be performing the seminar again come spring at the behest of one of the seminar attendees. What a compliment.

Transformation made a return as the theme of this years **birthday** celebration. Our eighth. With make-up artists, dance therapy and jesters our guests had the opportunity to become someone else for a while. The party went on till very late and we have already begun planning the ninth birthday party. It is becoming harder and harder to top the party of the previous year.

6 TREND TRIPS

To build on our image database and widen our perspective on trends, April saw us leaving for Il Salone in **Milan**. The trend trips of the autumn took us, among other places, as always, to the Biennale in **Venice** – this year we went twice just to make sure. Summer was spent in super trendy and hipster dense **Portland** as well as in music Mecca **Seattle** on the US west coast. **Amsterdam** was covered during a long weekend in September where the strongest impression was a mannequin in an opticians window, seemingly female, dressed in sun glasses, tuxedo and a cylinder hat lying in a coffin inviting passers by to enter. Talk about crossing boundaries.



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Quattroporte has endured a radical and especially transformative year with flying colours. We have taken some bumps and bruises, but that is part of playing with the big kids and taking on the challenges of daring to venture into foreign territory filled with lust and curiosity. Kids who return home with clean and untorn clothes after a day with their friends haven't had a fun and educational day.

With this Christmas letter we wish to send our clients and friends a big thank you for an especially playful 2013. We hope to see you some time during 2014, when we promise to be up to new mischief with both old and new friends. Be ready!

MERRY CHRISTMAS & HAPPY NEW YEAR!

from all your friends at Quattroporte Konsult AB

