

Welcome to the fourth instalment of 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.

Exploring the Future of P-Leisure

Building on 18 years of delivering countless experiences for both the public and private realm, The Future of P-Leisure leverages the studio's zeitgeist mindset, cultural research and collaborative storytelling to map how we will gather, party and connect over next decade and beyond. This year, we've turned our gaze firmly to the uncertain future of nightlife - looking through a London centric lens, but with regional and global influence.

While standard industry trend reports might have more quantitative data, and pull from more focus groups - most often the trends they identify are over by the time the report is published. To steer clear of this, the Future of P-Leisure intends to inspire as much as predict. We intend to initiate change as much as we report on it.

This reflects an approach that drives Bompas and Parr's strategy more generally - it's one that attracts commercial partners, government agencies and artistic collaborators as it leverages the studio's capacity to consider and develop nascent ideas before they have already reached critical mass.

It's also worth noting that this presentation is a distillation of a vast wealth of research and months of sensemaking and conversations. Therefore, for every one example we share, there will be a hundred more. For every contour and prediction we explore, there are many others we won't have mentioned at all.

REFLECTING ON 2025

The State of Play Today



Let's be honest, the latest stats on the UK's nightlife are hardly inspiring.

According to the Night Time Industries Association (NTIA), more than three thousand after-dark venues in London have shut down since March 2020. In the UK more generally, we're pursuing a course of nightlife mass extinction, with three clubs closing every week. This means that if things don't change, there will be no nightclubs left in the UK by 2030. Grassroots music venues are faring no better. As the Music Venues Trust reports, in 2023, two grassroots music venues closed a week, with one closing every fortnight in 2024. When we consider that seven out of ten of the biggest-selling albums from last year were from artists who made their name in the Capital's grassroots venues, this is nothing short of a creative catastrophe.

The drivers of this decline are, as ever, a complex mix of behavioural, economic and infrastructural factors.

For many grassroots event producers, things are simply getting too expensive for ongoing nightlife offerings. As Manchester-based promoter Not Bad For A Girl posted on Instagram, even on their best-case scenario sell-out nights, they only just break even. Economic restraints, of course, stretch to the public too, with many feeling too cash-strapped to afford a healthy nightlife. The number of venues holding late-night licences is also in rapid decline. In London alone, the number of pubs, bars and clubs holding a 24-hour alcohol license has fallen by two-thirds in the past two years. Meaning that even in places like Soho - the legendary watering hole of creatives such as Francis Bacon and Lucien Freud - you'll be hard pressed to find a drink past Iam.

This is not all. The well-documented sober curious movement means increasing numbers of people are opting to explore nighttime activities that aren't centred around alcohol. And the commodification of club culture is being met with an overintellectualisation of nightlife, yet we are ironically experiencing the night less than ever before.

REFLECTING ON 2025

The State of Play Today

"A new generation is less keen on going out and bashing their bonces with garries - yet raving is discussed more than ever, with endless books and academic articles discussing the dancefloor as a utopia...I can't remember a time when people talked about dancing as much as they are right now, despite apparently not doing it as much."

Chal Revens, Music journalist, Quietus

REFLECTING ON 2025

The State of Play Today

Staring down the barrel of this reality, you would be forgiven for thinking that truly dynamic and committed nocturnal revelry is a thing of the past. But if our research has uncovered anything, it's that change is most definitely on its way. People are thirsty, thirsty for newness, thirsty for life, nightlife and the kinds of connection only it can provide.

So, while it is true that the systems that once upheld nightlife are no longer fit for purpose, we believe that this time can also be full of opportunity: the question isn't whether nightlife will endure, but rather what we want its future to look like, and what we're willing to do to create strategies worthy of genuine lasting optimism.

This isn't just optimistic thinking on our side. We can see this new future emerging through our three key drivers.





MAPPING THE NEXT 1 – 3 YEARS

Key Drivers



As Vital As Finance

Nightlife isn't just about hedonistic escapism - it's culture, identity, communities, art, and economy. It's a necessary counterbalance to the rationality present during the day, and for many, a form of transcendence inherent to the human condition. Even as far back as 2000BC, there is evidence of a Greek ritual believed to be connected to the Eleusinian Mysteries, which involved repetitive music, coloured lights, and a square room: all the essential elements of a nightclub or warehouse party.

In the past few months alone we've seen the mayor of London launch the "The Nightlife Taskforce", experiments into late night licensing laws are being explored by the UK Government, and the UK's electronic music industry delivering an unprecedented show of unity and urgency as sector leaders came together to meet with Parliament's Culture Committee at a landmark parliamentary event. As Michael Kill, CEO of the Night Time Industries Association (NTIA), commented, "This is not just about nightclubs; it's about protecting cultural identity, jobs, and the social fabric of our towns and cities."

As the value of the sector continues to gain awareness and support, pressure on the Government to protect and enable nightlife will only continue to grow. Inevitably resulting in new forms of parliamentary engagement, infrastructure, and law that supports a flourishing nighttime ecosystem and economy.

MAPPING THE NEXT 1 – 3 YEARS Key Drivers



Cathedrals of Creativity

The transformative power born of the night is objectively when the most interesting things happen. The barriers between people start to dissolve, and a different type of creativity emerges that is both urgent and spontaneous. At a personal level, nightlife is a place of potential flourishing. At a collective level, it is a catalyst for innovation.

In recent years, we've seen club and rave culture move into galleries, museums, and exhibition spaces at rapid speed - being celebrated for the creative epicentres they are. Although discourse is mixed on whether this move from dancefloor to museum wall is cultural gentrification or not, it is here to stay. This mass celebration indicates a collective recognition of the role nightlife plays in a nation's culture, and the importance of these spaces in developing careers and positively influencing creativity and its adjoining industries.

MAPPING THE NEXT 1 – 3 YEARS Key Drivers



High on Hope

The same cultural ennui and political inertia we're experiencing today is what made dance music and the illegal rave scene necessary and possible in the first place. As Ed Gillet writes for Resident Advisor, "The dance floor has consistently flourished during times of rupture and instability, and remains as vital as ever."

Today, plenty of individuals, groups, and communities are using the club as a mechanism for social change, from The Chateau and Rave Reparations, to Black Obsidian Sound System. Four decades on from the first UK free parties, the illegal rave scene shows no signs of slowing down, as a recent 8,000-person, six-day megarave in Spain underlines.

As Gillet continues, "unlicensed events come with their own compromises, but as more established forms of clubbing become harder to sustain, and sociopolitical pressures make it harder for authorities to keep up, new opportunities to create spaces for joy are presenting themselves - proof that the spark is, and always will be, there."

The Six Predictions of P-Leisure







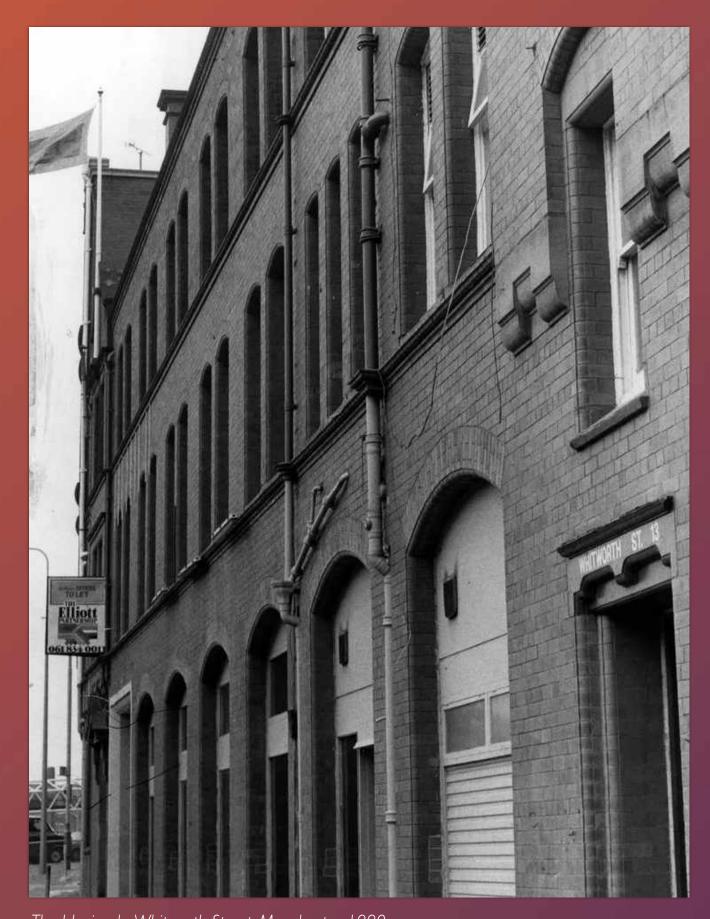








PREDICTION ONE: ARCHITECTURES OF VICE



The Haçienda, Whitworth Street, Manchester, 1990

The raw creativity of club culture has reshaped industries, regenerated cities, and influenced cultural movements globally.

In the early 1870s, Manchester was one of the ten wealthiest cities on earth, but 100 years later, a post-industrial malaise hit the city hard. By the early eighties, it suffered from rising unemployment, an exodus of its population, and a landscape of urban decay that saw an estimated 20 million square feet of empty industrial floor space span the city.

As well as a jobs crisis, Manchester had an identity crisis too. With the textile industry disappearing, what would come next?

Sensing a city in flux, music began to occupy and enliven the city. Derelict warehouses turned into rehearsal rooms, bedrooms into record label offices, and basements into clubs, venues, and record shops. In 1982, Factory Records and New Order took over a former yacht warehouse to build a venue, the Haçienda, on the edge of the city, with an advert in the Manchester Evening News proclaiming the pledge: "To restore a sense of place".

By the beginning of the Nineties, German TV crews and Japanese music journalists stalked the Haçienda dancefloor, and Newsweek in America made Manchester music a front cover story. The ripples of creativity emanating from its four walls were, and still are, everywhere, with its reputation playing a significant role in attracting investment into the city.



PREDICTION ONE: ARCHITECTURES OF VICE

"If people want cities to have more purpose, then maybe building in more nighttime purpose is an important and positive way to go."

Andy Crysell, Author, Selling the Night



However, in the decades following deindustrialisation, dancefloors like the Haçienda have gradually been removed thanks to rampant profiteering.

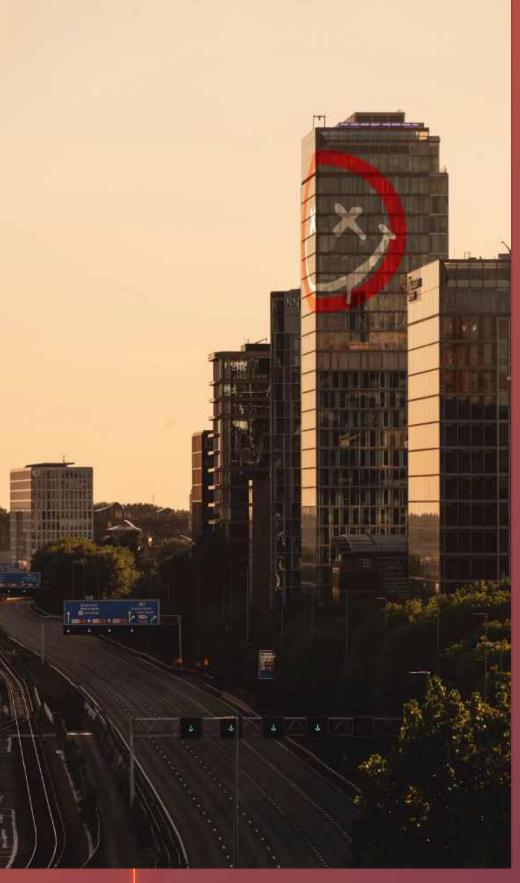
Talking to Andy Crysell, author of Selling the Night, we discussed the wider implications of this downturn. He reflects, "When you design a city for the future, the daytime version of the city is taken very very seriously. When it comes to the nighttime version of the city, urban planners are like: "oh don't worry about that, that's just not serious, that's the silly silly stuff."

Crysell continued, "There's also the question: what are cities actually for now? When many of us are working from home and buying so much online, what are they actually for? If people want cities to have more purpose, then maybe building in more nighttime purpose is an important and positive way to go."

As mentioned in our key drivers, local governments are slowly waking up to the immense benefit that a healthy nightlife brings to the civic and financial wellbeing of a city. Recognising clubs and night venues not only as an economy in themselves, but for the creativity within them that forms the social and imaginative bedrock for numerous other industries and placemaking.

Bompas & Parr foresees the recognition of the centrality of nightlife for the modern city continuing to rise, as human vice and mischievousness become increasingly integral parts of the urban fabric, regeneration, and placemaking initiatives. With nightlife being rewarded for the entrepreneurialism and creativity it has fostered.

PREDICTION ONE: ARCHITECTURES OF VICE



1. FINANCE BY DAY, RAVE BY NIGHT

While over half a million people work every day in the square mile of the City of London, only 8000 people actually live there. This daily mass exodus leaves immense square meterage that could house nocturnal revelry. We envision a future, where financial districts in London and the world over are transformed into world-class late-night party zones.

By day, the city bustles with suits and stocks. By night, it's reborn as a pulsating rave arena. With few residents to file noise complaints, organisers capitalise on the empty, echoing canyons of glass and steel. Empty office lobbies become sought-after DJ booths, rooftops host industry-defining light shows, and any space that isn't locked morphs into a dancefloor to create a sprawling web of passionate chaos as capitalism and counterculture merge.

2. THE NEW CULTURAL INSTITUTION

The creativity of nightlife may grow in the dark, but it filters from grassroots to mainstream, influencing everything from subcultures, music, media, and advertising, to gaming, fashion, hospitality, beauty, and tourism. We predict that in the future, nightclubs will finally be celebrated for their significant contribution to British culture - being elevated to the status of cultural institution.

Their hallowed dancefloors will stand shoulder-to-shoulder with art galleries, theatres, and museums. Cities will recognise their role as incubators of music, fashion, identity, culture, and social cohesion, with public funding flowing to expand their creative capacity and support them as venues for higher education. We'll even see club culture history become essential teaching in school curricula.

3. STREET LIGHT DREAMSCAPES & TRANSPORT TRANCES

We also envision a future where the city's infrastructure becomes the canvas for immersive after-dark experiences. Streetlights double as projectors, casting movies, abstract art, and local stories onto pavements, turning your nightly walk into a cinematic journey.

Complimenting this, transport systems are reimagined as vibrant night spots in their own right. Night trains become fully equipped dancefloors, Uber offerings pulse with curated soundscapes that act like decentralised clubs, and bus stops host pop-up performances and pirate radio shows. In this future, travelling across the city becomes a major part of the nocturnal spectacle. London nightlife becomes public art.

Audio Obsura Highway Rave, Amsterdam, 2025



PREDICTION TWO: AGING DISGRACEFULLY

It has been predicted that between 2015 and 2050, the proportion of the world's population over 60 years old will nearly double from 12% to 22%

World Health Organisation

We live at a time when populations globally are aging and in decline. The 1970s fears of a 'population bomb' - predictions that the world's food supply will not be able to feed the growing mobs - have not come true. Theories, too, that this is only a 'first world problem' are proving inaccurate. As a recent New Yorker article exposed - declining fertility is not limited to the world's most affluent countries, with birth rates in Albania, Nepal and El Salvador all now below replacement levels. While it will take some time to say for sure, it has been predicted that between 2015 and 2050, the proportion of the world's population over 60 years old will nearly double from 12% to 22%.

As a result, the days are numbered for the under-30's monopoly on fun, hedonism and cool.

During the first 50 years of youth culture dominance, there was no competition from older demographics. Today, aging doesn't necessarily sideline you from cultural creation, and influence is more equally distributed across generations. We predict a large-scale takeover of nighttime mischief by the middle-aged and beyond. The under-30s will be playing cultural catch-up, with trend agencies across London desperately trying to "get down with the geriatric".



PREDICTION TWO: AGING DISGRACEFULLY

Glimmers of this are already well underway.

While Gen Z were getting in their reps in one of London's 300 24-hour gyms, a centenarian in Derbyshire was at a rave for their 105th birthday. Hilda Jackson's big night consisted of glow sticks, a bar sponsored by Jagermeister, and a Drum & Bass set from festival headliner, Bru-C. While over in America, a retirement home in South Carolina, aptly named Latitude Margarativille, is causing a stir for its programme of wild and riotous events, described by one community ambassador as like "starting college all over again".

The stats on hedonistic pastimes for the over 50s support this vision of the future.

- In Spain, the share of people aged 54-65 who report having used cocaine in the past year has increased eight-fold in 15 years
- Today, older people are more likely to participate in casual, unprotected sex than the younger generations, with cases of Gonorrhoea in Americans for the over 55 increasing 6 times since 2010.
- In England, Professor Fiona Measham, Chair in Criminology at the University of Liverpool, reports that people well into their 50s are "getting back on it like they used to" at festivals

This a generation that pioneered sex, drugs, and rock'n'roll. A generation that is now firmly entering retirement and looking for new, novel, and raucous ways to spend their hard-earned savings and free time. So, what does this mean for the future of nightlife?



PREDICTION TWO: AGING DISGRACEFULLY



1. SOHO HOUSE RETIREMENT HOMES

Soho House has fallen on hard times, widely reported as having lost its cool and exclusivity. The club's membership is now over 200,000, and long-standing members are exasperated by paying high membership fees, just to be treated like just another member of the public.

In a bid to safeguard their future, we foresee a time in which private members clubs, not limited to Soho House, increasingly pivot towards housing socialites as they reach retirement and beyond. Constituting a widespread merging of the retirement home with the members club, where surveillance-free debauchery still reigns, but the meaning of a disco nap takes on a very literal form.

2. DESIGNER DRUGS FOR THE GERIATRIC

As hedonism habits continue later in life, we will start to see designer drugs being developed to suit the partying habits of the elderly.

Potent concoctions will carefully balance just the right amount of euphoria with an eye on such things as blood pressure and heart health. If new research, which indicates that Statins actually diminish the addictiveness of cocaine, is anything to go by, it will only be a matter of time before big pharma grasps the new business opportunity despite it currently only having been tested on rats.

3. NUCLEAR FALLOUT FAMILY CLUB NIGHTS

We also predict that as the social structure of the "nuclear family" becomes less prevalent and begins to dissolve, people will return to former, more collectivised, modes of intergenerational mixing and dependency. In this, night venues will play a significant role, becoming key locations for new forms of cross-generational connection.

To cater to this shift, nighttime venues will start actively curating nights that appeal to wider and wider age demographics simultaneously. Not only will this mean that our parents can literally show us how to party like it's the 1960s, but as we embark on the biggest generational transfer of wealth seen in history, generosity on a night out will expand in new ways. As reported in Forbes, the Silent Generation and Baby Boomers are choosing 'giving while living' over traditional hand-off strategies. Meaning that in the future it might be commonplace for older generations to spontaneously pick up bar tabs for a whole club, or perhaps they become club promotors themselves and put on nights where under-30s revel for free.



PREDICTION THREE: LUXURIATING THE NIGHT

Over the last century, the overall amount of alcohol consumed per person in the UK has risen and fallen repeatedly. Since reaching a peak in the mid-2000s, it has continued to fall, with the rise of no/low alternatives showing no sign of abating.

Recent years have seen us pin this decline on Gen-Z; however, a recent report published by the International Wine and Spirits Record has shown that slowly but surely, Gen Z is regaining interest in alcohol at a time when consumption is nearing a record low. Leading us to conclude that as with most things, the drinking landscape is deeply nuanced, with habits across all generations evolving and no one group leading the way with sober curiosity.

This coincides with the prevalence of hustle culture and the pressure many of us now feel to be "always on" and mentally present. Going out is now, for many, a continuation of the working day, a networking opportunity where you might bag your next gig. Similarly, with our days being ever more full demands, the nocturnal hours are the only time many of us have to recharge, engage with hobbies, and further our personal development.



"People don't just expect good food.
They want a unique experience."
Jake Missing, Editorial Lead, The Infatuation

PREDICTION THREE: LUXURIATING THE NIGHT

The impact of this can be seen in the shift away from hedonistic explosions to more reflective modes of nighttime socialising.

In New York, crowds are buzzing as late-night lectures rise in popularity. Lectures on Tap, an event series co-founded by Ty and Felecia Freely, books 45-minute lectures given by experts and academics at bars around Manhattan and Brooklyn - with tickets selling out anywhere from 20 minutes to four hours. Also shifting the paradigm of partying is Club Chess, who take inspiration from punk and the 80's club scene to dismantle the game's austerity. The result is a fusion of party, lore, and chess, where art, technology, design, fashion, and culture combine — and chess is actually played.

Here in London, old stereotypes of an early-to-bed capital are also being challenged as restaurants extend their reservation hours to meet demand from diners. The Mountain in Soho and The Dover in Mayfair are just two examples who see 80-90% capacity during post-I0pm seatings Thursday to Saturday. This shift isn't about a fancy alternative to your late-night kebab - it's about giving people a sense of home after I0.30pm. As Jake Missing, editorial lead at restaurant recommendation platform The Infatuation comments in GQ, "People don't just expect good food. They want a unique experience."





We predict the rise in places where people can luxuriate in cerebral explorations all night and sip and savour delightful delicacies well into the midnight hours



PREDICTION THREE: LUXURIATING THE NIGHT



1. 12 HOUR TASTING MENUS

Here, we envision a future full of immersive, 12-hour dining experiences, transforming the traditional evening out into a full-spectrum cultural event.

Where a three-hour tasting menu once felt indulgent, this extended format unfolds over twelve hours of meticulously crafted micro-courses, each designed not only to nourish but to shape the rhythm of the night. Beginning at 6pm and concluding at 6am, the dining experience evolves gradually, with shifting atmospheres, lighting, and soundscapes. And sensory culinary stimulants are woven throughout the night to encourage deep conversation and spontaneous collaboration.

2. THE NEW PENNY UNIVERSITIES

Penny universities were 17th- and 18th-century London coffeehouses that offered intellectual discourse and debate for the price of a penny: the cost of a cup of coffee. These spaces became hubs of social interaction, news exchange, and the sharing of ideas, attracting a diverse mix of scholars, merchants, writers, and professionals.

Today, as many young people grow disillusioned with traditional BA and MA courses in the UK, nightlife venues have the potential to step in. They can evolve into modern spaces of connection and inspiration, places where people of all ages forge meaningful relationships and find the ideas and opportunities that help shape their futures and view of the world.

3. AD WORLD SHIFT WORK

As London nightlife shifts toward a more cerebral future, these elegant spaces blend socialising with professional opportunity, attracting creatives, entrepreneurs, and thinkers. In a radical twist, attendees will then be paid to go out, transforming nightlife into a form of ad-world shift work.

Nightlife becomes not just entertainment, but a curated, professional cultural experience.





Since the dawn of humanity, sleep has been an escape from the chaos and pressures of our daily lives. It's a time for our bodies and minds to rest and restore, and as the limitations of waking life are lifted, dreams serve as an enigmatic bridge between reality and the subconscious mind. Inspiring everything from great works of art and music, to innovation, and even in the case of Nike, the iconic name of a business.

But in recent years, the rising prevalence of 'wellness culture' and the commodification of our wellbeing has led to our sleep being monopolised by big business. Not a day goes by without us being sold the promise of optimised sleep hacks on social media, in books, and via podcasts. As a result, the global sleep tech market is expected to grow from 23.1 million USD in 2025, to 64.7 million USD by 2033.

Building on this wave, sleep is starting to enter the hospitality space, with Equinox Hotels announcing their new sleep strategy and partnership with sleep scientist Dr. Matthew Walker. Here hotel guests enter a Sleep Lab to interact with cutting-edge sleep technologies and participate in studies led by Dr. Walker himself, all during their stay.

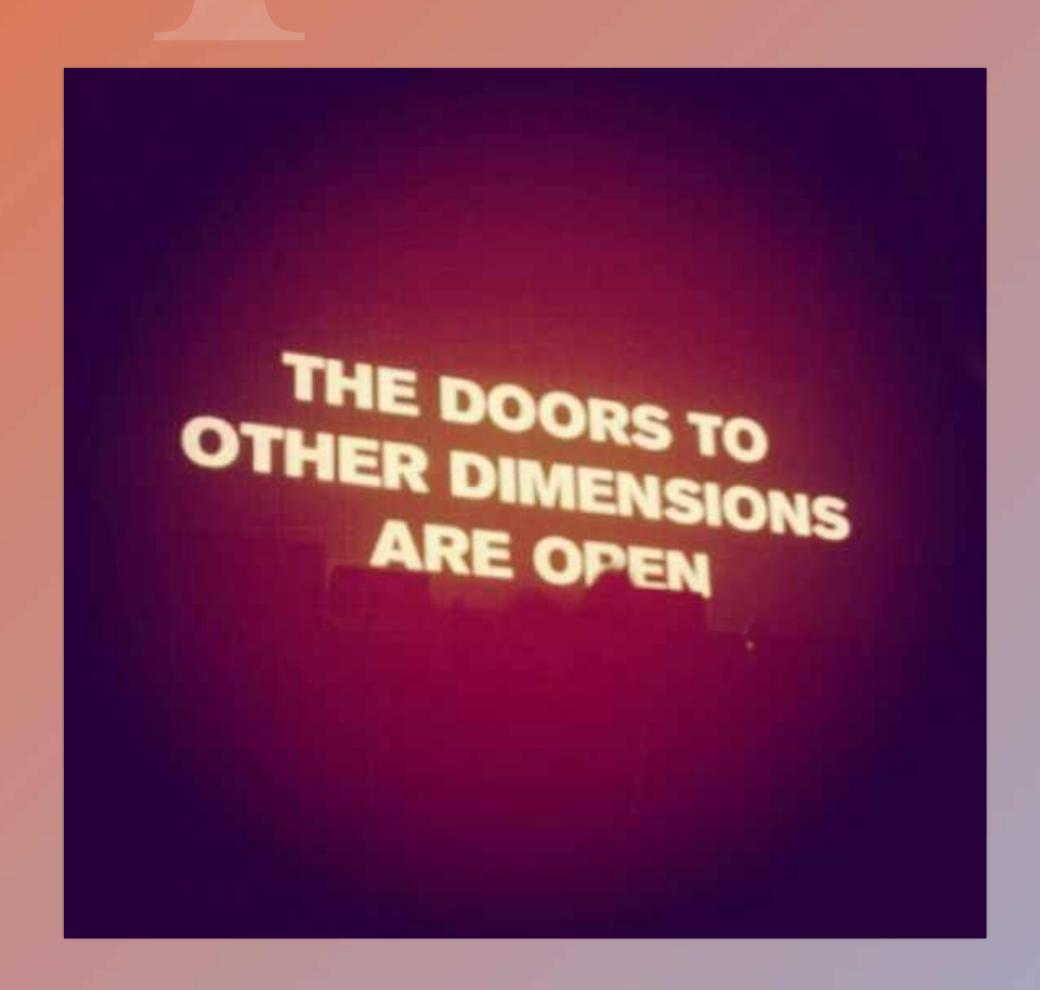
While hopefully well-intentioned, the ironic side of sleep commodification is the resulting optimisation burnout. According to a study published by the National Institute of Health (NIH), the constant tracking and desire for the perfect night's sleep is leading many to experience "orthosomnia" - an obsession with achieving perfect sleep that is actually causing the anxiety and stress which decreases sleep quality.



Against this backdrop, alternative sleep theories and technologies are starting to emerge that have the potential to entirely redefine how we view and interact with sleep in the future.

At the end of 2024, REMspace, a California-based neurotech startup, claimed to have achieved what once seemed impossible: the first two-way communication between individuals during lucid dreaming. While the claim has yet to be peer-reviewed, it hints at extraordinary possibilities on the far edge of nightlife's future.

Similarly, in the book The Quantum Revolution, longtime student of quantum physics, David Bohm, shares that when he becomes lucid in his dreams, he does physics experiments. Adding that "doing research in lucid dreams would solve the ever-present challenge of obtaining funding, since in our lucid dreams we could potentially dream up our own laboratories, research assistants and whatever other kinds of support we might need".



How would an amplification of our awareness of lucid dreaming transform our understanding of public leisure and collective experience?

What if instead of simply going out, we could socialise in dreamland as well - sharing experiences, ideas, and narratives within a collective nocturnal consciousness?

1. ASTRAL DATING

We envision a future where the astral plane becomes dating's new playground.

Advancements in technology will allow singles to tune into new forms of dating events in the same way we tune into our favourite radio stations. Couples will curate unexpected dream worlds, scenarios, and reality-bending themes to impress their loved ones. And as this new frontier significantly reduces the pressure of trying to connect across space and time, it will open up the whole world as your dating pool, with the traditional hurdles for long-distance relationships no longer existing.

2. THE QUANTUM DANCEFLOOR

When it comes to collective celebration, the quantum possibilities of the dream dancefloor are endless.

Transcending logistical constraints, we foresee a new paradigm for nightlife where radical co-creation enters club culture. Unconstrained by the rules of our waking reality, these astral events curate otherwise impossible experiences. Whether it's a dream line-up of artists (past, present, and future), or the chance to know what it's like to socialise with aquatic life underwater, these events will be the most desired tickets in town.

As the astral plane inevitably becomes more and more commodified and controlled, we also envision a new type of grassroots entrepreneurialism emerging. Taking inspiration from the illegal acid house raves of the 1980s, this energy will enter the dreamspace, creating secret events and side quests where new ways of experiencing reality are shared, and lucid dreaming subcultures are born.

3. COLLECTIVE DREAM RITUALS

In the more imminent future, we foresee the first experiments into Play on the Astral Plane taking the form of collective dream rituals that involve F&B experiences designed to induce lucid dreams.

Guests will assemble at mysterious and luxurious restaurant settings and be invited to concoct their food and dreams simultaneously. The intrigue, here, comes not so much from managing to achieve collective dreaming, but the joy of trying to access the "realm beyond" as a group.

In Pursuit of Repetitive Be



PREDICTION FIVE: I'M HERE FOR THE QUEUES AND LOOS

Since the Nineties and Noughties, we've seen the prevalence of queue culture extend to everything from baguette bag to literal baguette. On TikTok, the queue itself is so much of an event that the search term #queues has now garnered more than 40 million views.

Reporting on this trend in The Times, Laura Craik comments, "Nobody seems to enjoy queueing more than Gen Z...perhaps that's not surprising. Time-consuming as they are, queues are also a shared experience, bonding the queuers in pursuit of a common goal."

Gen Zs love queuing so much it's becoming a problem. As reported at the end of 2024, pubs across the UK were forced to put up signs to stop Gen Z drinkers - many of whom reached drinking age during the pandemic - from forming orderly queues at pub bars, rather than arranging themselves along its length, as per tradition.

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Laura Craik, Journalist, The Times



PREDICTION FIVE: I'M HERE FOR THE QUEUES AND LOOS

Performative queuing is part of a larger flourishing of the in-between, auxiliary spaces of club and night spots.

It's well known that many of the most memorable and precious nightlife moments happen in the loos, smoking areas and queues. Indeed - these moments have the power to change not only your life, but the entire direction of popular culture. Legend has it that the Yeah Yeah Yeahs met in a bathroom. The record label Hessle Audio exists because two of the founders - David 'Pearson Sound' Kennedy and Ben UFO - got chatting in the queue at Plastic People. The MET Gala bathroom selfies have become a huge moment in the calendar of celebrity culture.



PREDICTION FIVE: I'M HERE FOR THE QUEUES AND LOOS

And in an age of online dating, smoking areas continue to be cherished sites of pressure-free chance encounters with someone who has a lighter when you don't, but may become the love of your life.

As club-goer Gaby (28) said in a recent article in The Guardian: "This is a place where it's completely fine to just talk to a new person and there's no pressure: we're not doing this because we're on a Hinge date, we're not doing this because we're in a job interview, I'm just meeting you because you had a lighter and I didn't."

What these spaces share is the freedom and surprise that comes from being adjacent to the main event. In the future, we predict that the joy and intrigue of liminal moments is set to evolve even further, with venues and brands harnessing their potential for the unexpected.

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Gaby, The Guardian



PREDICTION FIVE: I'M HERE FOR THE QUEUES AND LOOS



1. THE ETERNAL CLUB QUEUE: THE EXPERIENCE

Starting with the ultimate club queue experience, where every queue leads to another queue. For the queue aficionado, there'll be every flavour of queue on offer. From the hectic to the joyful, from the orderly to the anarchic - this is a wild ride through the eminent culture of waiting for your turn, only for your turn to never materialise.

In this world of queues, the bouncers are a major draw - becoming global legends and influencers in their own right. Famous DJs will compete not to headline the main stage, but to spin sets for the guestlist line. And to keep guests well lubricated, hidden micro queues take the form of a conveyor belt bar, giving queuers the chance to sample some of the world's top mixologists' latest creations, in a rapid-fire moving procession.

2. SMOKING'S NEW CULTURAL STAGE

We predict a future in which smoking areas evolve into destinations in their own right, with tickets sold for smoking area entry alone. More than simply a place to smoke, these areas become cultural stages. They'll be intimate, electric, and unpredictable, where the real party happens just outside the main event.

Top architectural and design studios will compete to design spaces that include outlandish seating, elaborate drinking fountains, and moving modular elements that allow the space to evolve throughout the night. Drawn by the promise of spontaneous "happenings," brands will switch their sponsorship from festival to smoking area, hosting boundary-pushing brand experiences that cannot pass the line anywhere else. For the brands coming from the fashion industry, the smoking area also becomes the new catwalk, with the unpredictable British weather providing the perfect opportunity to gift the city's style vanguards their latest collection of outerwear.

3. MEET ME IN THE BATHROOM

Where graffiti once stole the show, we imagine a future of night venue bathrooms transformed into 360° polysensory experiences that transport guests to unique micro universes throughout the night.

In a surreal and shared experience, each cubicle is curated meticulously - giving you reason to justify all those bathroom trips. Some might be digital wonderlands that flash you through space and time. Others might be more conceptual, recreating the act of the wild wee in a spring meadow, or perhaps you find one that is seemingly empty, yet constructed out of the finest ornate marble.

Cubicles also become extensions of a DJ set, with not-to-be-missed moments and mixes programmed solely for these spaces. Then evolving from today's bathroom concierge, venues will also include express transformation rooms to help you get fresh and ready for an unexpected pull of the night - adding a sense of luxury to 'no spray, no lay'.





"Escapism has always been an adjective used to describe the dance. That's an outsider's view. Solidarity is what it really offers."

Theo Parrish, American DJ and Producer in The Washington Post

At its heart, club culture and dancefloors have always been a utopian artform. Serving as an enduring source of abandoned joy, radical self-expression, and belonging, that cannot be manufactured anywhere else. As The Washington Post reports in an interview with the American DJ and Producer, Theo Parrish, 'Escapism has always been an adjective used to describe the dance. That's an outsider's view. Solidarity is what it really offers.'

Dancefloors can also, as musician and poet Robert Gallagher suggests, indicate who we are as a nation. They reflect the times, but they also reflect us. Offering a fleeting glimpse into some other, better world. A great example of this took place during the latter half of the 1980s, when London witnessed the making of remarkable social history. From illicit radio stations to improvised nightclubs, young Londoners helped to construct a completely alternative leisure landscape. Its aim was celebration, its glue was music and dance.



"It became seminal because it gave a platform for people to express themselves at the night and outside of it."

Princess Julia, DJ and Music Writer, Dazed Digital

Twenty years later, Boombox set the capital alight. Exciting and bewildering to equal measure, it brought back a love of dressing up, fun, and glamour to the equation, fast becoming a safe space for experimentation.

In a Dazed Digital article celebrating the club night's legacy, DJ, music writer, and original Blitz kid, Princess Julia reflects, "It became seminal because it gave a platform for people to express themselves at the night and outside of it."

But as we mentioned earlier, dancefloors like these have been gradually removed thanks to rampant profiteering. The ones that do remain, are rapidly declining in diversity and self-expression. As He.She.They - the globetrotting progressive party series that promotes diversity in the world's biggest clubs - opens on their website, "Can you remember when dance music culture was all about breaking down barriers, rather than building them? When it didn't matter who you were just as long as you were friendly and you could be yourself?...They're meant to be these amazingly diverse spaces, but it's more diverse in most supermarkets than in most clubs."



The Chateau x London Trans+ Pride, Glastonbury Festival

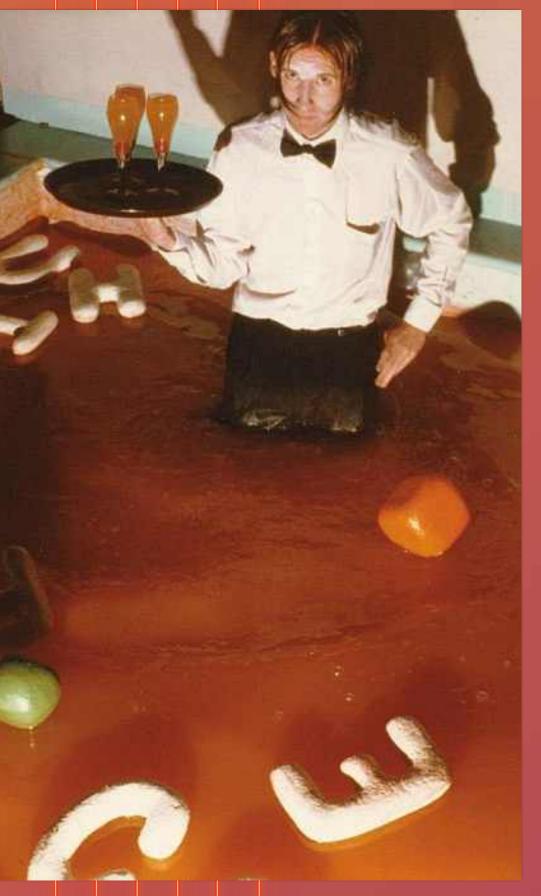
"I've always wanted to celebrate my heritage in a way that was more inclusive."

Sarra Wild, Hotland Fling Co-founder, Vogue

Thankfully, we are beginning to see the ripples of a new generation of grassroots venues, collectives, and promoters working to change the tide of this downturn.

Record label, pop-up queer bar, and cultural space & arts incubator The Chateau recently returned for their fourth Glastonbury takeover of the Nomad stage in collaboration with London Trans+ Pride - channelling trans community, revelry and resistance. While up in Scotland, Hotland Fling - a cèilidh in a working men's club - has become an epicentre for Glasgow's fashion crowd. Attracting a line-up that would usually be playing huge festivals. As Sarra Wild, Hotland Fling co-founder, comments in Vogue, "I've always wanted to celebrate my heritage in a way that was more inclusive... Cèilidhs are often associated with hetero, middle to upper class communities in Scotland. Marginalised folk like me don't usually get to go to cèilidhs"

In Rave New World we predict a future where the joys of the night are taken very seriously indeed. Innovations, radical creativity and social change will abound, set on unlocking the secret formula that brings collective euphoria through music and dance, for everyone.



1. DECENTRALISED IMPERMANENCE

Instead of 'big box clubs' and a few monopolising the masses, the spirit of resistance, ephemerality, and communal freedom will reign. New typologies of venues will emerge that are entirely decentralised, springboarding grassroots movements to the mainstream, without all the middlemen. These venues will in turn be multidisciplinary spaces that are impermanent by nature, where a collective's residency doesn't just inform the music, but extends to total creative carte blanche as they make boundary-pushing decisions on the interior club design, bar offering and communication approach (if any).

Taking this further, grassroots venues will take on a new model to create an interconnected ecosystem, allowing them to thrive as one. Promoters, event producers and agents will book entire city districts to curate sprawling events and showcase headliners and emerging talent side by side. Political and social movements host residencies and 3-day parties in acts of joyful resistance that disrupt usual daytime activity.

2. RETURN OF THE REGIONS

Outside of London, regional discos are no longer scraping by, but have become major historical and spiritual attractions.

Much like pilgrimages to sacred sites of ancient knowledge, regional discos will attract travellers seeking their beneficial influence and healing powers. Coaches will ship eager clubbers up and down the country, with new mythologies spreading along the ley lines of nightlife health, and celebrating regional nuance and heritage.

3. THE ONLY PILL YOU NEED

When we consider the rise of studies that explore the physical and mental benefits of nightlife activities - such as the work of Dr Peter Michael Nielsen who has experimented with the positive effect of bass frequencies on chronic pain - we envision the dawn of a new era where the euphoria of the dancefloor is reconfigured as a profoundly beneficial pastime for the mental and bodily wellbeing of those partaking.

We've already seen doctors starting to prescribe nature and trips to the museum for their patients, and we believe it is only a matter of time before your doctor will prescribe you a night out on the tiles.

Area Nightclub, NYC, 1984

The Six Predictions of P-Leisure













