



# FUTURE CONVENIENCE

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VSOON : Sari Suki 2050 : Design Futures

**The Philippines – The traditional sari-sari convenience store has been given a futuristic makeover thanks to New York-based design research studio VSOON.**

**: The Sari Suki 2050 installation explored tropical futures through a neighbourhood convenience store**

**: The work was part of VSOON's Design Futures exhibition at the 856 G Gallery on the island of Cebu**

As part of its Design Futures exhibition, **VSOON** re-imagined humble sari-sari convenience stores, which are responsible for as much as 40% of all retail sales in The Philippines.

The same design team behind New York's **DataCafe** took an equally tongue-in-cheek approach to the project, imagining the potential utility of conventional items in a world in which today's future has become the New Normal.

Among the ramshackle shelves of the sari-sari, visitors could browse everyday goods from imported Extra Virgin Canned Air and remedial Nanobot skin cream to Vintage water and InVitro meat products.

**The Big Picture:** Looking back from the future can help us think more innovatively in the present and avoid mistakes as we move forward. Read our **Backwards Forecasts** microtrend for more on how artists and designers are adopting this approach in their work.