

# THE FUTURE OF URBANISM: AUTHENTICITY, PRIDE, COMMUNITIES AND WELLBEING

We are the premier global developer and operator of flagship destinations. Our capacity to innovate relies on our understanding of human needs. Collaborating with TrendWatching provides us with a snapshot into the evolution of consumerism; we're thrilled to release the second report on The Future of Urbanism.

Why this topic? Urbanization is on the up. **Societies are more atomized and polarized than ever.** Isolation and loneliness are increasing.

At URW, we reinvent places that contribute to the cities of tomorrow, meaning this is a unique moment to raise to our responsibilities. **How can we create shared spaces that benefit local communities?** Can we meet the demands of today's workforce? How can we continue to create inspiring and unforgettable live experiences?

The questions are multiple; so are solutions. **The trends and insights in this report will spark ideas for our future: get involved and lead the path of change.** Don't forget to share your thoughts!



## VILLAGE SQUARED

Tech-fueled lifestyles. Polarized societies. Aging populations. A whole host of factors are contributing to an increasing sense of social atomisation. Brands are responding by opening innovative, participatory spaces that foster new connections and promote social wellbeing.

### FEATURED INNOVATIONS



#### WALMART

Stores across the US to be transformed into community-focused centers



#### IBIS

Global hotel chain repositions around local community and social interaction

### IMPLICATIONS FOR URW

From music venues to skate parks, brands have long-created experiential spaces for the purpose and brand-building. The shift (and opportunity!) in 2019 and beyond? Spaces that can strengthen society, foster unexpected connections, promote social cohesion, and let consumers have some fun!



## CITY LIGHTS

As megacities rise and tech reshapes the urban landscape, a wave of innovation will be needed to cater to the swelling numbers of urban dwellers. Public and private institutions will take bold steps to reimagine housing, transport and mobility, to enhance citydwellers' quality of life and wellbeing.

### FEATURED INNOVATIONS



#### JAMES LAW

Low cost, micro-living housing unit designed to ease Hong Kong's housing problem



#### CITY OF ATLANTA

City tackles food deserts with the nation's largest 'urban food forest'

### IMPLICATIONS FOR URW

Across the globe, many governments and local authorities are ambitiously racing to build the city of the future. How could URW be at the center of those plans? Just remember that despite the 'smart city' hyperbole, the urban metropolises of the future will still be about the people that live in them.



## NEW LABOR

The global startup culture collided with a rise in self-employment to create a demand for new types of work and an army of workers with ever-changing needs. As the line between work and life continues to blur, the demands of this emerging workforce will continue to grow and adapt.

### FEATURED INNOVATIONS



#### THE HOXTON HOTEL

Co-working spaces offered in hotels



#### STARCITY

World's largest co-living building set to open in response to housing crisis

### IMPLICATIONS FOR URW

This trend is fueled by an epic culture shift around the definition of 'work'. Consumers looking for fulfilling employment that aligns with their values will embrace brands that help them navigate this new work-life world. How can you serve the expectations of these new entrepreneurs?



## CITYSUMERS

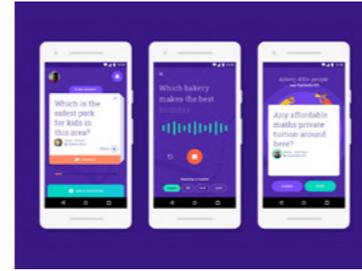
From housing to transport, there are a unique set of challenges that come with city living. Now, city dwellers will reward brands that bring them together and empower them to take collective action to make their cities, and their lives, better.

### FEATURED INNOVATIONS



#### CITY OF LAUSANNE

Citywide consultations and workshops help reimagine the public square



#### GOOGLE INDIA

Nighbourly app encourages the sharing of information between locals

### IMPLICATIONS FOR URW

The opportunity for URW? To enable citizen co-creators to build cities that prioritize collaboration and participation. That could be by helping to amplify the voices of marginalized communities, fostering citizen-to-citizen communication or simply providing town-hall spaces.



## URBAN PRIDE

Although the world is becoming smaller and more connected, for many metropolitan consumers, the city remains a defining geographical unit. Serve these city-dwellers with products and services that reflect, celebrate and echo their city's culture, brand and heritage, and you'll win love and respect.

### FEATURED INNOVATIONS



#### WEST ELM

Furniture and lifestyle brand hosts artist-led tours



#### BANCO ITAÚ

Large-scale installation celebrates country's musical heritage

### IMPLICATIONS FOR URW

In a recent survey, 46% of US consumers said they were aware of the need to buy local (Nielsen, June 2019). Beyond local food producers, many consumers also want to support artisans, manufacturers, business-owners...How can you tap those talents to add authenticity to URW's 'local' initiatives?



## AMBIENT WELLNESS

Urbanization has improved life for billions of people in vital ways but it's also come with many negative health consequences. Time-pressed consumers, too busy to look after themselves, will welcome retailers that make wellness easy by embedding health boosters into everyday surrounds.

### FEATURED INNOVATIONS



#### APOTEK HJÄRTAT

Light-emitting store window combats low levels of vitamin D



#### WATER STREET TAMPA

New community awarded first-ever WELL neighborhood certification

### IMPLICATIONS FOR URW

Public spaces can have a positive impact on consumer's health and wellbeing. What if URW made that central to the brand vision? Start by identifying any negative health impacts that might be associated with an activity or location, and then embed a lasting solution into the physical surrounds.



## LIVING THE LIVE

We've been talking about the Experience Economy for more than 20 years. In that time, expectations around experiences have reached new heights. But live experiences are still part of the story. In fact, events that are tied to a place and time might hold greater value than ever before...

### FEATURED INNOVATIONS



#### AMAGER RESOURCE CENTER

Artificial ski slope located on the roof of Copenhagen's waste-to-energy plant



#### RIOT GAMES

Esports stadium in South Korea includes a 500-seat stadium and a fan meeting zone

### IMPLICATIONS FOR URW

When consumers choose an experience, they're making a statement about who they are: 'I'm smart, cultured, creative...'. Can you create experiences that allow consumers to tell the world something about who they are? Even better if consumers can share experiences with their peers!



## UNPLUGGED

The average US adult spends 6.3 hours each day with digital media. 26% of US adults consider themselves online 'almost constantly'. Increasingly exhausted by this connectivity - and aware of the detrimental effects of too much screen time - consumers are looking for brands that can help them escape.

### FEATURED INNOVATIONS



#### GREENERY NYC

World's first biophilic design store opens in New York



#### WYNDHAM GRAND

Hotel offers perks to guests that give up their cellphone

### IMPLICATIONS FOR URW

There are no shortage of technical solutions for consumer's digital addictions, but increasing numbers are seeking offline alternatives. How can you create spaces or offer incentives that aid consumers in their quest for a 'digital detox'?