

MOMENT PEBBLE IS A TOOL FOR ON-THE-GO MINDFULNESS

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UK – The pebble is designed to inspire short, mindful moments in the lives of busy people.

In a society obsessed with being busy, the **Moment Pebble** aims to reintroduce moments of mindfulness into our day-to-day lives. The pebble sits in the owner's palm, pocket or bag, and is activated by movement. It then glows for thirty seconds to draw the owner's focus, encouraging them to use this time to reflect.

As opposed to most modern mindfulness, which tend to be app-based, the pebble is a tactile object and completely un-synced from consumers' phones, meaning there is no digital intervention. 'Not only can it serve as a physical reminder to find calm in our days, but having something tangible and tactile can help to anchor our focus to the here and now,' says Dr Gini Harrison, senior lecturer at the Open University.

As we become overly reliant on technology, there is an opportunity for brands to create devices that invite us to disengage entirely with the digital world. For more, read our macrotrend [**Resilience Culture**](#).