

THE PLACE EDITION: SPECIAL ISSUE

Futurecast

A snapshot of the most influential trends set to shape retail, workplace, residential, mobility, travel and hospitality over the next 10 years.

September 2022



BRICKFIELDS™

A 10 year view for property



Welcome to Futurecast, a snapshot of the most influential trends set to shape the property sector over the next 10 years.

In this communicate we review the socially-led stance taken by the retail and residential sectors as they address inequities exposed by the pandemic. We also explore new applications of technology, particularly as workplaces enrich their culture to compete with DAOs (Digital Autonomous Organisations). Not to mention the hospitality operators entering in the Metaverse, some hosting conferences with an environmental pitch. We also look at developments in urban transport, which is becoming increasingly lite and modular in its approach.

While the world continues to change in significant ways, spaces have never been more agile or creative in their propensity to reinvent themselves. Its truly an exciting time with much inspiration to glean. We hope you enjoy the read.

Trends



01

RETAIL

Integrated Living
Retail Therapy
Climate Clevers

02

WORKPLACE

Home Comforts
Hotel Hybrids
Digital Originals

03

RESIDENTIAL

Return to Nature
Attainable Ownership
Indigenous Innovations

04

MOBILITY

E-Access
New Networks
Air-Urban

05

TRAVEL AND HOSPITALITY

Daring Dining
Purposeful Pioneers
Meta-conscious Locations

Trend 01

Retail

Long before the pandemic, retail centres and department stores were diversifying their offer – shifting to an experience-led approach in a bid to recoup foot traffic lost to e-commerce. COVID disrupted this shift, but the opportunity remains for retailers and centres to reinstate their relevance through a socially led stance.



What's happening?

Integrated Living

One way this is manifesting is by retail centres diversifying into affordable housing – which is pertinent given the escalating housing prices brought on by the pandemic. A particular example is the Parisian department store La Samaritaine, which has integrated 96 public housing apartments into its renovation. This is alongside a luxury hotel, commercial offices and a kindergarten. While it resulted from the French Urban Solidarity and Renewal law, the development demonstrates the role that retail centres can play in addressing social segregation.

La Samaritaine, Paris, France



“The development demonstrates the role that retail centres can play in addressing social segregation.”

Place Edition - Futurecast



What's happening?

Retail Therapy

Post-pandemic burnout has seen consumers placing a stronger priority on their mental health. To meet this need, retail convenience offers have been integrating healthcare into their in-store experience. A particular example is CVS Health, a pharmacy chain in the United States which has been piloting in-store counselling services. Services range from assessments, referrals and private consultations. Apart from being convenient, the casual setting also works to destigmatise accessing mental health support.

CVS HealthHUB, United States



“We are providing access to local health care that touches millions of lives every day by offering everything from expanded health services and telehealth visits, to pharmacy support and thousands of wellness products.”

CVS Health

What's next?

Climate Clevers

As retailers shift to a mode of consciously contributing to society, they are also looking to scale their commitment to the planet and become climate positive. This is happening in the form of:

Retailers expanding beyond their traditional remit to enable their customers to live sustainable lifestyles long-term.

Ikea is leading this trend by selling affordable, renewable energy to households. To maximise impact, the company is leveraging its global presence to deliver at scale.

Flagship stores are creating 'Digital Twins' in the metaverse to save costs on the carbon footprint of additional premises.

Luxury brands such as Burberry and Coach have created digital replicas of their flagship stores in Tokyo and New York. These immersive environments mirror an IRL experience, whilst saving emissions customers and international buyers would otherwise incur in travelling.

IKEA Australia Clean Energy Transformation Project, Adelaide, Australia



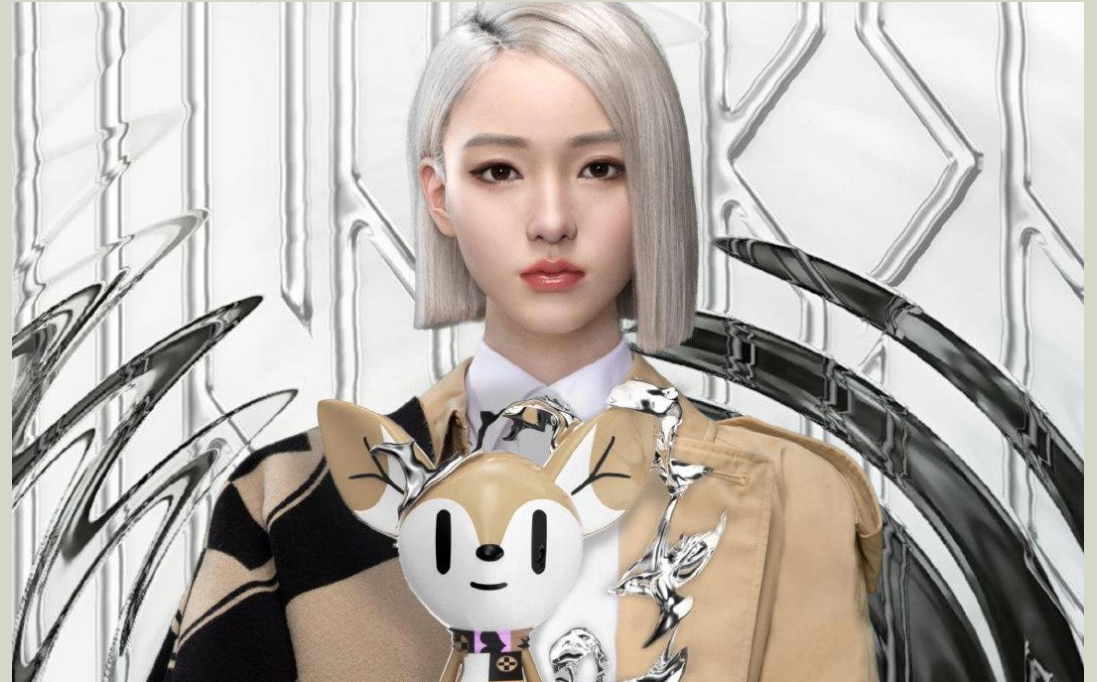
"The IKEA Australia Clean Energy Transformation Project will transition IKEA Adelaide to operating with 100% renewable energy by 2025 and will generate low cost and clean energy for the Adelaide community."

Jan Gardberg, CEO & Chief Sustainability Officer IKEA Australia

Burberry Metaverse Store

Burberry is aiming to push the “boundaries through creativity, exploring the relationship between physical and digital experiences to create exciting new concepts for its community and enhance personalised luxury commerce.”

Burberry



Trend 02

Workplace

The 'Great Realignment' is still underway with Microsoft's global Work Trend Index revealing that 43 per cent of people around the world were 'somewhat' or 'extremely' likely to consider leaving their jobs between 2021 and 2022. While some companies opt for flashy retreats to retain talent – the savvier are offering experiences which build human connection or deliver conveniences to support post-pandemic lifestyle choices.



What's happening?

Home Comforts

Platforms are emerging to reunify fragmented teams and create meaningful colleague connections. A particular example is The Human Hotel, used by global companies such as Greenpeace and Pleo. The platform delivers in-home dinners and an internal network of homestays to help colleagues connect in each other's homes. Employers are wise to pursue such experiences as the program's results boast reducing turnover by nearly 4 per cent and increasing belonging by over 30 per cent.

The Human Hotel, Worldwide



"It's easy to quit a job – it's hard to leave a community. Our employee experience platform lowers churn by +3% and increases belonging by +30%."

The Human Hotel



Connect



Gather



Measure

What's happening?

Hotel Hybrids

Hospitality operators are becoming an extension of the office, providing heightened levels of experience to regional commuters who relocated during the pandemic. A particular example is the 'Clock In at Conrad' program at the Conrad New York Midtown. This allows up to eight colleagues to co-work in a sky suite with catered meals and sessions with a wellness coach. Wrapped in convenience, workers get the best of both city and regional life – particularly if their stays are subsidised by their employer.

The Conrad Midtown, New York



Supporting businesses to
"reconnect and collaborate with
colleagues" in a comfortable,
supportive environment.

The Conrad Midtown New York



What's next?

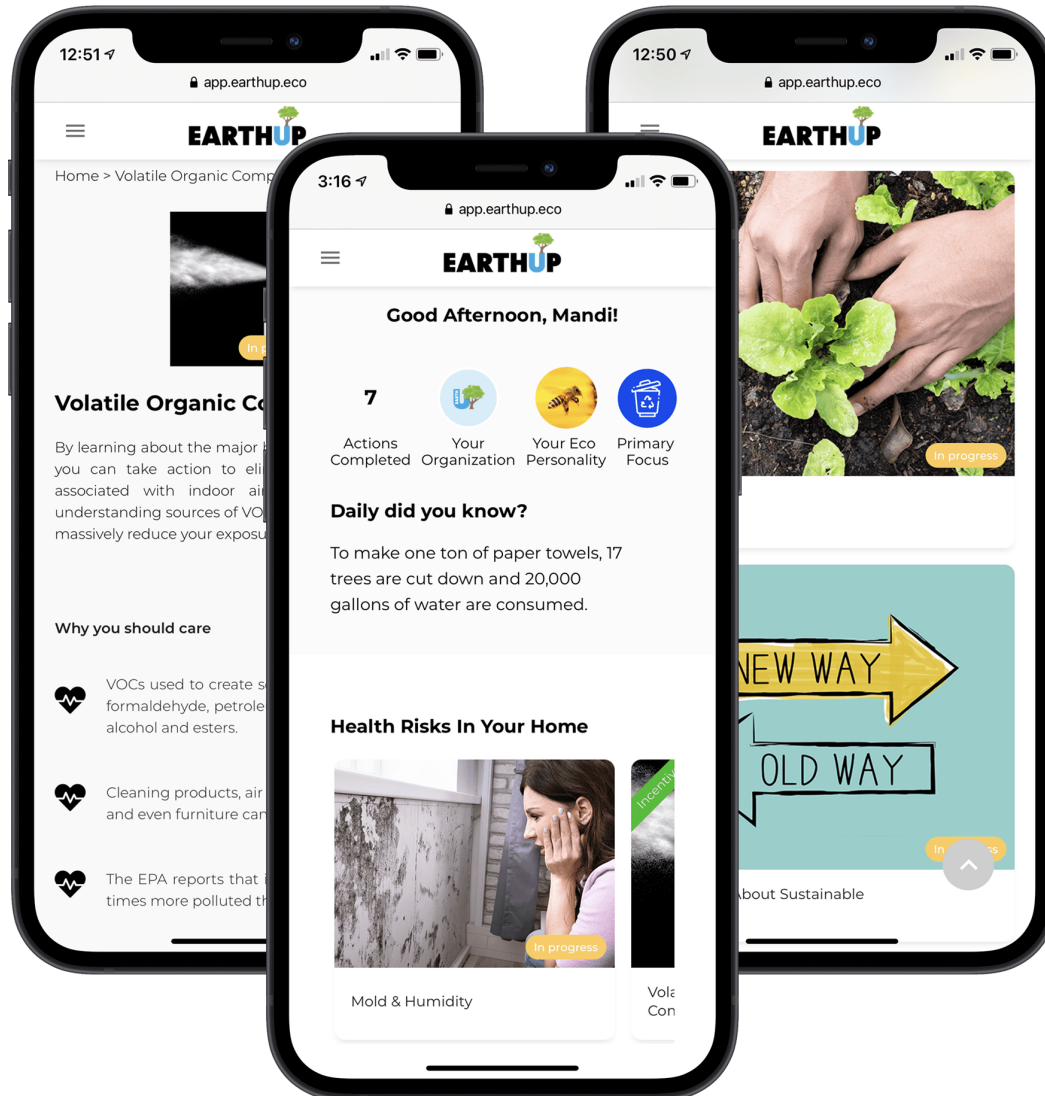
Digital Originals

While IRL corporations are regaining their sense of community, a bigger shift is happening online with the rise of digital autonomous organisations (DAOs) – which offer an alternative to the 9-to-5. These organisations unite over a shared purpose and operate via a non-hierarchical member structure. Rather than a C-Suite at the helm, all members influence decisions and share in cryptocurrency profits. Traditional workplaces can respond to this shift by:

Incorporating aspects of DAO culture, such as allowing employees to recalibrate the organisation's values – or form self-directed sub-communities to effect change. A key example is EarthUp, a platform which employees can leverage to help their organisation meet Environmental, Social and Governance (ESG) commitments.

Offering flex-space to DAOs to convene events on an as-needed basis. This could extend beyond workspaces to retail, residential and cultural portfolios which may be more welcoming to this set.

EarthUp App



"EarthUp provides a vertically- integrated SAAS platform that allows companies to measure emissions, purchase offsets, and reach net zero through employee action."

EarthUp

Trend 03

Residential

Among the most progressive residential developers and governments, there is an imperative to rebalance the inequities exposed by the pandemic. Be it micro or macro, this sees a strong focus on the environment, inclusion of First Nations Peoples, as well as the delivery of innovative financial models to support marginalised communities with housing ownership.



What's happening?

Return to Nature

Residential developments in dense urban areas are 'rewilding' their sites, by planting native and edible forests to reinstate biodiversity and bring communities together. A particular example is the 'heritage' forest in London's Chelsea neighbourhood. With 630 native trees, the project is a collaboration between estate manager Cadogan, fashion brand Louis Vuitton and rewilding company SUGi. The plot is a welcome respite for locals in an otherwise dense urban area.

Heritage Forest, London, United Kingdom



"Thanks to its urban location, the forest will offer not only an individual experience but a communal one. In so being, we hope this space will help cultivate community bonds and become a recognised source of joy for all."

James Godfrey-Faussett, Lead Forest Maker SUGi



What's happening?

Attainable Ownership

Build-to-rent models are evolving to support vulnerable groups, with a particular example being an Australian 'build-to-rent-to-buy' scheme by the National Housing Finance and Investment Corporation and Ginninderry. The proposal sees at-risk women paying 74.9 per cent market rate of rent to a community housing provider over a 10-year period. At the end of the term, there is the option to buy the home, adjusting for a share in any capital growth. The program offers a systemic response to breaking cycles of generational poverty.

Ginniderry,
ACT, Australia



"With vulnerable women's housing needs increasingly in focus, this initiative provides a great opportunity to explore affordable pathways to home ownership for at-risk women."

Nathan Dal Bon, CEO of The National Housing
Finance and Investment Corporation



What's next?

Indigenous Innovations

In time, we will see more robust collaborations with indigenous cultures, in ways that are respectful and seek to apply their ancient wisdom to urban residential challenges. Some projects leading the way are:

Senakw, a mixed-use site in Vancouver, led by the Squamish Nation, an indigenous community native to British Columbia, Canada. Of the scheme's 6000 dwelling units, 70-90 per cent are designated for renters, as well as a set allocation of affordable housing for the indigenous Squamish. The scale and intent of the proposal shows that urban and indigenous development can successfully co-exist.

Symbiocene, an installation by engineering studio, Buro Happold and indigenous communities in Iraq, Indonesia and India. The proposals explore how indigenous building technologies could be applied to cities by 2040 to make them more resilient to climate change.

Senakw,
Vancouver, Canada



Symbiocene 'Our Time on Earth' Exhibition, Barbican Centre, London



Trend 04

Mobility

As urban centres become denser and the cost of infrastructure rises, new solutions for short-radius journeys are being explored. This is coming in the form of subsidised models to increase access to e-bikes and scooters – as well as proposals for new vehicle types and networks altogether. These future solutions are poised to be cost-effective, time-efficient and reduce emissions.



What's happening?

E-Access

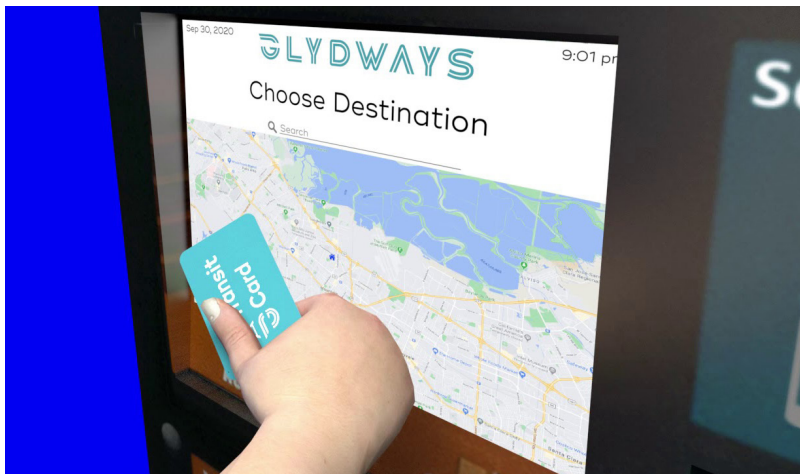
While e-bikes have been rising in popularity post-pandemic – particularly for short urban trips and commuting – the cost can still present a barrier to many. In response, city governments around the world are offering rebates to increase ridership. For instance, in the United States, the state of Denver offers rebates up to \$USD1200 for low-income residents to purchase an e-bike. Workplaces are also stepping in, with German companies allowing employees to pay off a subsidised cost each pay period. The long-term uptake supports the case for increased investment in cycle infrastructure.

What's happening?

New Networks

Tech companies are also stepping in to offer alternatives to public transport and car usage for short trips. A particular concept is 'Glydways' – which are micro-sized autonomous vehicles for on-demand point-to-point journeys. Glydways is pitched as being significantly cheaper than traditional mass transit and is designed to operate profitably at existing mass transit fares – and thus also competes with rideshare services. While updates to roads are required for deployment, the cost benefits may be compelling enough for city governments and Greenfield developers to invest.

Glydways, California



"Transportation gives access to opportunity for new employment, affordable housing, greater culture, higher education, better healthcare and so much more. Those are the elements of community development that lead to social and economic prosperity."

Glydways



What's next?

Air Urban

While it is important to overcome issues within our road networks, some start-ups are bypassing this altogether and looking to the skies for alternative solutions. A particular example is:

Swyft Cities which proposes an autonomous cabin (cable-car) with a lightweight, fixed cable infrastructure. The network has been designed to be modular – allowing for easy expansion and contraction of routes across a city. Such flexible infrastructure will be sought by cities going forward, both as a prudent economic play and for the ability to adapt to unforeseen events.

Swyft Cities, California



"Swyft combines an autonomous cabin with a lightweight, fixed cable infrastructure to move passengers at a lower cost per mile with fewer carbon emissions than conventional transportation alternatives."

Swyft Cities



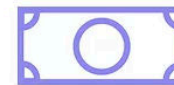
MODULAR

Kit of parts design is flexible and easy to build



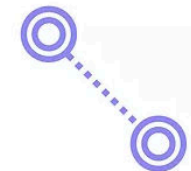
SUSTAINABLE

Lightweight system reduces 1Gt of carbon annually



LOW COST

Simple operations and construction yields 10x savings



EFFICIENT

Nonstop rides and flexible routes move passengers in high volumes.

Trend 05

Travel and Hospitality

As the world continues to open, people are seeking to be enriched at new levels by experiences in travel, dining and arts and culture. For some, this is centred on immersive learning and humanitarian pursuits. For others it is a search for the hyper-sensory and remarkable. Both come as a reaction to restrictions placed on travel and IRL experiences – as well as a deeper questioning of how best to invest one's time.



What's happening?

Daring Dining

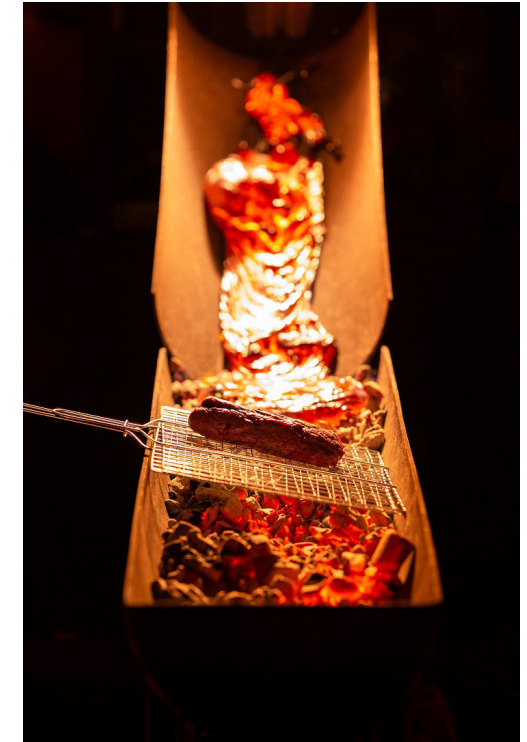
Experiential dining was a pre-pandemic trend but is reaching new heights as diners seek increasingly captivating settings. A notable example is the 'Forces of Nature' banquet set in the UNESCO heritage-listed volcanic landscape at AlUla in Saudi Arabia. Diners delight in the theatre of their meal cooked by 'pit experts' over molten lava. Afterwards, they embark on an educational torchlight tour of the landscape through a sound and light installation. Almost a travel experience in itself, such events mark a shift to encounters which pair adventure, theatre and learning to fully enrich their patrons.

AlUla 'Forces of Nature' Banquet, Saudi Arabia



"In a one-of-a-kind dining experience, Bompas & Parr offered an incredible opportunity to eat magnificent local produce cooked across a stream of molten lava heated to a staggering 1,350 degrees Celsius."

AlUla



What's happening?

Purposeful Pioneers

Travellers in search of an expanded world view are seeking out operators which deliver programs linked to social and environmental causes. A particular hotel meeting this need is Beyond Green, with many of its outposts set in remote locations. For instance, the Three Camel Lodge in South Gobi, Mongolia has a conservation partnership with the not-for-profit Mongolian Bankhar Dog Project. Guests visit local homes to learn about protecting livestock and reducing human-wildlife conflict. Such experiences can have a lasting impact, especially for the values of 'respectful exploration' that Beyond Green imparts to its guests.

Three Camels Lodge, South Gobi, Mongolia



What's next?

Meta-conscious Locations

While IRL experiences are becoming hyper-immersive, hospitality operators are venturing into the metaverse to create playful experiences that raise awareness about pertinent global issues and Environmental, Social and Governance (ESG) commitments. A particular example with ties to an IRL presence is:

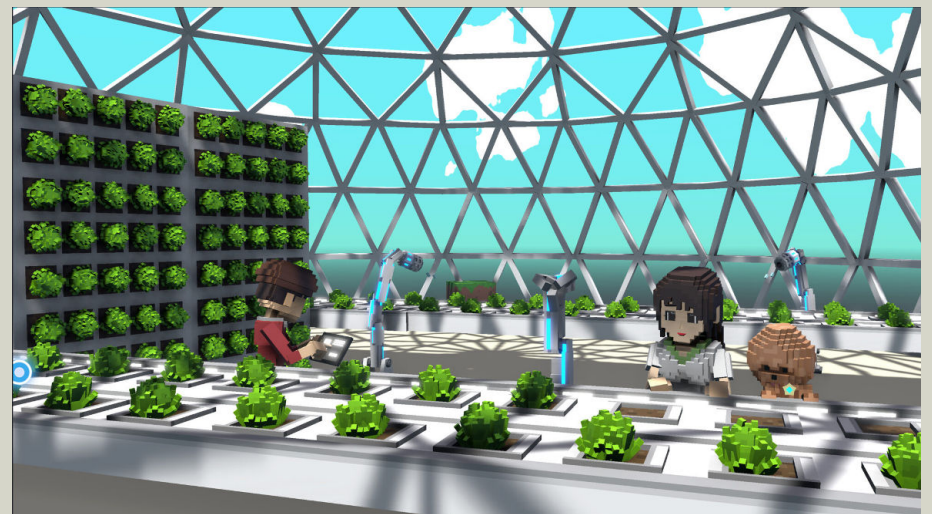
MetaGreen, an ESG-themed "metropolis" by Regal Hotels being developed inside The Sandbox, an online game. To be completed in October 2022, the virtual city will be home to a biosphere with learning experiences on biodiversity and eco-farming with real-world applications. Complementary to this will be a sustainability learning centre in partnership with the University of Hong Kong, as well as a green-shopping centre and art gallery. Such a venture allows the organisation to both diversify how they fulfil their ESG mission, whilst reaching broader audiences.

MetaGreen by Regal Hotels, The Sandbox, Metaverse



"The MetaGreen project strives to inspire, educate and catalyse a more sustainable future by mobilising a green ecosystem of likeminded partners"

Ms. Poman Lo, Vice-Chairman and Managing Director
of the Regal Hotels Group



About Brickfields

Brickfields Consulting specialises in evidence-based strategies empowering our clients to deliver successful places. We deeply understand our clients' customer, and the trends driving them, to unlock the true value of place. For over a decade, we have been translating customer insights into strategies that enable our property clients to exceed expectations.

Aqualand	Hamton
AMP Capital	ISPT
AXA IM	Landsec
Brookfield	MA Financial
CBRE	Mirvac
Charter Hall	Queensland University
CreateNSW	of Technology (QUT)
Economic Development	Sekisui House
Queensland	Sydney Airport
Elanor Investors	Corporation
Frasers Property Aust	Top Spring
GPT Group	Uniting Aged Care
Growthpoint	Winten Property Group

Credits

Our Team

(Alphabetical order)

Researchers

Stephanie Bhim
Ashleigh Dunn
David Grant
Jeanette Lambert
Natalia Lyons
Stefanie Matosevic

Writer

Stephanie Bhim

Editor

Ginny Grant

Image credits

(In order of appearance)

Ricardo Gomex Angel @ Unsplash
Marcel Strauss @ Unsplash
Xianjuan Hu @ Unsplash
Toa Heftiba @ Unsplash
La Samaritaine, courtesy of dfs.com/en/samaritain
Human Hotel, courtesy of humanhotel.com
Conrad New York, courtesy of conradnewyork.com
Kelly Sikkema @ Unsplash
Symbiocen
Buro Happold, Symbiocene
Dan Freeman @ Unsplash
Glydways, courtesy of glydways.com
Swyft Cities, courtesy of swyftcities.com
Clarisse Meyer @ Unsplash
Three Camel Lodge, courtesy of thethreecamellodge.com
Jezael Melgoza @ Unsplash

The Place Edition is a property intelligence trends report profiling the most pertinent issues affecting the built environment and the most progressive innovations emerging in response.

The aim of The Place Edition is to enlighten and inspire built environment professionals to apply progressive approaches to their developments, thereby establishing innovative and prosperous communities.

Contact us for custom trends reports and in-house presentations tailored to your unique business needs.

Brickfields Sydney

388 George Street
Sydney NSW 2000

David Grant Managing Director

david.grant@brickfields.com
+61 449 164 089


Brickfields Melbourne

6 Albert Coates Lane
Melbourne VIC 3000

Jeanette Lambert CEO

jeanette.lambert@brickfields.com
+61 412 331 915

brickfields.com

 brickfields_consulting