

# With our global markets in mind, here's a report on the future of design.



**WORKPLACE**



**WELLNESS**



**TECHNOLOGY**

## Mobility *and* performance

Organizations will get serious about the problems of mobility and collaboration. As they recognize the benefits of face-to-face interaction, “getting everyone under one roof” will grow. Mitigating conflicts between interactive and focused work will be a top priority, given the negative impact of distraction on people’s effectiveness. (See our 2013 U.S. Workplace Survey.) Since mobility, density, and interaction are here to stay, the work settings of the future will be expected to resolve these dilemmas.

SEE TRENDS

- Pg. 07** Effectiveness requires choice
- Pg. 07** Toward a next-gen workplace
- Pg. 08** New drivers of change
- Pg. 13** Two main functions: catalyst & accelerant
- Pg. 18** A need for greater workplace choices

## Nudging people to health

The wellness movement will prompt major changes in how healthcare is delivered (local and accessible, with more choices), how cities work (encouraging walking and biking), and how buildings are designed (encouraging people to take stairs, not elevators, for example). Wellness is a social issue, so design will be called on to make it part of the everyday. The goal is to do this so seamlessly that people can incorporate wellness in their lives without having to think about it.

SEE TRENDS

- Pg. 38** Demographically driven expectations
- Pg. 38** Medical and wellness tourism
- Pg. 56** Wellness is the new green
- Pg. 56** Healthcare’s focus is on consumers

## Integrating tech with place

As smart devices proliferate, the world will be easier to navigate. As places get “smarter,” people will shape how they experience places to reflect their preferences. While tech’s integration with place is a given, getting there will still be a challenge. Tech is unpredictably disruptive and its innovation cycle can lead to overinvestment in the last big thing. Done badly, it can be intrusive. But tech is undeniably in place’s future. Realizing tech’s full potential will be a design priority in every market sector.

SEE TRENDS

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- Pg. 22** The maker revolution goes mainstream
- Pg. 24** Rethinking the lab environment
- Pg. 32** Brick-and-mortar stores will persist
- Pg. 42** Toward the co-created brand
- Pg. 44** A fast-changing sports landscape
- Pg. 52** Amped demand sparks innovation



**URBANIZATION**

## Cities as the vortex of massive growth

By 2050, cities will have 3 billion more people than they had in 2000. Africa and Asia will urbanize at twice the rate of everywhere else. Africa will be the next high-growth economy, with a pressing need for modern infrastructure. Urbanization in East Asia will be fueled by a surging middle class. The affluence of this immense cohort (3 billion strong by 2030) will spur substantial real estate investment so the cities in the region can live up to the rising expectations of new consumers.

### SEE TRENDS

- Pg. 13** Shifting views on headquarters
- Pg. 22** Rising costs in cities will spark innovation
- Pg. 31** The city as mall, the mall as city
- Pg. 32** Urban retail takes the lead
- Pg. 50** The rise and rise of the metropolis
- Pg. 50** The importance of resilience
- Pg. 58** Urbanization boosts connectivity



**GLOBALIZATION**

## The hunt for new markets is global

Regional economic parity means that leading companies in Asia, Latin America, and the Middle East will expand into new markets. Investors in these regions, including sovereign funds, will favor safe havens, with real property as a prime target. In many cases, they will be moving into unknown territory, so getting the nuances right will be crucial. More than just bridging the differences, design will have to build on them to create new approaches and models that can generate higher value.

### SEE TRENDS

- Pg. 13** Shifting views on headquarters
- Pg. 18** A need for greater workplace choices
- Pg. 37** Mixed use takes new forms
- Pg. 38** Demographically driven expectations



**DEVELOPMENT**

## Urbanity takes the mixed-use stage

The future is a mix of land uses, urban in character. The next generation of real estate development will differ from the last in its willingness to mix it up. The anchors and types of spaces will be more varied and easier to resize and reallocate in response to shifting demand. Look for strong interest in urban moves that activate and then play the activities off each other to create integrated destinations. Planning and design will stress their open-ended nature—settings that can be reshaped to stay fresh.

### SEE TRENDS

- Pg. 08** New drivers of change
- Pg. 28** Total immersion steals the show
- Pg. 28** Studios and music venues branch out
- Pg. 37** Everything comes in combination
- Pg. 58** The passengers reign supreme