

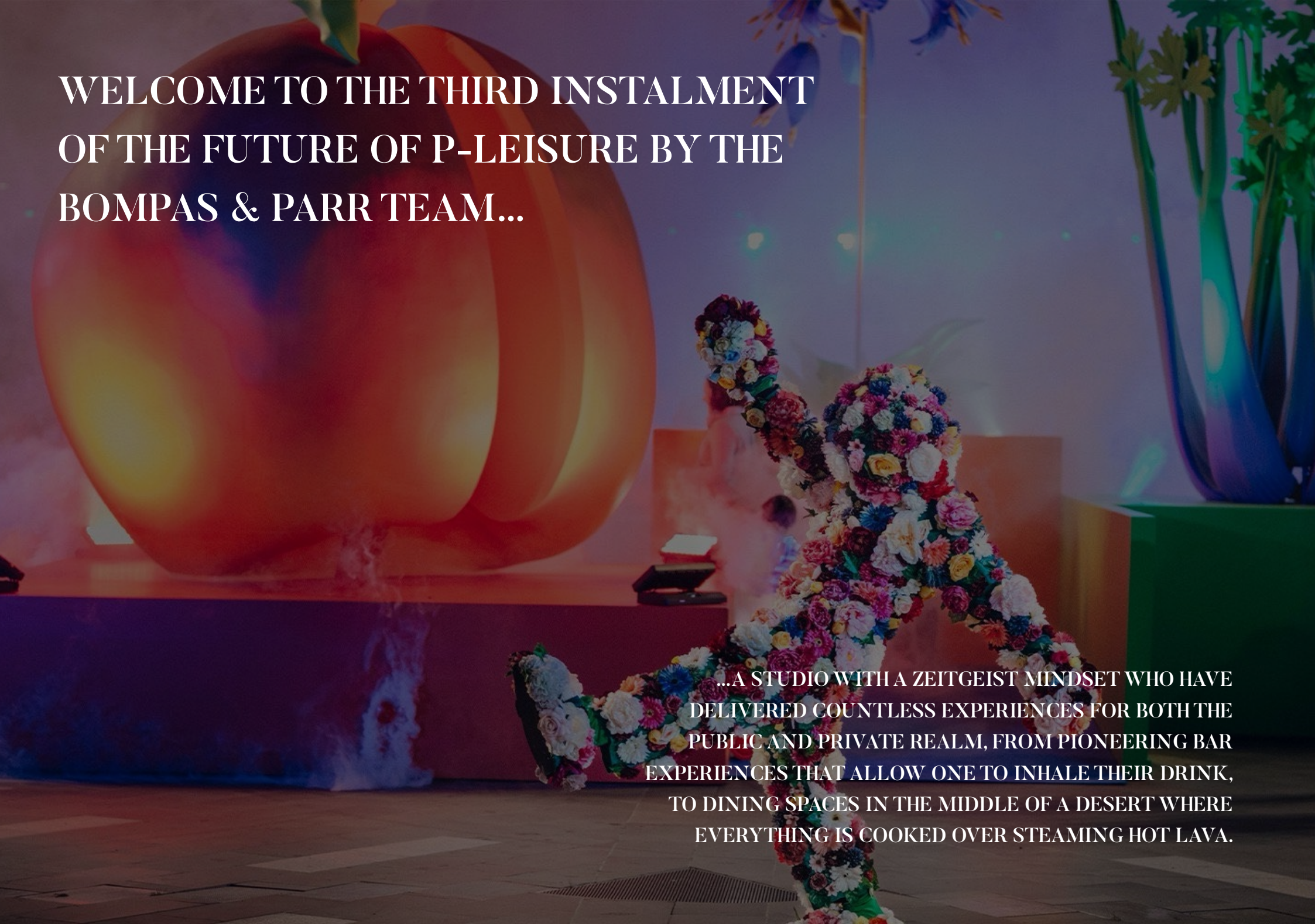


HYPER-PLACESHAPING

BOMPAS & PARR

FUTURE OF P-LEISURE

2024



WELCOME TO THE THIRD 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.



We need to redefine how we talk about placemaking

With 600 more skyscrapers in the pipeline for London's future skyline (New London Architecture, 2024), retail units becoming empty and the recent onset of lacklustre 'immersive' experiences, this year, Bompas & Parr's Future of P-Leisure report explores the future of placemaking.

It feels like we are at a tipping point of how we define and utilise spaces - have we reached peak immersive? What must we now look to when exploring the ripe landscape of public leisure?

As the lines between public and private leisure continue to blur, we must reframe what defines 'leisure' in the context of public space, looking at the trends we think will impact the future of this space.

In a world of disconnect, even though we are technically more connected through devices that have become an extension of our physical selves, there is ever more importance to explore how we shape the places around us.

This leads us to first defining what the key drivers will be, and moreover what our terminology might mean when we talk about the idea of 'public', and 'place' as communal arenas to carefully help direct.

For Bompas & Parr, the future of placemaking is all about...

HYPER-PLACESHAPING

Grand ideas
Speed
Ephemerality

Belonging
Community
Common ground

What we do with
cities, towns, villages
and empty spaces



What's Driving Hyper-Placeshaping?

The team at Bompas & Parr have identified a number of key drivers for a shift to Hyper-Placeshaping, that we believe will have a major impact on the development and understanding of how we interact with public space. These drivers are:

- *Algorithmic sameness*
 - *Loneliness*
 - *The Polycrisis and cost of living*
 - *Sustainability and resource depletion*
 - *Lack of public space*
 - *Neuroaesthetics*
 - *Technological growth*
-

“We have spent 100 years making buildings that few people love. They get demolished and replaced, and demolished and replaced, over and over again because nobody cares. And that generates extraordinary waste and massive carbon emissions.”

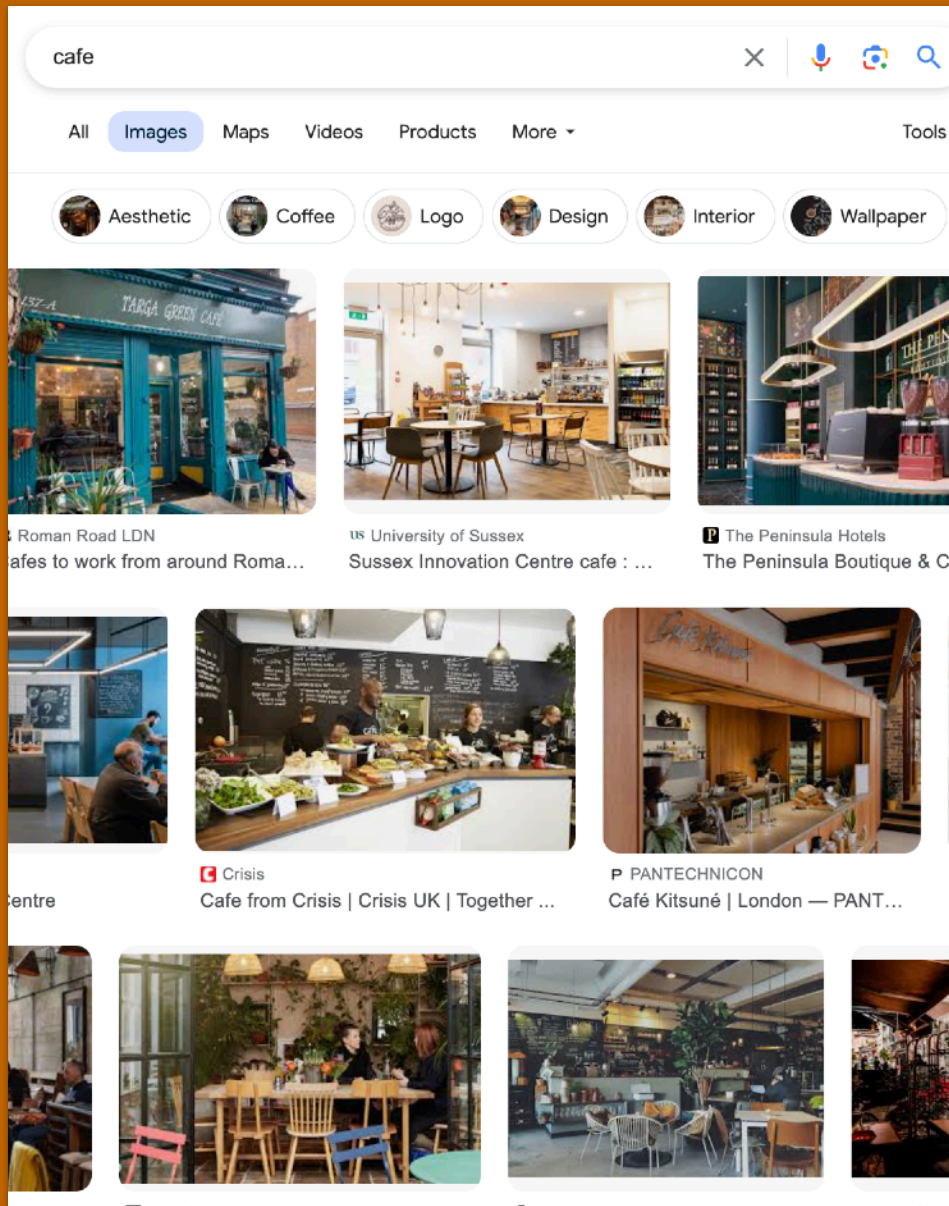
Thomas Heatherwick

Algorithmic Sameness & Closed Reality Tunnels

A Reality Tunnel is a theory that we all view the same world, but differently, due to external factors giving us different views on the world. However, in a world of algorithmic sameness, are we truly seeing the world differently to one another? AI, algorithms and personal data mean that content delivered through the likes of Instagram and Pinterest result in similar results for many, especially due to the globalisation of inspiration. A recent article from the Guardian explored the impact of this on cafes, and how cafes have all adopted a similar aesthetic (industrial materials meet wood tables meet plants) and offered similar menus (flat whites and avocado toast). How can one cafe differentiate itself from another, when designer's inspiration is coming from the same Pinterest algorithm?

So how can we make cafes different again? How can we ensure the spaces that we design open up our Reality Tunnels again? After all, it's our different views on the world that generate conversation and drive community (all linked in with our insights on the loneliness epidemic). For Bompas & Parr, this means stepping away from aesthetic and looking into the multisensory, carefully defining how spaces will impact each of our 5 senses and therefore deliver an emotive response that is unique to each person. This should result in spaces that are shaped by human need, not spatial need.

Hyper-Placeshaping will allow us to look beyond the algorithm and into the mind, using Bompas & Parr's pioneering multi-sensory approach to define how we shape places.



Screenshot of 'Cafe' search on Google Images, May 2024

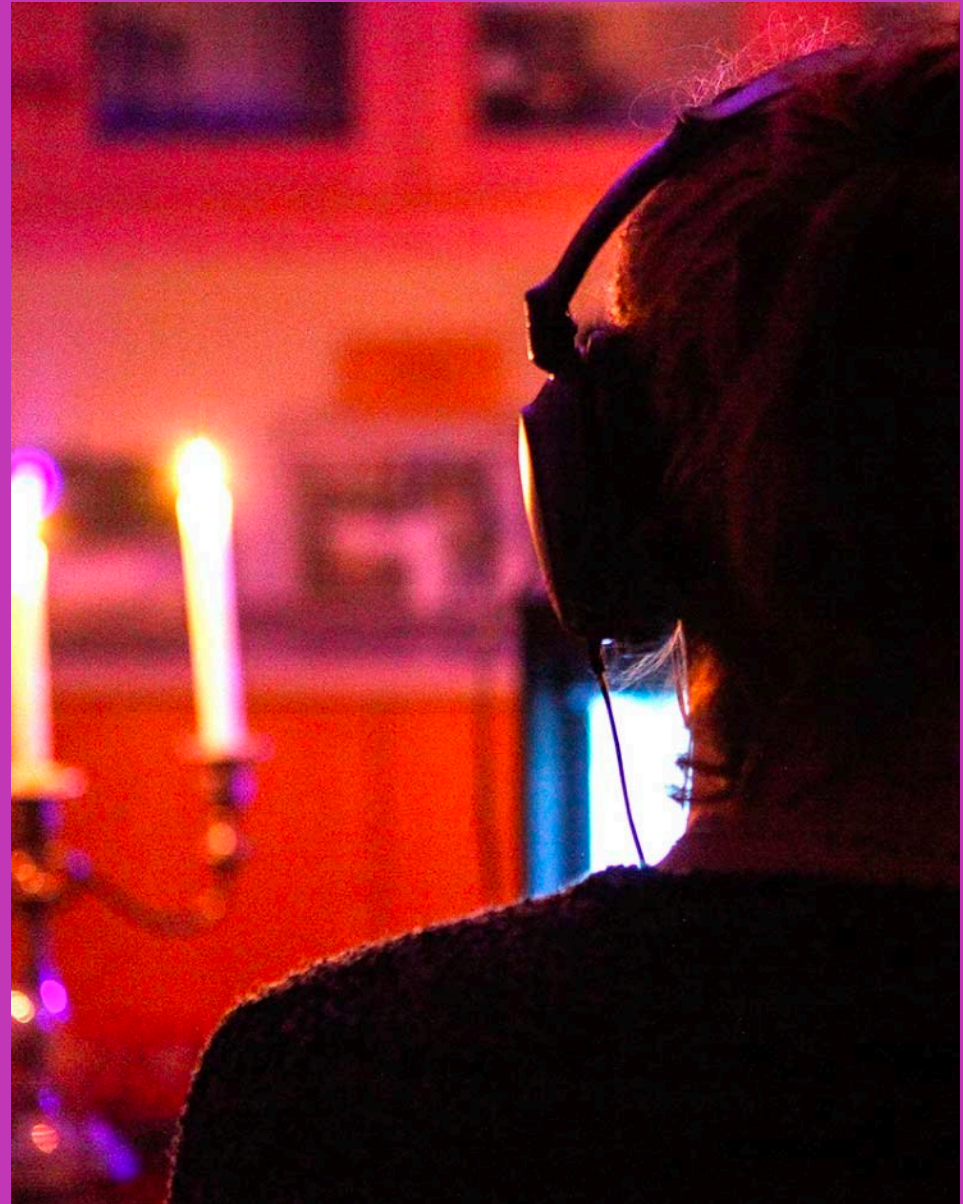
Sources: *The tyranny of the algorithm: why every coffee shop looks the same*, Jan 2024, *The Guardian*

Loneliness Epidemic

In 2023, the World Health Organisation declared loneliness as a global public health concern - so much so that it has likened being lonely to be as bad for people's health as smoking 15 cigarettes a day. In London, at least 700,000 are affected by severe loneliness and feel lonely 'most' or 'all of the time'.

In a world of apparent connectivity driven by social media apps, stats like this are hard to digest when the world is quite literally at our fingertips. Yet a world of digital connection has been a driver that has led to a world of physical disconnection. This physical disconnection feels further heightened by the numbers of empty spaces seen across towns and cities - in the 5 years since Covid, Britain has lost 6,000 shops, with high street vacancies moving from 0.1% to 13.9% over this period. Empty spaces and loneliness show that it is ever more important that we review how we utilise future spaces in order to combat this epidemic.

Ironically, we see countless apps promise to drive face to face connectivity such as Timeleft, where 6 strangers meet for the first time over dinner following a compatibility match test - although again, this further proves that algorithms are shaping who and how we connect with, closing down those Reality Tunnels. What our world really needs, is carefully considered places that foster community through how they are built, looking at real human need and to help bring different personalities together in one room - forget bringing the like-minded together, let's shape the future by bringing the non-like-minded together!





Polycrisis & The Cost of Living

Off of the back of the pandemic and subsequent cost of living crisis, we are now facing what the World Economic Forum has deemed a 'polycrisis', where "disparate crises interact such that the overall impact far exceeds the sum of each part". As a society, this has a measurable impact on not only our mental health, but in the way that we as members of the public interact and engage with the community around us.

As history has demonstrated (see the financial crisis of 2007-8), when multiple systemic risks build up, crises such as these can lead to a "risk nexus". With this in mind, we believe that we could rapidly be approaching a social-community-environment nexus that could develop into civil instability and degradation through economic uncertainty, biodiversity loss, and increased costs of resource and space.

City planners and placemakers will be required to think more strategically than ever before in order to combat the effects of the Polycrisis. We predict that the primary drivers for this shift will need to be re-thinking resource, ephemeral environment development, and designing with connection as a central force for change.

What's more, the increasing cost of living is driving investors and public communities away from localised space, which we think will have a large impact on the way in which spaces are formed and solidified in 2025 and beyond.

Sources:

<https://medium.com/@undp.innovation/global-polycrisis-as-a-pathway-for-economic-transition-8c0482bd2461>

<https://www.polycrisistransition.com/media/the-global-polycrisis-reflects-a-civilizational-crisis-that-calls-for-systemic-alternatives>
Hoyer, Daniel. "Decline and Fall, Growth and Spread, or Resilience? Approaches to Studying How and Why Societies Change."
(SocArXiv, 7 Jan. 2022)

Neuroaesthetics

Phenomenologically speaking, our perception of the world around us is impacted by *what* we are perceiving, and *how* those objects are presented to us, split into concretely experienced phenomena of solid objects and conceptual presuppositions of our imagination.

When it comes to physical space, it has been well documented that our environments have a direct impact on our mental health and the way we translate what we are experiencing into emotion and response. Put simply, the more depressing and bland an environment is, the more negative an effect it will have on our state of being,

This ontological quirk can help to explain why we are seeing a rise in the study of Neuroaesthetics, a school of thought that explores the measurable impact of aesthetics, culture, and environments on our brains and bodies; a combination of neuroscience and aesthetics.

It aims to detail our intricate responses to aesthetic experiences: a sense of awe when encountering a profound artwork, goosebumps when listening to deeply emotive music, or familiarity when stepping inside the doors of a warm and inviting space.

We believe that Neuroaesthetics will impact the way that public spaces are designed and future-proofed, exploring the causal effects of architecture, environment and nature on the collective headspace of a community.



“Design has the power to increase our pro-social behaviour (how kind we are towards others) as well as our sense of belonging, which in turn has a positive impact on our brains and bodies.”

-Katherine Templar-Lewis, Human and Cognitive Scientist and Co-Founder Kinda Studios



Elusius pod: <https://www.elusis.io/>

Technology & Society

It has been estimated that around 85% of the global population own a smartphone, with the majority of society now walking around with a powerful computer attached to the hip.

Contrary to the cyborgian vision of the future that 1950's sci-fi writers like Stanisław Lem and Arthur C. Clarke conceived of, we see technology as a hugely creative tool that helps to provide more accessible ways of interacting and engaging with public space, particularly for those who are neurodivergent or disabled.

Whether it be through virtual reality, augmented space, or sensory/haptic inclusion, modern technology has a measurable impact on society, enabling us to navigate space in brand new ways.

One of the most measurable of these impacts is the way that communication has been utterly transformed by technology, revolutionising the way we connect and engage with society, history, and our community, traversing physical distance to create social portals across the globe.

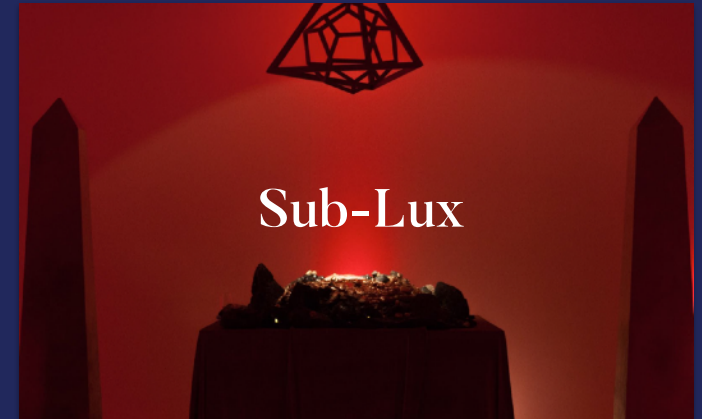
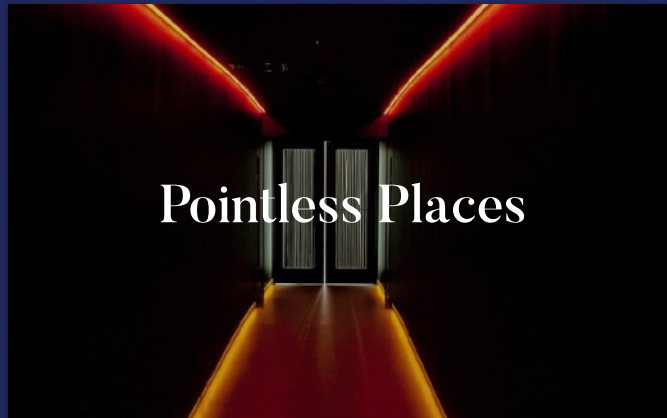
Smart technologies can also have a huge impact on the way we go about our day, enabling those with neuro/social diversities to connect with others in a much easier way, and providing pivotal moments of connection through shared technological experience.

The world is craving an exploration of how we re-shape the spaces around us in order to tackle loneliness, algorithms and technological changes

The Six Predictions of P-Leisure

Hyper-Placeshaping

Shaped by the identified drivers, and from speaking with the studio team at Bompas & Parr about what they thought the future of Hyper-Placeshaping might look like.



1

Prediction One: Dusking



It can often feel like our limited attention is being pulled in a million different places each day. Combined with non-stop digital accessibility, it feels like we are busier than ever before.

Frankly, we're exhausted, and the limited time we have to ourselves is often not conducive to more daylight activities such as sport.

What's more, with the cost of alcohol continuing to rise*, more and more people are considering whether or not they want to spend money on something that might impact their free time the next day.

Driven by Gen-Z, we foresee a shift from day to night when it comes to leisure activities.

"Fire limits the world to the circle it lights up. But the darkness embraces everything: shapes and shadows, creatures and me, people, nations — just as they are."

Rainer Maria Rilke

As the main architects of the 'Sober Curious' movement, Gen-Z are beginning to redefine what 'nights out' look like, and whether they are still an aspiration, with younger people often preferring to stay home during the evening, saving money on drinking out and instead experiencing more during daylight hours.

The rising cost of living and the desire to meet at a more sociable hour, outside of an alcohol heavy environment, has led to a gradual shift in how and when gatherings are held, with some preferring to minimise disruption to their already stretched work-life balance whilst continuing to chase the euphoric high of a traditional night out. As school

leavers enter the workforce, often working late hours in the hospitality sector, finding time to meet up and unwind in the evening is increasingly difficult.

So, what does this mean for the future of the night?

*In August last year, the Treasury introduced the largest alcohol tax hike for almost 50 years adding over 10% duty increase for spirits and over 20% increase for 4 out of 5 wines of all wine sold in the UK.

1

Prediction One: Dusking



Enter, *Dusking*.

We predict that we'll start to see more traditional daylight activities switch to after dark, especially during the warmer months, with nighttime bird watching becoming a popular way of experiencing migratory nature with minimal city and noise pollution.

We imagine birdwatching towers being built amongst concrete skyscrapers, with nights being formed around spotting Nightingales, complete with shared snacks and nourishing drinks to get birdwatchers through the night.

We also envision a shift from Afternoon Tea events to a much later hour; lit by soft

“From candle to oil lamp, from oil lamp to gas lamp, from gas lamp to electric lamp — never does his quest for brighter light stop, he leaves nothing untouched to erase even the smallest shadow.”

Japanese writer Jun'ichirō Tanizaki

candlelight, we predict a rise in Evening High Tea, a relaxing way to experience the delicate delights of the delicatessen over a glass of nootropic nighttime blends and hormone hacking supplements.

For something a little more vigorous, why not join a local after-dark sports club to practise the benefits of vigorous exercise on sleep hygiene. We're already seeing the rise of night swimming in the UAE, where the cooler evenings allow for a much more pleasant beach experience; three new 800m beaches are now open in Dubai that are specifically designed for night-swimming, with special lighting and electronic display screens.

We think this is just the beginning of nighttime sport activities: imagine playing badminton amongst the bats, flying a frisbee through the firmament, or bungee jumping into a moonlit vista.

Looking for a more cognitive thrill?

With the success of Tate Lates, after-dark art events will continue to rise, with time-poor art lovers seeking to get their fix far from the madding daytime crowds. Following the success of national museum sleepovers, there will be night lectures and educational events held by the light of the moon.

Prediction Two: Pointless Places



With the decimation of high street retail in 2023, the rise in abandoned, closed down and disused public spaces has increased exponentially, with the average high street now a patchwork of closed down storefronts. We have already begun to see a trend toward community pop-ups taking over and companies like Nudge working to create lasting change by bringing new community use to empty buildings.

As event spaces continue to make ends meet, we predict a shift toward “pointless” places, those that are shelled out and ready for reuse without starting life with a set purpose.

This will come about from a rise in what we’re calling ‘the anti-purpose’ movement; a collective revolt against places that are defined in concrete terms as being made for a certain use.

Think of these as ‘Externist’ spaces, coming into being only when viewed through the lens of the purpose they take on, as though a hole in a piece of paper; supported from the material and community that surrounds them.

“Architecture is finally sloughing off its ridiculous obsession with eternity”

Cate St Hill, *This Is Temporary: How Transient Projects Are Redefining Architecture*

2025 and beyond looks to create space for pointless purpose, where pop-ups are placed in unusual spaces, gatherings occur in unusual spots and old run down liminal spaces are given new life through reimagining and reframing the usefulness of usually defined space eg a bus stop/an art gallery/an abandoned building.

What will a pointless place look like? How do you define it, when it is by its nature intangible?

Prediction Two: Pointless Places



Up until now we've seen a continued push for places to be overtly branded and singularly 'useful' in order to justify their existence, with space creation centred around their means for production, which often belies the pure beauty of a place that exists without purpose. For the last few years, places have been so ingrained in defining a purpose, in being 'curated', that they have become too single-minded, and ended up becoming maximalist copycat spaces of those with a similar purpose.

With this in mind, we predict a rise in public spaces that are created with the sole purpose of having no set purpose. These will not be shiny, and they won't be easily identified. They will be liminal and fleeting, existing only until they become useful. These might be modular blank canvas containers that can be utilised for pop-up concepts, location-based

“We must play with culture in order to be a part of it”

Artist, Pierre Huyghe

representations of place, or fringe outdoor areas that occupy a **boundaryless area offering myriad possibilities for connection and creativity.**

What they will have in common is that they will act in periphery with existing places to provide a mirrored arena that will act as a relief from the overtly-pragmatic and overly utilised. Think of them as revenant spaces, each created for a unique purpose that, once ascribed, changes their definition and become reborn.

Through such spatial alchemy, we imagine a future that makes space for increasingly transient communities, a collective of zones that might be utilised by those whom the cost of living has changed their relationship with the city, moving further away from the centre. As the lines between

home and work life continue to blur, we envision these territories acting as a form of 'fourth space' where work, socialisation, commerce, and play, exist in homogeny. Crucially, as the effects on mental and physical health from living and working in the same space show, these pointless places will act as a winding down area, in which to shift focus and switch off from the digital realm. They will utilise the theory of Neuroaesthetics to plug into our subconscious needs, focusing on sensory elements and materials that tap into **neurobiological substrates of aesthetic experience.** In short, we foresee a rise in design for emotion over purpose, the creation of spaces that defy definition but share the principles of liminality and psychology.

3

Prediction Three: Amorphous Cities



There is now **enough collective power from the UK's total lithium-ion batteries to power the country for over 43 million years.** As we look to the future, we expect more artists, designers and architects to utilise the abundant resources available in cities to create new forms of responsive design and sustainable public artwork and architecture.

This will come about through **adaptive reuse, modular builds** and a trend towards **ephemeral transience in architectural design**, with a particular focus on creating public space that is as sustainable as it is temporary.

Beyond this, expect to see the city itself become a much wider canvas for creative expression, with 2025 seeing more public art that utilises the architecture of the city itself as the basis for more unique and guerrilla sculpture and street art. Think twisted brick, melted metal, solid soil and buoyant glass, as the next public art movement leans heavily into **revolution meets reuse.**

The city is changing. As more and more people get priced out of rented accommodation, interest in temporary and less classical space-making could become the new norm, especially when it comes to creative expression. We'll see more modular and multi-use spaces that might occupy one use by day and another by night, as well as weekend pop-ups in more unusual and increasingly unique settings.

With this shift, we'll see people begin to **treat the city as a central repository of resources**, returning from its outer rim to hunt its commodity-rich landscape.

We predict a rise in a more circular economy, with city dwellers setting up and engaging with more regenerative ways of dealing with waste and product sharing.

Artists, designers and city planners will focus on maintenance and remanufacture to ease the strain of resource overload as we move toward a critical period for resource in relation to climate - **the world's leading climate scientists expect global temperatures to rise to at least 2.5C (4.5F) above preindustrial levels this century.**

Installation and public art will draw focus to the political landscape in relation to the planet by continuing to hold a mirror up to society, particularly through the use of repurposed material.

We're already seeing exploration in this area, with furniture company Benchmark collaborating with students from London Metropolitan University to reimagine discarded objects salvaged from the streets of London, repurposed these objects and transformed them into intriguingly useful architectural objects.

“We live in the time of the colossal upright oblong”

Carl Sandburg

Prediction Three: Amorphous Cities



“In times of rapid urbanisation, art should become part of urban planning,”

Swiss publicist, curator, and university lecturer, Christoph Doswald

Last year, Heatherwick launched *Humanise*— a 10 year global campaign to confront the public health issues caused by boring buildings and inspire the public to demand better.

The campaign found that "being surrounded by boring buildings which lack visual complexity increases cortisol levels, causing higher levels of stress", with further research from Thinks Insight finding that **“three out of four people (76%) in the UK think that buildings have an impact on their mental health.”**

We predict that as the city continues to become a greater centre of pure resource, we will see a shift in how we use our country, with those from the city heading out to the countryside for escape, play and immersive experience, and those from outside the capital making trips in to replenish and restock. The impact this will have on public space will be manifold, with experienced-based activities shifting to outside of the city limits.

This prediction foresees a future where citizens seeking excitement on a weekend travel out of the city to experience quaint living museum towns, frozen in time to preserve the memory of architecture and green space that no longer exists amongst the scaffolding and glass monoliths of the city.

According to a recent Guardian analysis piece, local authorities in England are spending almost £330m less a year in real terms on parks and open spaces than they were a decade ago, with deprived areas being hit the hardest.

We could even see a form of artist public rebellion in response to increasing cuts to public art and leisure spaces, resulting in true public sculptures, made from excess city materials and added to by residents to continually evolve and expand the work, leading to exciting new pop-up sculptures that ebb and flow with the city and reflect the communities they are formed from.

4

Prediction Four: The Great Re-Bond



With a rise in more local and community-based initiatives, the future of public leisure will be galvanised by a desire to **design with community and connection as a driver for social change.**

In her book, *Reimagined Worlds: Narrative Placemaking for People, Play, and Purpose*, **Airbnb** Senior Narrative Lead **Margaret Chandra Kerrison** calls for “The Shared Place”, an environment that ‘serves people’s needs to connect and belong, fulfil a purpose, or engage in play’.

With the losing popularity of community neighbourhoods, green spaces and high street, people are searching for a space that fulfils these lost needs, primarily driven by connection and community.

“Now, more than ever, we must design for connection. Decades of designing places for the individual, not the collective, for the car, not the pedestrian, and for financial returns, not social impacts, have increased isolation and loneliness for many people, even before lockdown. Yet when places are well-designed, they foster community, connection, resilience and health.” -

Bethan Harris (Loneliness Lab: 2020)

These spaces can support our wellbeing, environment and societal cohesion, and help to combat the loneliness epidemic. Following on from the rise of post-pandemic community initiatives, the future of public leisure will be galvanised by a desire to design with community and connection as a driver for social change, particularly through the development of innovative intergenerational design; a purposeful way of facilitating knowledge exchange between children and older people that can act as a psychological salve between generations.

This might emerge as an all ages festival space, a community garden initiative, or an intergenerational playground that prioritises play without boundary. Take a look at your local park and you'll find people of all ages awkwardly draped on the swings, a playground staple that, whilst not designed for adults, nevertheless attracts those seeking playful connection and conversation.

As experienced at large social gatherings, such as festivals and weddings, spaces that bring people together in shared euphoria have been proven to be powerful tools for wellbeing and social cohesion.

4

Prediction Four: The Great Re-Bond



By creating spaces that bring people together around shared interests and values, such as meals, festivals, and dancing, we unlock the power of collective action. Moments of euphoric bonding lead to lasting change, fostering greater happiness, personal development, and give us resilience to combat loneliness. Several studies have demonstrated the links between social connection and health and well-being benefits, helping to prevent heart disease, dementia, depression, and more.

However, according to a recent survey from Gallup Inc., nearly a quarter of the world (1 in 4 adults) feel 'very lonely'. There is clearly a disconnect between availability of public space designed to encourage connection, and the need for these spaces to counter the loneliness epidemic.

“50% of people are seeking more opportunities to connect with others in a deeper way.”

Design Hotels Community Survey 2023

We predict that this will begin to be remedied in 2025 and beyond, with spaces designed with connection at the very core. Perhaps we'll see 'Carousel of Conviviality' experiences erected in town squares that feature community designed carousels set to rotate every 5 minutes to encourage conversation and connection with strangers.

Regardless of format, these experiences will need to be created in meaningful ways, to drive connection and encourage shared emotive experience. According to UC Berkeley professor Dachner Keltner, we are suffering from 'awe depression', missing fundamental 'awe experiences' that are crucial for shifting our attention away from ourselves and toward community.

The future of public leisure will be defined in part by an attempt to alleviate this lack of awe, with a drive to create experiences that push people to the edges of their emotive state in order to drive a sense of shared experience. We predict a definitive shift away from sickly sweet places designed purely for surface level instagram shares.

What would it look like if we took aesthetics out of the picture and focused instead on designing places for emotion, for connection?

These spaces might be darker, confrontational even, but would foster conversation and community in ways which ensure comfort and security through the inspiration of awe, wonder and togetherness. They would act as healing spaces, as a form of therapy for the dissociation we face when it comes to social cohesion.

Prediction Five: Rise of the Introvert

“From crowds to phone alerts, introverted nervous systems can more easily become dysregulated. Increasingly we are seeing, and designing, immersive pods and spaces that are rooted in neuroscience aimed at helping us learn to regulate our nervous systems and so increase our resilience in the modern world.”

Katherine Templar-Lewis, Human and Cognitive Scientist and Co-Founder Kinda Studios



It is no secret that society is built for extroverts. We envision a future where a combination of tech innovation, architectural and community design, combined with nouveau ritual thinking, will allow for contemporary concessions of more individual spaces within public areas to support introverts in a more comfortable way.

These spaces will not be built to exclude introverts, but rather to support their needs and change their energy within arenas that might otherwise feel overwhelming and stressful.

The Introvert Era is as much about celebrating the value of different forms of thinking in a loud world as it is providing space for introverts to thrive, with the spotlight firmly on public space and how adaptations of more overtly extroverted spaces will be created to shift thinking and balance.

We expect to see the subversion of introversion continue in the near future, where staying in is seen as popular as going out. This has already begun, as the cost of living and hybrid working have flipped the script on how social calendars are filled up, with nights-in that centre around wellness, self-care and ritual taking centre stage over nights out.

As this trend develops, we'll see spaces designed specifically for introverts, including sensory zones that allow for individual cocooning, zen-like spaces that provide a space for quiet concentration and maximum social deprivation.

Experience designers like *Xydrop* are also exploring this concept, creating wellness experiences with Dr. Barbara Sturm to harness the potential of virtual reality for relaxation with their project, *Pause*, or Rituals' *Mind Oasis* pop-ups.

Furthermore, the implementation of technology such as VR as a tool for socialisation (without the need to leave the house) has helped to skyrocket the Introvert in ways which otherwise would have required intense socialisation.

We believe that the future of society will be defined as much by introversion as extroversion.

Prediction Five: Rise of the Introvert

“We really need to understand that our surroundings are not just passive backdrops. They’re an active agent in our emotional, mental, and physical well-being.”

Suchi Reddy



What happens if we look to the quiet hinterlands, the spaces *between* places? What do these journeys look like?

We predict a rise in 'macro-nesting' builds with environments created to allow for introverts to recharge in peace, in environments that are, conversely, densely populated. This will extend beyond the home into workplace and even travel with beautifully geometric luxury pods designed to help regulate nervous systems and tap into emotion and anxiety for the most premium introversion on the go, thus allowing introverted travellers to recharge on the way to and from a social outing.

The Rise of the Introvert could see driverless cars marketed as spaces of calm and recharge when travelling to and from an event such as a night out, a preparation space before entering an extrovert zone.

This is already beginning, with the advent of driverless taxis from Waymo in San Francisco, potentially underutilised spaces that we could soon see providing decompression and relaxation add-ons whilst on the go. We're also keeping our eyes on the proposed *Elusis Portal*, a relaxation pod with zero-gravity seating and a spatial sound system.

Looking beyond driverless cars, we could soon see fully autonomous planes designed with premium comfort in mind, with the entire journey from front door to touch down being sold as a premium introvert package, with passports soon declaring introvert status.

Solo travellers could utilise modern technologies such as 'Terra', a companion for mindful wandering designed with the 'science of AI and the wisdom of mindfulness' - a pocket-sized compass that translates prompts, intentions, available time, and precise location into a tailored trail of GPS coordinates with a minimal interface and gentle haptic feedback.

We expect to see a boom in solo traveller experiences, making more places available to individuals seeking connection without companionship. Brands often focus on targeting events at the masses, understandably for this approach garners more financial return. But what if brands created more solo experiences with their target drawn especially on the solo diner, theatre lover, cocktail connoisseur?

We'll begin to see solo escape rooms, one-person immersive theatre shows, solo dining experiences and more. This would of course be an expensive endeavour, but we believe that brands seeking to boost their word of mouth and top of funnel awareness could see a huge surge in interest from the impact these types of experiences could have.

6

Prediction Six: Sub-Lux



With the world becoming increasingly hostile (at least five major wars are currently being fought at the time of this report), the cost of living rising, and global promises being broken around the progressively volatile climate crisis, it is no wonder that some members of the uber-rich are beginning to seriously invest in Doomsday preparations.

Alongside this, according to VML intelligence, those within the luxury world are looking for 'secluded sanctuaries' - place to truly escape and reset, away from the hustle and bustle of everyday life. Time and privacy are the new luxury.

As climate, social and conflict conversations continue to evolve, we'll begin to see sights shift and set to opportunities *under* the earth.

Introducing: *Sub-Lux*, the latest trend for the apocalypse-conscious ultra rich.

“For them, the future of technology is about only one thing: escape from the rest of us.”

— Douglas Rushkoff, *Survival of the Richest: Escape Fantasies of the Tech Billionaires*

We predict a rise in underground infrastructure with a luxury twist. From geothermal baking to virtual sunshine, the world of Sub-Lux offers a fresh new expression of subterranean chic through environmental design that takes inspiration from an increasingly warming planet.

Swiss luxury bunker development company, *Oppidum Bunkers*, have claimed that there has been a "steady increase" in enquiries about their products in 2024, with their goal to create a "bespoke sanctuary" for their customers. With Oppidium's most affordable bunker starting at €7.5 million, the bunkers are only truly available to the 1%, who are being driven by what has been labelled 'existential angst' around the world's current geopolitical instability.

Along with luxury design, we'll see traditionally affluent activities and pleasures such as spa treatments and fine dining make their way slowly underground.

As you make your way down expertly hewn marble steps, you'll emerge into a playground for the ultra-elite.

Step inside a sunlight pod to rejuvenate with a burst of artificial Vitamin-D after a hot stone massage before dining on an artistically pressed croissant, made with ingredients picked from your vertical farm grotto and gently excavated from the built in geothermal springs that take inspiration from traditional Icelandic 'thunder bread'.

As we look to 2030 and beyond, we'll see a rise in niche subterranean luxury living, with an increase in uber-rich spending on underground survival spaces that showcases style as well as substance, because surface-level survival is so 2024.

6

Prediction Six: Sub-Lux



We are starting to see the beginnings of this trend already. Taking inspiration from Japanese bathhouses, co-founder of Meow Wolf is set to create a luxury immersive spa concept called *Submersive*, complete with sensory lightscapes that aim to promote Neuroaesthetics.

It is not a stretch to see how wellness spaces being built in increasingly subterranean spaces will continue to develop and reach higher echelons of luxury society as the Sub-Lux trend develops.

Beyond climate and conflict impacts, we believe that we'll also see a rise in the interest of subterranean possibilities spurred on by scientific and technological advancements.

As a species, the human race has been so focused on the possibilities that surround extraplanetary opportunities and space travel, that we have forgotten about our home planet.

Sub-Lux drills down deep into our Earth, exploring its hive of mineral possibilities and expansion

“The future is here, it’s just not very evenly distributed”

– William Gibson

opportunities amidst the cool untouched soil of the Earth’s crust.

As our collective gaze shifts toward the world under our feet, we predict a rise in interest on natural minerals and wellness, with exclusive underground spas dedicated to providing experiences to soak up health boosting minerals such as magnesium and calcium.

Step inside the cavernous walls of Sub-Lux spas and treat yourself to a molybdenum detox, a copper cleanse pumice pedicures, or a sodium-sulphur soak. These spa experiences will boast the benefits of literally being closer to the Earth, promoting the spiritual as well as the physical that occurs underground, with some combining more holistic methods such as cave crystal healings and acupressure treatments using the soft stone of the spa itself.

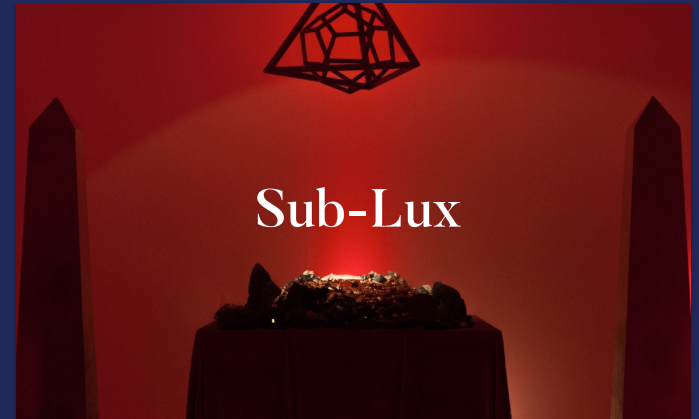
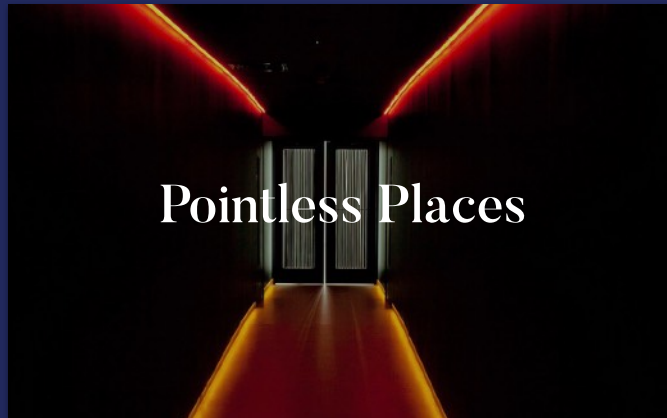
Conversely, we could see exclusive nightclubs and bars pop up under the earth in a Dantean vision of high-class excess and abandon. There are already a number of exclusive underground nightclub, theatre and entertainment spaces, such as David Lynch’s *Silencio* members club in the Montmartre district of Paris. We believe these will continue to grow, with private members clubs being tied to luxury survival because who doesn’t want to ring in the apocalypse with an Aperol Spritz?

Indulgence and excess will dominate the Sub-Lux shift, with underground bank vaults designed with climate controlled environments to store wine, art and precious artefacts from the world above.

Regardless of the form it takes, the future of luxury survival and indulgence in all forms belongs to the sub-terra of the mantle.

The Six Predictions of P-Leisure

Hyper-Placeshaping





Thank You

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