

A fnky Jcks Joint



# NEWUS POP-CULTURE FUTURES REPORT 2023



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**Chrpt**

Your blueprint for the Pop-Cultural Monoliths that will drive the impending Roaring 20's epoch.

# PROLOGUE

The Roaring Twenties of the 21st Century are upon us and with it the world is poised for a **cultural renaissance unlike any we've seen before.**

2020 marked the end of an era. And with that, a new one was birthed. The world has changed a lot in the past 4 years. Technology has advanced at an unprecedented pace, and the way we consume media and entertainment has been transformed. With a rapidly evolving cultural landscape that is ripe for exploration and teeming with possibilities for the future of pop culture in front of us, the possibilities for brands are endless.

But with great power comes great responsibility.

**A new generation of consumers is coming of age** and they are driving this new era of pop culture. They are more diverse, more connected, and more empowered than any before. They are also more demanding. They want engagement that is authentic, inclusive, and smart.

**Brands that want to win** in this new era need to be more creative, more innovative, and more customer-centric than ever before. They must learn to navigate the fandom landscape - nerdcos who are deeply invested in a particular piece of pop culture. They are the early adopters, the tastemakers, and the most vocal advocates for a brand.



**To win over fandoms,** brands need to build relationships with their members. They need to listen to what they want, and they need to give their fandom a voice. They do this creating communication that is relevant and speaks to them. And they need to make it easy for fans to share that content within the echo chambers that powers their communities.

**The Brands that will win** in the Roaring Twenties of the 21st century will be the ones that embrace fandom. They will be the ones that give fans a platform to express themselves, and they will be the ones that create content that fans ❤️.



● ALLOW US TO INTRODUCE OURSELVES

## EXECUTIVE SUMMARY

Pop culture has always been a powerful force, but the internet has changed the game. It's no longer just the media, the entertainment industry, and the advertising world that shape our values, beliefs, and behavior. Now, anyone can create and share pop culture, leading to a more diverse and fragmented landscape. This offers more opportunities for brands to connect with consumers, but also presents a challenge to stand out.

This report will service as the beacon of hope that will light your way through and allow you to thrive!

### WHO THE 🦆 DO WE THINK WE ARE?

TheFNKYDCKS are redefining how Brands interact with Pop Culture.

Looking to our 5 senses for inspiration, THEFNKYDCKS will boldly traverse something that doesn't exist but is talked about a whole lot with the goal of creating that something out of nothing which could possibly change the fabric of society.

Powered by curiosity, tenacity, and true grit. We are not afraid to think big or take risks. Our belief is anchored on the principle that the future of pop culture is all about connection. Brands that can connect with consumers on an emotional level will be the ones that succeed. So join us as we embark on a journey of discovery, and guide you to unlock the secrets of the next decade of cultural evolution.

And we're Canadian so you know we'll be nice about it. 🇨🇦 🦆 🧐



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MAKE ANOTHER HOV

# ABOUT THIS REPORT

## WE DON'T TALK SHIT WE WRITE IT DOWN

The NEXUS POP CULTURE FUTURES REPORT is THE Definitive Blueprint for the Roaring Twenties of the 21st century. It will provide you insights into the shifts, and innovations that will shape the pop cultural zeitgeist in the years to come. It also offers actionable advice on how to succeed in this new era.

So if you are in charge of how a brand should navigate through the chaos that is consumer choice and behaviour then this for you. 🦊

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## WHO SHOULD READ THIS REPORT?

We believe that the future of pop culture is bright. There are endless opportunities for brands to connect with consumers in ways that are both creative and effective. We are excited to help brands take advantage of these opportunities and build lasting relationships with their customers. So if you are in charge of how a brand should navigate through the chaos that is consumer choice and behaviour then this for you.



UNICORN HUNTERS

PIRATES

PRIVATEERS



FELL FROM TOP TEN TO NOT MENTIONED AT ALL

# KEY INSIGHTS

There is a battle for dominance between worlds.

Your real one vs your digital one.

Brands need to build Universes for their product to live in and constantly feed and pull from to establish its narrative flow.

Allows consumer to not only connect and communicate w the brand but be part of its evolution

Connected Commerce is ready to go

Just don't expect your buyers to be in the same place anymore

The Block is here to stay

The blockchain is a revolutionary technology that is poised to change the way we interact with the world around us. In the past, pop culture is dominated by a few big players: the media, the entertainment industry, and the advertising world. But the blockchain is democratizing pop culture, giving everyone the ability to create, share, and monetize their own content.

This is having a profound impact on the way we consume media. We are no longer limited to the content that is provided to us by the traditional gatekeepers. We can now find and consume content from anyone, anywhere in the world. This is leading to a more diverse and more personalized pop culture landscape.

The Business of Advertising is Fucked.

An agency in 🇨🇦 attempted to dip into the absurd by dropping a campaign recently celebrating the beauty of the end of life for a dept store.

You have to remember ad agencies are simply about writing words and finding pictures. Nothing more. Their lack of true access to the market coupled with their now obsession of numbers will be their downfall. And that is what happened here. A focus group said it was ok. Spoiler it really, really wasn't.

Desperation for relevance is Hell of a Drug.





WHAT'S A GOD TO A NON-BELIEVER?

# ABSURDISM

NFT Monkeys, Pretend Commerce & Kicks that don't Exist.  
Sounds ridiculous? That's the point.

Ab-surd-ism | əb 'sər ,dizəm |

noun

1. intentionally ridiculous or bizarre behavior or character.
2. the belief that human beings exist in a purposeless, chaotic universe.

Absurdism is a philosophical and literary movement that emerged in the mid-20th century. It is characterized by the belief that human beings exist in a purposeless, irrational, and chaotic universe. According to the movement, the search for meaning and purpose is ultimately futile and that there is no inherent meaning in life. Contrary to the doom and gloom nature of its definition, Absurdism does not promote nihilism or despair.

It emphasizes the need for individuals to create their own meaning and purpose in life even in the face of the absolute ridiculousness of the uncertainty in the world's future.



Urgency Level



4 out of 5  
Ducks

Hypothesis

The launch of the internet 30 years ago created a hyper-accelerated age of harsh industrialization. As a result there is a generation that is eager to release themselves from a constant cycle of trauma not of their doing. All powered by hope and love.

So while your marketing budgets are weird for a bit, why not have some of your marketing be a bit weird.

Just remember to use common sense.



WHAT'S A GOD TO A NON-BELIEVER?

# PIONEERS IN ACTION

## Opportunity Whitespace

Don't be afraid to be nerdy and try really stupid things. In the age where everything we could want is at the end of our fingertips - it might be your stupid thing that connects the most.

You will absolutely fail. But your community will pick you up and carry you forward. No matter how small or big your brand is.

## Place on the Block

Being in a state of absurdity allows for a lifting of corporate blinders and look into emerging consumer technology.

Anchoring a community on the block would be not a wasted investment. The question is **are you brave enough?**

The Daniels (background) ingeniously employed Absurdity to secure an Oscar win by blending science fiction, fantasy, and surrealism in their narrative, transcending the boundaries of conventional storytelling. Their masterpiece captivated audiences with its visually stunning and intellectually stimulating plot.

Through their unique approach, they not only challenged traditional filmmaking but also delivered a one-of-a-kind cinematic adventure that has rightfully earned its place in the Pop Culture Hall of Fame.

RTFKT is a digital fashion brand that creates virtual sneakers and wearables for the gaming industry. Founded in 2020 by a group of artists, technologists, and gamers, the brand sells its 3D-modeled products as NFTs on blockchain platforms.

RTFKT has gained popularity among gamers, collectors, and fashion enthusiasts interested in the intersection of fashion, technology, and gaming. Recently, the brand was acquired by the King of the Sneaker Culture proving that their absurd approach is definitely worth embracing and investing in.

Mschf, a Brooklyn-based art collective, is fearlessly redefining what art is and where it can exist by embracing the hope that absurdity allows. Their recent Astro Boy boots drop quickly became a cultural phenomenon, building on their success with a range of products that cater to consumers' desires to indulge their hedonistic impulses and reclaim their identities.

By tapping into consumers' desire, Mschf is proving that commerce can be more than just a transactional exchange. Their willingness to proudly share what they like has paved the way for others to follow, showing that the weird ones are the ones to watch in a world of proliferating commerce engines.

Swatch released the Moonwatch to celebrate Apollo 11's 50th anniversary. This limited edition watch features a black and white design, NASA logo, and moon crater texture.

It's highly sought-after follow-up seems like its almost trolling its customer when it released the same exact watch as before but with a gold second as the only difference. And true to form. The market ate up its absurdity with line ups down the street even in a staggered Global Release.



● HAD TO GET OFF THE BOAT SO I COULD WALK ON 🌊

# X GONNA GIVE IT YOU

Silent.  
But Deadly

While the Boomers are still learning how to program their VCR, Generation X has been busy working behind the scenes bending pop culture, society, technology and finance to their will. The Silent But Deadly Generation has been the foundation to every seismic shift society has faced in the last 30 years. So yes. It's all our fault.

Generation X, defined as those born between 1965 and 1980, currently have the most money, power and respect in the world. And they are entering the peak of their careers, with many in leadership positions in technology, business and government where they shape culture, policies, and decisions. So it's only getting started.

After seeing their hard-working Boomer parents struggle with work-life balance, Gen X places more emphasis on leisure, family time, and experiences. This attitude has influenced workplace culture, parenting styles, and lifestyle choices today with a push for more flexibility, time off, and work-life balance. They shape Millennial and Gen Z expectations, in particular, deepening their influential power.

Urgency Level

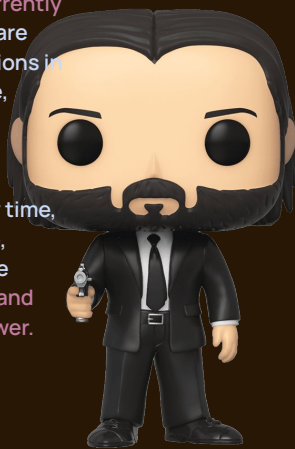


3 out of 5  
Ducks

Hypothesis

So while not as large as other generations, Gen X has notable influence on the world due to their positions of power and responsibility in the workplace, their parental roles, and their impacts on pop culture and politics. Their influence may grow even further as more enter senior leadership roles.

They are an important consumer demographic. Despite having a smaller population than Boomers, Millennials or the current flavour Gen Z, Gen X has considerable purchasing power and drives a lot of spending on housing, kids' activities, investment accounts, and other family-focused expenses. Their brand preferences and lifestyle choices are the basis for all growth in consumer spending and pop culture.



● HAD TO GET OFF THE BOAT SO I COULD WALK ON 🌊

# PIONEERS IN ACTION

## Opportunity Whitespace

Generation X have shaped technology since its birth and will continue to do so as a new consumer layer is implemented onto Web2.

Following them or even partnering with them is a sound long term strategy that will ensure you are on the forefront of the next tech that consumers flock to.

## Place on the Block

They are an integral part of the development of the blockchain providing most of the funding required for its development.

While the task may seem insignificant, the importance is far from it. Taking on Mother Nature is no small feat, yet that is what Paul Riss has done - giving birding a home in technology.

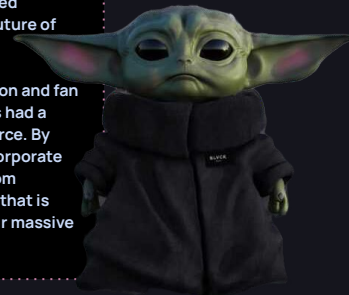
Having been born before technology took over our brains, Paul remembers when time was allowed to live and the little things to be experienced. And he is using that knowledge to successfully bridge that vast divide with the ultimate technology by launching an app with the purpose of bringing together the fandom around birding.

The Architect of the Hip Hop Commerce Engine, Steve Stoute has revolutionized the artform by bridging the gap between hip hop and corporate brands, promoting cultural diversity in the industry and challenging traditional marketing norms.

Through his branding, marketing, and business acumen, Stoute has helped hip hop artists expand their reach, establish themselves as entrepreneurs, and create innovative content that resonates with diverse audiences.

Dave Filoni, (background) a renowned figure in television animation, has revitalized the Star Wars franchise through innovative storytelling, inclusivity, and fan engagement. His work on animated series like "Star Wars: The Clone Wars" and "Star Wars Rebels" has honoured the revered source material, represented marginalized characters, and shaped the canon and future of franchises including The Mandalorian.

Blurring the line between content creation and fan consumption, Filoni's creative vision has had a profound impact on pop-culture commerce. By bridging the gap between fandom and corporate interests of the thriving Industrial Fandom Complex, he has created the safe space that is allowing the fans to take a return on their massive investment in time.



# SOLOPRENEURSHIP

ONE.  
Is the Loneliest Number

Solopreneurship is a movement that has taken hold coming out of three years of being stuck at home. It is the running of a business by oneself, without the assistance of partners or employees that involves a single individual who is responsible for managing all aspects of the business, including sales, marketing, finances, and operations.

Solopreneurs are highly self-motivated and self-reliant individuals who enjoy the flexibility and autonomy that comes with running their own business. They may work from home, a shared workspace, or a small office, and are leading the charge on how to manage a proper work/life balance often leveraging technology and outsourcing to help manage their workload.



Urgency Level



ALL OF  
THE  
DUCKS!

Hypothesis

The idea of “getting a real job” is dead. Because in the sage words of the philosophers from the esteemed Island of Staten - C.R.E.A.M.

To be human means you must live a full spectrum of life. Humanity in its wisdom attempted to strip that clean for the sake of technological innovation.

This will be the moment in history where the principles laid out in modernism were used to reclaim that full spectrum and all of its glory. We are about to go on a run for the ages.



## CAN'T KNOCK THE HUSTLE

# PIONEERS IN ACTION

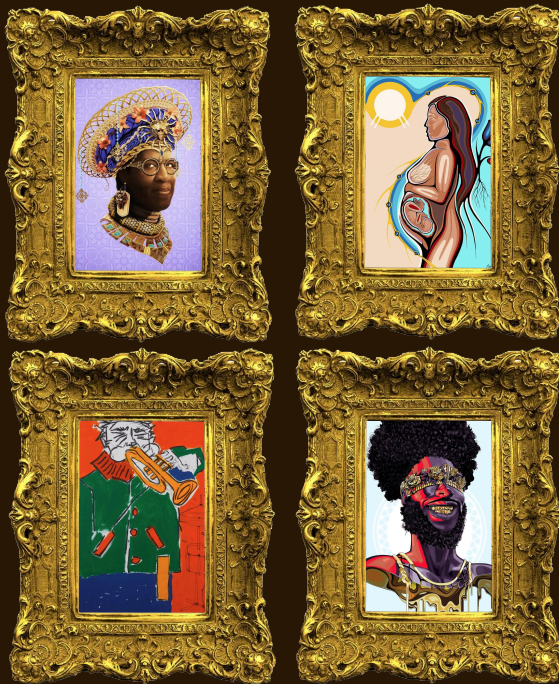
### Opportunity Whitespace

In an era where consumer needs, emerging technologies & societal trends are evolving at a speed unseen in modern history, Solopreneurs can provide an edge by providing market research, customer feedback and identifying pain points or unaddressed needs in the market on a microqualitative level of access.

### Place on the Block

Where Gen X is funding it, it is the solopreneurs of all ages that is actually doing the building.

They are a great resource to have a brand explore their place on the next fabric of society.



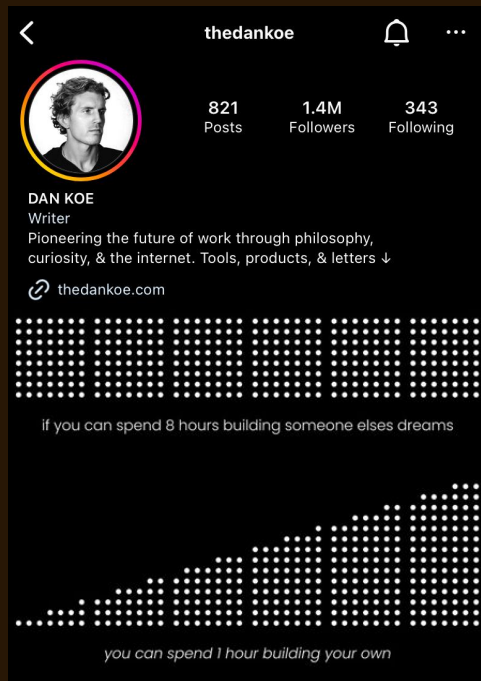
from Clockwise: Yung Yemi, Emily Kewageshi, Bistyek, TroyDel  
(not full list)

As every Generation moves further away from the centre of commerce that came from the Industrial Revolution, there have always been a lighthouse keeper that has been the keeper of the ever burning flame.

Dan Koe has taken on that particular mantle for this generation. His adaption of monk mode into what we dub the Billionaire Blueprint has made him the Pirate King of Productivity (yeah, it's a thing.) These vertically integrated commerce engines have powered the community engagement required to take an idea to a business and then to succeed into a life never thought possible.

The dawn of a new epoch brings us the evolution of 🇳🇮 Group of 7 as another Art Collective from the North has emerged as its heir apparent. We are wary to anoint them the Black Jays of the Art Scene, for now their moniker shall be the Northern Touch Collective

Loud, proud, unabashed and unapologetic, this brash new group is made of Art Luminaries who operate as mini-monoliths have successfully built themselves into profit centres rising above the traditional commercial yolks.



# ARTIFICIAL GENERAL INTELLIGENCE

Be.  
Boop.

Artificial General Intelligence (AGI) refers to the hypothetical concept of an artificial intelligence system that has the ability to learn and understand any intellectual task that a human being can. These systems would be capable of understanding natural language, recognizing patterns, making decisions, and adapting to new situations.

The promise of AGI systems is the ability to perform tasks with greater efficacy than humans. But only for that particular/single function assigned to them - as they have zero capability to do any task which is not assigned to them.

The development of AGI is considered to be one of the most important challenges in technology. Many experts believe that achieving AGI could revolutionize society and have far-reaching implications for the future.

Urgency Level

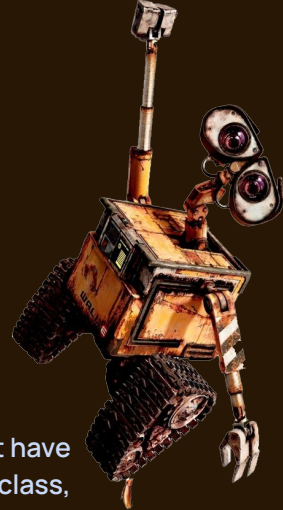


ALL OF  
THE  
DUCKS!

Hypothesis

By taking away the subhuman tasks that have allowed for a suppression of peoples by class, the potential for a more balanced global society instantly becomes an option. With the proper implementation of an inclusive consumer layer, the tools this system births will allow fair access to the promise of AGI not by geography or race but curiosity.

With the introduction of a consumer layer using a long-tail SEO keyword nomenclature to illustrate not only the ease of access to the technology but its society-changing power, AGI's immediate and overwhelming adoption shows not only the consumer thirst but the market adoption will ensure quick integration.



## D.O.A (DEATH OF THE AUTOTUNE)

# PIONEERS IN ACTION

### Opportunity Whitespace

AGI's transformative potential is emerging, with the ability to revolutionize industries, advance medicine, enable personalized learning, accelerate discoveries, enhance disaster response, revolutionize transportation, transform urban planning, and enable breakthroughs in space exploration.

### Place on the Block

AGI's integration with blockchain shapes the future of technology, enhancing security, efficiency, scalability, consensus algorithms, and privacy features. AGI also enables data analysis, uncovering insights for decision-making and governance of blockchain networks.

Idea Generation

Consumer  
Layer  
AGI Powered  
Search  
Framework  
Web 2.0



OpenAI (**background**) is a nonprofit research organization founded in 2015 aiming to develop safe and beneficial AI for humanity. Its focus is on language models, including GPT-3, that can generate natural language text. OpenAI has contributed to the development of reinforcement learning, robotics, and open-source tools like OpenAI Gym. Its work on artificial general intelligence (AGI) has increased demand for AGI in natural language processing, chatbots, and content creation. OpenAI advocates for ethical and safe AI practices through initiatives such as the Partnership on AI, accelerating innovation and pushing AI's boundaries.

Refik Anadol is a Turkish-American new media artist and designer. His projects consist of data-driven machine learning algorithms that create abstract, dream-like environments. His work in digital art and media installations has expanded the possibilities of art through technology.

His immersive experiences challenge traditional notions of art and space by using data and machine learning algorithms to create dynamic visualizations and projections. Anadol's installations integrate seamlessly with architecture and design, transforming our understanding of art and space. His work has been honored with awards such as the AIAA Presidential Honoree Award and has been featured in publications including the New York Times and Wired, demonstrating the potential of technology to enhance our world.



# #NOTAI

Did you Unplug It?  
Plug It Back In?

People are using technology more intentionally after the pandemic with some using it more to elevate their lives and others adopting mindful and sustainable practices around quantity of use and content. They seek to counter the mass hysteria of tech evangelism with their own silent revolt. One that looks to the past far before technology became pervasive.

It is not being suggested that they are avoiding technology altogether, they are looking for its integration to be more graceful than the full chaos of the last few decades. It has birthed a movement that leans more Star Trek than Star Wars. Holodecks and peaceful exploration is the goal. With an open invitation to all those who want to come along for the ride.



Urgency Level



1 out of 5  
Ducks

## Hypothesis

Marketing to Luddites, those skeptical of technology, presents opportunities for businesses to cater to a niche market segment with values such as craftsmanship, sustainability, and authenticity. However, it requires careful messaging aligned with brand values and addressing their concerns ethically.

While Luddites may be a small market segment, targeting them can offer unique opportunities for businesses that cater to their distinct preferences and needs as they loyalty level of this group definitely trends the highest.



SWAGGER LIKE US

# PIONEERS IN ACTION

## Opportunity Whitespace

What Luddites lack in numbers they more than make up in loyalty. A brand commitment means something to them as they are hesitant to change products.

Their requirements transcend use and embrace a holistic dataview to include ESG, Inclusion and Human Rights above and beyond product ingredients.

## Place on the Block

Blockchain empowers creators with a transparent and decentralized IP management platform for secure registration, ownership, and direct peer-to-peer transactions. It removes intermediaries, increasing control and revenue for creators, and provides an efficient system for managing IP and ensuring fair compensation.



Jacob Collier is a gift. A Mozart in any generation. Luckily he is in ours. His complex compositions blend jazz, funk, classical, and gospel with joy and playfulness. Collaborating with artists from Dodie Clark to Herbie Hancock, Collier bridges generational divides, inspiring as a holistic musician of the 21st century. With unmatched talent, he impacts popular music with an inclusive vision of a creative musical community rooted in craft and boundless creativity.

Hidari (in background) is an upcoming stop-motion film from director Masashi Kawamura. It tells the epic tale of legendary sculptor "Jingoro Hidari", portrayed by wooden puppets and combining Japanimation with stop-motion animation. Hidari is said to have existed in the Edo period of Japan and could literally breathe life into the puppets he carved. Animators are "breathing life" into wooden puppets using the magic of stop-motion, creating a wonderfully textured ambience. The original story is inspired by anecdotes of Hidari's right arm being chopped off by a jealous rival. After the overwhelmingly positive reception to the 5 Minute Film it dropped, it's in full fundraising mode for its full-length feature.

It should be no surprise that the roots of this next pioneer comes from the NY Theatre scene. The 8-Bit Big Band, led by Charlie Rosen is a Grammy award-winning Jazz/Pops orchestra that blends modern jazz and big band music with the nostalgic sounds of classic 8-bit video game music. Its 30-65 members, mostly from New York City and are some of the most sought-after musicians and performers, are all gamers at heart. Their performances feature intricate jazz improvisation combined with recognizable melodies from classic video games, creating a unique fusion of musical styles. In 2018, the 8-Bit Big Band released their first album "Press Start!", featuring music from the Super Mario series, The Zelda series, Ganbare Goemon, F-Zero, and Final Fantasy.



PHOTOSHOOT FRESH 📷 LOOKING LIKE WEALTH

# DECENTRALIZATION

To Boldly Go  
Back to the Way It Was

Decentralization redistributes power and decision-making from a central authority to local governments or distributed networks of nodes. Proponents argue it can enhance efficiency, innovation, and accountability.

Technologies like blockchain disrupt traditional finance and governance, offering transparency and trust. However, opponents raise concerns about fragmentation, inefficiency, and coordination challenges.

Decision-making authority may become dispersed, leading to inefficiencies. The appropriateness of decentralization depends on the context and goals of the system or organization.

Careful consideration is necessary to balance the potential benefits and drawbacks of decentralization, including opportunities for innovation and accountability and challenges in coordination and efficiency.



Urgency Level



3 out of 5  
Ducks

Hypothesis

Home Addresses are going the way of the rotary phone. There is nothing wrong with them and your Mom will have one.

Nomads and freelance work will allow for a significant portion of the population to just be a stateless entity. Banking and Identification offerings are going to have to be revamped and a new method of commerce will sprout up alongside of it. Powered by pop-culture as the connective tissue, the consumer of future might be connected more than ever, they just won't be on the ground you are used to.



PHOTOSHOOT FRESH 📸 LOOKING LIKE WEALTH

# PIONEERS IN ACTION

## Opportunity Whitespace

The hubs that corporations built to service city centres are about to become obsolete.

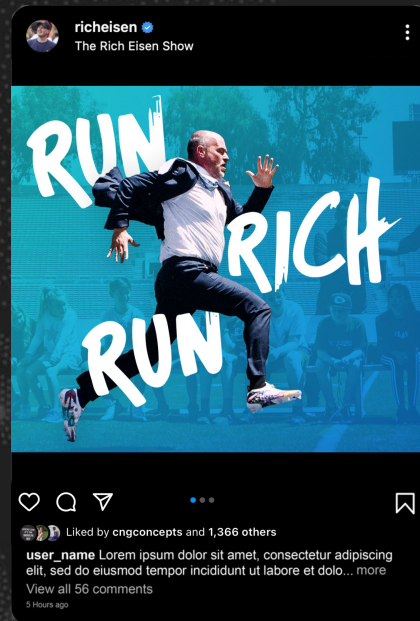
Whether it's a technology solution that allows for connection or work opportunities that now transcend geography, the next wave of Titans will be the ones that can provide services to those outside of the centralized hubs of industrialization.

## Place on the Block

It is the driving force of the blockchain. So at some point this will have to be embraced.

Obsidian's (in background) non-linear note-taking and bi-directional linking can help power decentralization by allowing users to create their own personal knowledge base without relying on centralized services. Its use of Markdown formatting makes it easy to collaborate and share information in a decentralized way, without compatibility issues. Obsidian's backlinks and graph views promote a more interconnected approach to knowledge management, encouraging a holistic approach rather than siloed systems of centralized platforms.

This shift to creating a framework for a consumer's life through data is the first step to a properly contextualized data integration into one's life. It also allows for the next phase of technology to have a proper person-graph allowing for a proper commerce engine to power their lifestyle.



Rich Eisen, a former sports journalist turned influential voice for Sports Fandom, has revolutionized sports reporting with his multi-platform approach, pop culture integration, human interest stories, analytics emphasis, and advocacy for social issues.

Eisen's innovative approach has shifted the narrative framework of sports reporting, engaging fans through various media platforms, infusing pop culture references, humanizing athletes, using analytics, and addressing social issues. His inclusive and progressive approach has made a significant impact on modern sports journalism, connecting with audiences in unique and meaningful ways.



A fnkydcks Joint

# THANK YOU

## ALLOW US TO REINTRODUCE OURSELVES

We are an Innovation Studio reimagining how products are designed, created and consumed. Our canvas has transcended physical form to live in the metaphysical. A place where there are no rules or prejudices or limitations. Where everyone has a voice that is heard. A frontier ready to be tamed.

Birthered from the block it is only fitting that the FNKYDCKS have been chosen from high to bring the world the next block. Just as the Roc used the rules of the block to define Tech, Business and Culture, FNKYDCKS will be the Brand of the Block to refine it so that it will live up to its potential - for everyone.

**Contact us today to learn more about how we can help you connect with your consumers and build lasting relationships.**



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