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2020







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# Introduction

The future is here! Today's on-the-move generations are defining a new way of life faster than ever. Start the decade on-the-ball with these cultural trends so that you're at the forefront of tomorrow's conversations.





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# At One With Nature





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# At One With Nature

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Spending time in green space or bringing nature into your everyday life can benefit both your mental and physical wellbeing. With conversations around mental health becoming less stigmatised, more people are reflecting upon how they can adapt their homes to benefit the mind, body and soul. The need for being at one with nature is reflected in this interior photography.







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# Lose Yourself Locally







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# Lose Yourself Locally

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The desire for local travel is growing. People are becoming more conscious of their carbon footprint and are being drawn to local destinations and activities instead of travelling abroad. This doesn't mean the trips or images are boring. On the contrary, it's encouraging people to find excitement and adventures they never realised existed.





Maria Fokina



Stephen Giardina



Grant Rooney Premium



Pascal Mannaerts



Cultura Creative (RF)



Friedrich Stark



Adrian SherrattService





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# Food With Family





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## Food With Family

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Known as the long-hour culture, more people than ever are working from dawn 'til dusk. As our work lives become busier it's become so important that we make the most of family time, and many would agree that there is one thing that brings family together – food. Spending those precious moments with the little ones at breakfast, baking with your mum on a Sunday afternoon, or sitting down on a Friday evening to share a pizza with the people that mean the most to you. Within lifestyle photography there is a real grasp of authentic imagery capturing families coming together in this way.





Tetra Images, LLC



Hero Images Inc



Image Source



Kian Khoon Tan



Tetra Images, LLC



Jacob Lund



Hoxton





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# New Generation Nostalgia







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# New Generation Nostalgia

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Nostalgia is defined as a yearning for the past. This fresh take on the theme of nostalgia looks at how elements from the past are being modernised and used in a 21<sup>st</sup> century setting. Forget about heavily-styled retro shoots and focus on bringing these themes into the now. Think slow fashion, analogue formats and a longing for simpler, carefree times.





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# Girl Boss





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## Girl Boss

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The Girl Boss movement is redefining success and creating a fair reality where women can make progress personally, professionally and in service of others - on their own terms. It's a great time to celebrate this wonderful, empowering imagery.





Hero Images Inc.



Konstantin Malkov



Gabriel The



Aleksandr Davydov



Kzenon

YES  
WE  
CAN

Iveta Angelova

Cultura Creative (RF)



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It can be easily forgotten that images are a powerful communication tool. Don't settle for supplementing your content with imagery, use images to amplify it. Words tell your story, but images can really bring it to life.

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## About Alamy

In a world where millions of images are taken every day, there are still stories that have yet to be told. Our mission is to leave no image unseen.

That's why we don't believe in editing our photographers. They dictate the market by uploading whatever they want so that we can empower our customers and let them decide what deserves airtime and what doesn't.

Everyone should be heard. All we need is for you to tell their story.

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