

SXSW X Colart 2019 Edition Report

What is SXSW ?

South by Southwest (abbreviated as SXSW) is an series of huge overlapping festivals taking place in Austin, Texas, covering the future of tech, politics, music, film and much more. It began in 1987 and has continued to grow in both scope and size every year.

Key Trends

Our agency partner TMW has been attending SXSW for the past few years and each year they bring back a round-up of the key trends which will impact both our industry and the wider world. Not everything will immediately affect our day-to-day work but will provide a glimpse at big future changes to society, culture and industry. It's interesting, mind expanding and at times a bit weird.

This year, they have pulled out 5:

1. A new era for storytelling
New technologies and new consumer behaviours are driving a wave of new storytelling formats.
2. New mobility rules
Congestion, safety and environmental concerns are all catalysts for a new mobility future. But what's the cost?
3. Smarter surroundings
Growing populations and sustainability concerns are forcing us to rethink our living spaces and local surroundings.
4. Tech with a conscience
Technology is at a crossroads. Do we want to live in a world that's ruled by algorithms, or where technology enriches humanity?
5. Smart Matter
Smart matter – Smart objects are going next level. Once-inanimate objects are now more intuitive and dynamic in ways never seen before.

Have a look at the deck

[Click here](#) to see the complete deck.