

Christmas Letter 2017

A red bucket. An object we are all familiar with. When we think about this insignificant object our memories and conceptions are activated. Karl Ove Knausgård describes this in his essay *On spring* that was published in 2017. Part of a fantastic collection of essays penned by Knausgård for his recently born child, one for each season, that we here at Quattroporte strongly recommend. Since our beginnings in 2005, our idea has been to unite culture, science and business in a fragrant brew. We have continued that endeavour this year as well. The brew gets better and better with time. Just like the wine stored in cellars for years and years. Except we prefer our loft on Söder in Stockholm.

2017 has been a good year for many, likewise for us. Business, travel and impressions, all have been in a major key. At times we have considered that this might be the best year we will experience in a very long time. Twelve months that will stand as an archetype for the good? Much like the album years of 1967 and 1973 and the wine year of 1996. Of course there were dark elements, but we still think that in the reckoning we will be surprised by how many good things happened in the year of our lord 2017.

Ruben Östlunds *The Square* reaped triumphs, fewer weather related natural disasters than we have seen in a long time – even though many believe the opposite to be true – and stock market after stock market breaking records. Peace in Syria and a crushed ISIS. Sweden qualified for the World Championships of soccer and Sarah Sjöström became one of the world's premier athletes. See a pattern?

Quattroporte has been trying to make the future an asset for all our friends. To the best of our ability.

Future Eaters was a project we did for ICA for their upcoming 100-year anniversary. How will the meal and life around groceries look in 2040? To find out we interviewed youths born in the noughties. They told us about a future that we found quite surprising. Together with talented designers we created a number of reports that will hopefully live on for a long time. Maybe all the way to 2040.

Kampen is a new neighbourhood in Malmö that we helped develop for MKB. It will be a place beyond the premium design and dense urban environments of the 2010s. The people of Malmö will be able to live here for 200 years or more.

Digital communication is something that affects us all to varying degrees, not least during this year. We were asked to create a strategy that truly satisfies a persons needs in a longer perspective. Don't think of Facebook, Twitter and Instagram. Think bigger. Beyond the present. Just one of our exciting commissions for the Stockholm County Council.

Q-Ball. Our future search engine has developed further during the year and allows us to see developments regardless of whether they concern financial markets or the architecture of the future. 200 million web pages and billions of social media posts. A bea AI.



Medieguiden reaps more triumphs and provides strategic compilations of the most important media events and gives their clients the serenity to sleep soundly. The number of subscribers is climbing rapidly. Who wouldn't want to stay updated on the most important and relevant news in their field at the touch of a button and some scrolling in their smart phone?

We would like to tell you of all the exciting things we do but we are neither allowed nor able to. As you know there are always a lot of good things that are left unsaid. But using your excellent imagination you can probably think of some of the things we have worked on.

As always we have travelled a lot to get a feel for the future and take beautiful pictures to share with you. This year we went to the Venice Biennale, London (RCA), Milan design fair, Rome, Malaga, Los Angeles and Florence. We have frequented these and other cultural meeting places for 15 years which gives us a very valuable understanding of the connection between culture, economy and society.

Our organisation and our co-workers are all artists with different unique skills. Not always those most finely schooled in politics, but nevertheless very good people with a skill that can be likened to that of the masters at the saddle making studio of Hermès.

Now that 2017 is drawing to a close we want to thank you all for a fine collaboration. Perhaps we will all remember the year in the same tangible way that a red bucket can symbolise more than just its physical attributes. More than twelve months or 365 days can.

Quattroporte already know a great deal about 2018. It will be different and definitely something we will remember.

*Merry Christmas and a Happy New
Year!
From your
Friends at Quattroporte*

