



BOMPAS & PARR
PRESENTS

FUTURE

OF P-LEISURE



**WELCOME TO A NEW REPORT
ON THE FUTURE OF P-LEISURE
BY THE BOMPAS & PARR TEAM...**

**A STUDIO WITH A ZEITGEIST MINDSET WHO HAVE
DELIVERED COUNTLESS EXPERIENCES FOR BOTH THE
PUBLIC AND PRIVATE REALM, FROM PIONEERING BAR
EXPERIENCES THAT ALLOW ONE TO INHALE THEIR DRINK,
TO DINING SPACES IN THE MIDDLE OF A DESERT WHERE
EVERYTHING IS COOKED OVER STEAMING HOT LAVA.**

What is P-Leisure?

Bompas & Parr is a studio well adept at delivering some of the best experiences in the World - now it is time to put pen to paper and define the future of what we are calling 'P-Leisure' - Public Leisure.

This report has been framed around the idea of 'public leisure' that ultimately delivers 'pleasure' to its audiences. When looking at the history of leisure, articles surmise that leisure activities were once for the middle to upper classes, who attended theatres and music halls to entertain themselves for long evenings. In the 19th century going to the seaside was very popular with those who could afford it. The first pleasure pier was built at Brighton in 1823 and soon they appeared at seaside resorts across Britain. Leisure was something to do in your free time that delighted and entertained, away from the mundanities of everyday life. It allowed people to meet others and revel in shared new experiences.

Fast forward 100 or so years and the idea of 'public' and 'leisure' has changed somewhat. Our lives are now as public as ever - Statista predicts that by 2025, there will be 1.44 billion monthly active users on Instagram, which accounts for 31.2% of global internet users. Instagram Stories has enabled users to share quick snapshots of their everyday experiences - in 2022, Instagram sees [500 million](#) users share stories everyday - that's a lot of content from across the world being publicly shared, and we'd bet that a lot of the content of those stories captures the leisure experiences that people are invested in...

The point is - today - are the types of leisure activities that we pursue largely influenced by the content that they will produce, in order to fuel our public lives? This year, we saw Coachella reach peak influencer, with various news articles slamming it for it becoming a 'work event for influencers'. The focus of the festival seemed to shift from the enjoyment of music to the candy coloured backdrops it provided for those looking to gain extra followers on their social media accounts.

The world is tumbling towards peak sharing, and the idea of privacy is seemingly lurking in the shadows of daily digital stories - but is this a bad thing? Before his death in 1970, Abraham Maslow, who defined the 'hierarchy of needs', added self transcendence to the top of his pyramid. Are we living in an era where we are shifting from self transcendence to collective transcendence? The idea being that we are looking for collective experiences that help us reach a higher state or purpose, together, as opposed to as a solo activity? Have we now traversed to a world where sharing is everything, and the more public the better?





The Daily Shift

The pandemic catapulted the idea of hybrid working into offices across the world and a four day work week trial is underway here in the UK. For the last 96 years, the five day work week has been the norm...With more flexible working hours, and productivity over time being the key factor in work decisions, we could see a shift towards new types of leisure activity that go into previously perceived 'unsociable' hours. The Monday to Friday, 9 - 5 working week will no longer define when and where we can spend our leisure time.

We expect to see leisure activities framed around dawn, dusk, and into the night, driving a new 'after hours' - People will turn to the quiet of the after-hours to invest in their travel bucket lists and nature excursions. If we are looking at hacking the mind and new frontiers, we could well see sleep being disrupted as audiences give their minds over to entertainment brands - see our predictions below for more on this. This, coupled with visitors looking for alternative social events in a time when we have to learn to live with an ever-changing virus, represents an opportunity to redefine our public leisure hours into the night and beyond.



Oversaturation of Content

TikTok sees over 1 billion monthly users, resulting in a lot of daily content, and a lot of repetition. Users are growing tired of seeing the same pieces delivered to them everyday, and so we are seeing content burnout.


Instead, the future will see content created for micro communities with niche interests - and if leisure activities are being used to deliver content, we'll see increased desires for entertainment that goes beyond the pastel coloured hues of Coachella and into far deeper, emotive realms.



The End of the Millennial

For many years we have seen experiences targeted at 'millennials' or 'Gen Z', from both an industry and consumer perspective - this has now resulted in a homogenisation of culture, with experiences, the products we buy, and entertainment series we engage with, starting to all look and act similarly. In 2015 we saw the term 'Millennial Pink' on the rise, which led to multiple industries adopting the same hue of pink and applying it across experiences to target the same 1.8 billion people across the world - and this has led again to those pastel coloured hues of a Coachella that has a focus on it's audience and their content over the entertainment that it delivers.

What this means for the future of p-leisure, is that we should stop thinking about delivering experiences for blanket term 'millennials' or 'Gen z', instead focusing on interests and characteristics that span age groups. In the future we'll see immersive exhibitions aimed at those with a penchant for 'dinocore' or 'bloomcore' as opposed to large spanning age groups.



IF THERE EVER WAS A PERIOD OF TIME THAT WAS REACHING A 'TIPPING POINT' (REFERRED TO BY MALCOLM GLADWELL AS A PEAK, OR A TIME OF PIVOTING CHANGE) FOR HOW WE PERCEIVE 'PUBLIC LEISURE ACTIVITIES FOR PLEASURE', WITH SO MUCH SHIFTING CHANGE ACROSS THE CONSUMER, POLITICAL, ENVIRONMENTAL AND TECHNOLOGICAL LANDSCAPE...

NOW FEELS LIKE THE RIGHT TIME TO EXPLORE HOW 'P-LEISURE' WILL BE REDEFINED OVER THE NEXT 5 - 10 YEARS.

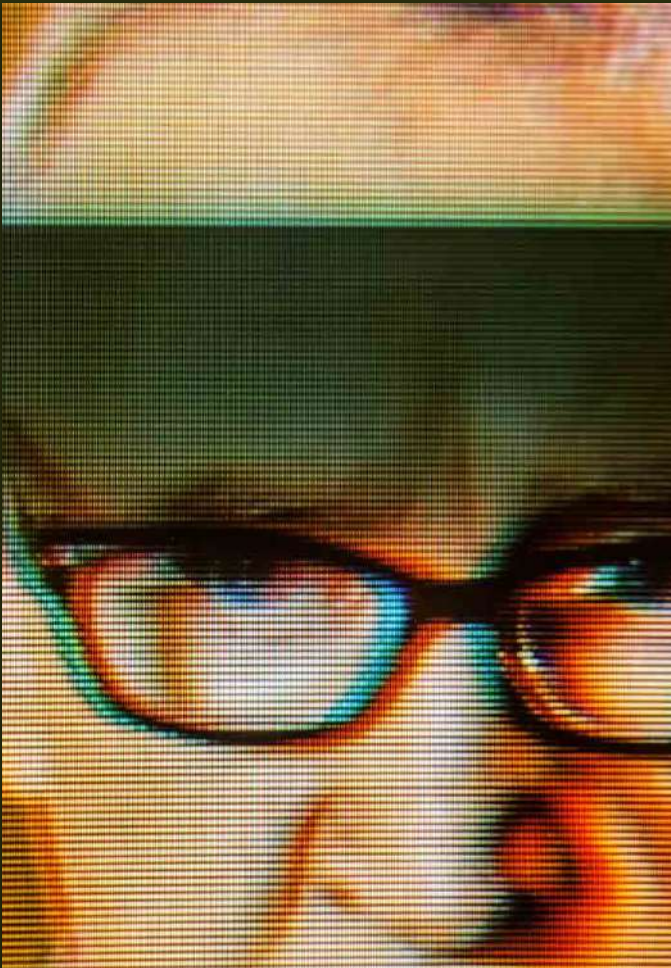
The Six Predictions of P-Leisure

We asked the zeitgeist mindset at the studio - what do you see yourself doing at the weekend in 2030? Our six predictions for this summer include:



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Prediction One: Streaming Districts



Whilst Netflix subscribers are starting to decrease, other streaming platforms such as Disney+ are seeing increasing numbers of subscribers, with Disney seeing a 22% increase this year. Despite Netflix's decrease in subscribers, we are seeing the brand expand its universe into the physical world with its own shop and real world I.P experiences such as a Stranger Things Pizza Shop.

According to the 2021 State of Fandom report, around 75% of fans seek the means to celebrate or invest in their fandoms beyond the screen - so Netflix are on to something here.

And according to more research, the number of people subscribing to streaming services in the UK grew by 11% last year, with four out of five households now subscribed to at least one service.

This prediction foresees a future of P-leisure whereby cities are taken over by platforms such as Netflix, Disney+ and Prime in order to provide fans with the experiences they need in order to fulfil their fandom desires. Each platform owns a district, and each district becomes an entertainment centre of live action role play, where visitors can enter worlds of Stranger Things, Mickey Mouse or The Office, therefore expanding the world of that platform into ultra-sensorial realms.

Imagine stepping out into Shoreditch, to find it has been taken over by Netflix. Pavements are turned red, and streets are named after its Originals. At its centre is a communal viewing screen for new releases, taking on a new meaning for a town square. Food and drink vendors are designed with streaming in mind and with storylines to deliver. To access the district, these P-Leisure activities are added on to existing Netflix subscriptions, creating a semi-public space for those who want to revel in escapist worlds.

Over the last decade, consumer expectations of experiences have dramatically increased - where once a small miniature golf course would suffice for a Saturday afternoon's entertainment, we now expect that miniature golf course to be themed, automated and offer a menu of tailored drinks. In a further ten years, we'll be expecting much much more, and streaming brands could have the monopoly on transforming experiences.

Prediction Two: The Bank of Time



Time is said to be the new marker of luxury. In a world of shortcuts, visual chaos and ever shortening delivery services to allow for ultra convenience, time is becoming a luxury as we try to cram as much into our everyday lives as possible. Earlier in this report we spoke about the new 9 - 5 and shifting work times creating a new era for P-Leisure activities. We imagine a future 'Bank of Time' that allows its visitors to literally bank in more 'p-leisure' time for their day, and partake in time perception techniques to distort their own perception of time.

David Eagleman, Director of Baylor College of Medicine's Laboratory for Perception and Action, believes that 'time perception, just like vision (think Optical Illusion), is a construction of the brain and is shockingly easy to manipulate experimentally'. So if we can manipulate time, and time is a luxury, then the manipulation of time could become an unexpected new 'p-leisure' activity.

A WTC shopper survey suggested that 44% of consumers said that they would be interested in spending from beyond the grave....so those who have literally run out of time, still wish to be purchasing from brands.

Death is a typically taboo subject, but we believe that over the next few years, people will seek more open conversation around this topic. That, coupled with a greater awareness of our own time left on this planet could result in some interesting time based leisure activities that explore mind-hacking and death based entertainment in order to bank in more time on our time left on this planet and beyond.

Prediction Three: Everlasting Evolution



In contrast to our beings being increasingly hooked to streaming and scrolling through social media, we predict a 'p-leisured' future of hands-on craft. Arts and theatres have always played a huge role in leisure activities throughout history.

Today, we are seeing a shift towards a more decentralised approach to creativity, with audience involvement in the creation of product and content.

Take for example Sexyland in Amsterdam, a members' club that has 365 co-owners, each of whom puts on an annual event, ranging from roller disco and book presentations to club nights and stoner metal bands. The public can attend any of the activities by buying a month-long membership.

We are also going through a golden era for creativity - advances in technology are allowing ideas to come to fruition at lightning speeds. The internet is providing us with access to niche discoveries and connections to other cultures, giving us the creative fuel we need to inspire new projects. In the future, we will see audiences of experiences have a much larger involvement in its creation - the creative directors of shows will be whoever turns up to experience the show that day. This has led to a prediction that we have called 'Everlasting Evolution'.

Everlasting Evolution is a giant building dedicated to learning and sharing knowledge through the arts. Everything in the building is part of a closed-loop circular economy/ zero waste system. Work your way up through a building and make everything needed, for example, a dining experience - two years ago we predicted Component Dining in our Imminent Future of Food report for 2020. This takes the foundation of that idea and expands it. Make your table, your serve-ware and harvest food - the Everlasting Evolution is the ultimate farm to table with all food grown on-site (the skin of the building is all edible).

Alongside this, Everlasting Evolution will enable visitors to create their own theatre productions, concerts and art exhibitions, generating entertainment for diners. Everlasting Evolution shows a future of P-leisure that is co-created between those with similar interests.

4 Prediction Four: Underwater Frontiers



Back in the 50s, a new form of entertainment opened up to the public - the Weeki Wachee mermaids of Florida would delight and entertain guests with their fantastical underwater shows. Trained 'mermaids' would surprise audiences by eating and drinking whilst submerged in beautiful springs. This American roadside attraction would attract visitors from across the world who were seeking to spend time watching the surreal and unimaginable unfold.

This next prediction explores the realm of the underwater world.

71% of the Earth is covered by water and so poses an opportunity for new entertainment (but only if done sustainably - the construction of the Palm Jumeirah in Dubai caused average water temperatures to rise by 7.5°C over 19 years).

On the southernmost point of the Norwegian coastline, where the sea storms from the North and South meet, sits Snohetta's underwater restaurant, an impressive architectural feat that proves that underwater entertainment is possible (and is embraced by nature by acting as an artificial reef for marine life to latch on to).

In the future, we expect to see more underwater spaces, from underwater museums to galleries to cinemas, but only if done sustainably, where marine life can flourish. We'll see new jobs for underwater estate agents for sunken properties.

As we see people choose to spend their money on flights up to space, away from our planet, we'll see a new cohort choose to adopt exploration of our current planet, going deeper underwater for tourist excursions to drive new connections with our home of Earth.

Prediction Five: What Does Heaven Look Like Anyway?



The most imaginative people in the world are in fact, children. Between the ages of 6 and 10 years old, studies state that our skills are developed enough allowing our creative capacity to be more structured and defined, allowing children to generate limitless fantastical stories from their own imaginations, simply by looking at an object, like an empty box, and mind-bending it in to a spaceship or underwater cave.

In 2017, Bompas & Parr gave 100 children the chance to use their imagination to invent their ultimate food fantasies at a free workshop at the Museum of Childhood - six of the winning designs were then turned into reality, which included glow-in-the-dark ice cream made from carrots, edible bubbles made from broccoli and cucumber, and a parsnip tornado. Sadly, we lose our imagination as we age, because of a combination of learning how the world works, adapting to our environment, and simply forgetting how it feels to be imaginative as we navigate the world of work, homelife and people.

What if our future 'p-leisure' activities were creatively directed by children? Imagine a world where you, as an adult, can momentarily step back into the mind of your 6 year old self - a mind that hasn't had to think about paying rent, or what the best Citymapper route is to get from home to work because there's another train strike that day, or what you'll cook for dinner tonight.

Selfridges recently generated their summer window display under their 'Super Futures' series, in collaboration with a group of 5 - 12 year olds - the result is a literal window into the imaginative minds of the most creative people in the world, such as Cole, age 5, who predicts that the wind will in fact be candy floss, or Theo, age 12, who predicts that future cities will look like golden apples that grow on trees.

In our futures, we see a 'heavenly' environment created with the help of children - a new immersive experience directed by the likes of Cole, age 5.

So, instead of finishing off this prediction ourselves, we decided to ask a 3 year old what she thought the best place in the world might look like...:

It would have pink and yellow flowers with lavender ice cream and some cows and pigs. People would go to the zoo to see lambs. They travel by ambulance. There will be no buildings, they'll be knocked down. It's a bit rainy.

Get ready to step into future immersive fictionalised environments that have been foreseen by a new generation of playful and creative minds that haven't yet been impeded by the weariness of everyday life.

Prediction Six: Ultra-Personalised Fun



Finally, we move to our last prediction for the Future of P-Leisure - Ultra-Personalised Fun. As mentioned earlier on in this report, we are currently over-saturated with content, and some experiences are starting to look all too similar as they are glazed with millennial expectations - some believing this will result in a 'commodification of fun'. For Bompas & Parr; the counter approach to this is to generate hyper personalised experiences that enable entertainment to become unique to every visitor:

Imagine being able to see yourself within your favourite piece of cinema, using deepfake technology to make you the key protagonist of the film.

We once all got used to wearing 3D glasses to see films literally spring out in front of us at the cinema - what if we all wore personalisation glasses that placed your face within the film you were watching. Hyper indulgence of the self.

If we can push our own selves to the extreme, then perhaps we can even assume the identities of others on weekend excursions, stepping into worlds that have been created around famous icons such as Sherlock Holmes or Princess Margaret - live a life in the weekend of your chosen icon. Eat their favourite food, partake in their favourite activities and meet AI's of their acquaintances. Play make believe (as your 5 year old self would have!), but in an adult world, and escape from the routine of everyday life.

AND FINALLY...

Public Art: A New Dawn

Public art, or public sculptures, are intended to engage with undefined, public audiences. Yet Alastair Sooke, an art critic from the Daily Telegraph, reckons that...

'Today public art is a curious phenomenon. It is big business – the industry is thought to be worth tens of millions of pounds each year in England alone – but often it exists in limbo, pleasing neither art critics nor the public.'

Throughout history, public sculptures and statues have stood as markers of time in the form of bronze replicas of people or objects.

However, what if we were to look at the future of public sculpture, bearing in mind that general population needs are shifting and changing. Today, everything needs to have a dynamic shareable element, what with most content being captured across TikTok, Twitter and Instagram.

Bompas & Parr have recently erected three giant sculptures in Casey, Australia, that represented the abundance of local produce from the area - an apple, celery and indigenous chocolate lily were surrounded by fruit weather, for passers by to interact with - perfect dynamic content.

In early 2020, the studio's 4 metre tall Golden Pineapple sculpture took precedent outside The Fitzwilliam Museum in Cambridge. Pineapple's are a symbol of hospitality and so the structure acted as a friendly welcome to those visiting the museum.

The point of this, is that there is opportunity to generate the next series of public sculptures, that align with new forays into placemaking and public entertainment. The studio team are currently working up ideas for sculptures, including...

- 'Monument to the Unknown Drinker', which plays homage to the little known Great Beer Flood of 1814
- 'A message from the future' - a floating, abstract totem supposedly from a crashed UFO
- 'Music of Spheres' - an interactive sculpture whereby onlookers become part of a constellation and a part of a galaxy...

Watch out for new sculptures like this filling town squares and acting as roadside attractions in your near future.

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The Bank of Time



Everlasting Evolution



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Thank You

For further details please contact:
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