

# Design Trends



PRESENTED BY  
MARTY BORKO  
PRINCIPAL

# MACRO TRENDS

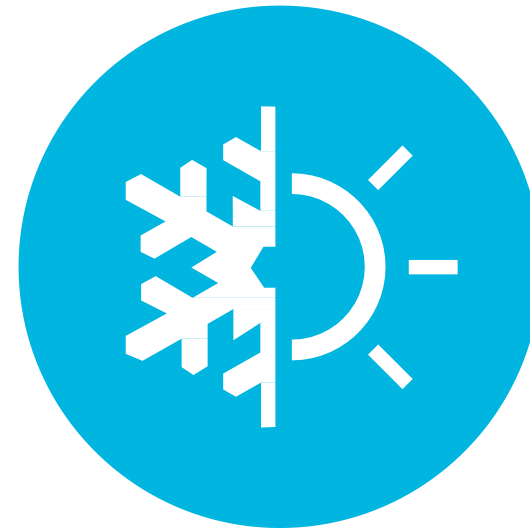
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**URBANIZATION**



**DEMOGRAPHIC  
SHIFTS**



**CLIMATE  
CHANGE**



**DISRUPTIVE  
TECHNOLOGY**



# URBANIZATION



RURAL

OTHER URBAN  
Fewer than 300,000

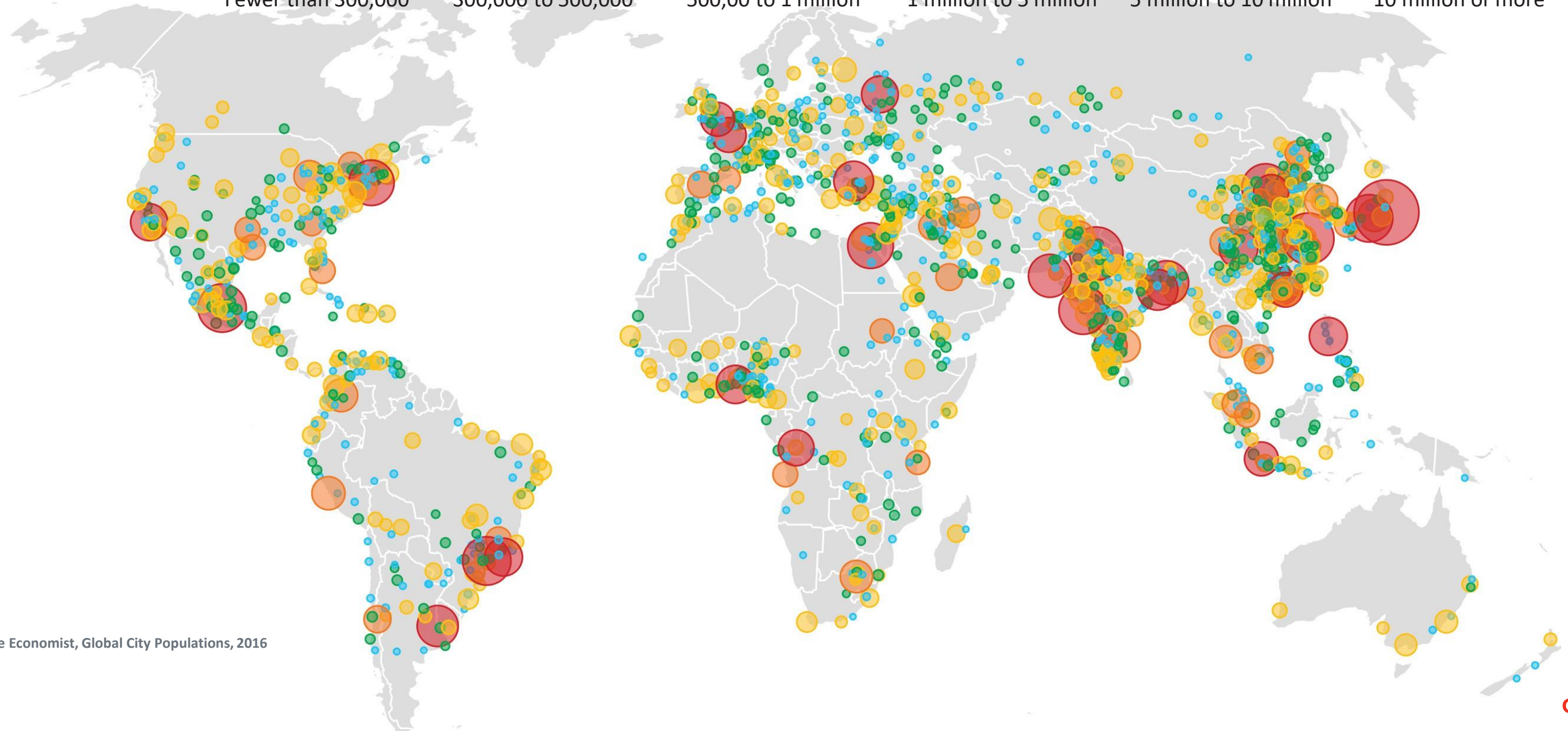
SMALLEST CITIES  
300,000 to 500,000

SMALL CITIES  
500,000 to 1 million

MEDIUM CITIES  
1 million to 5 million

LARGE CITIES  
5 million to 10 million

MEGACITIES  
10 million or more

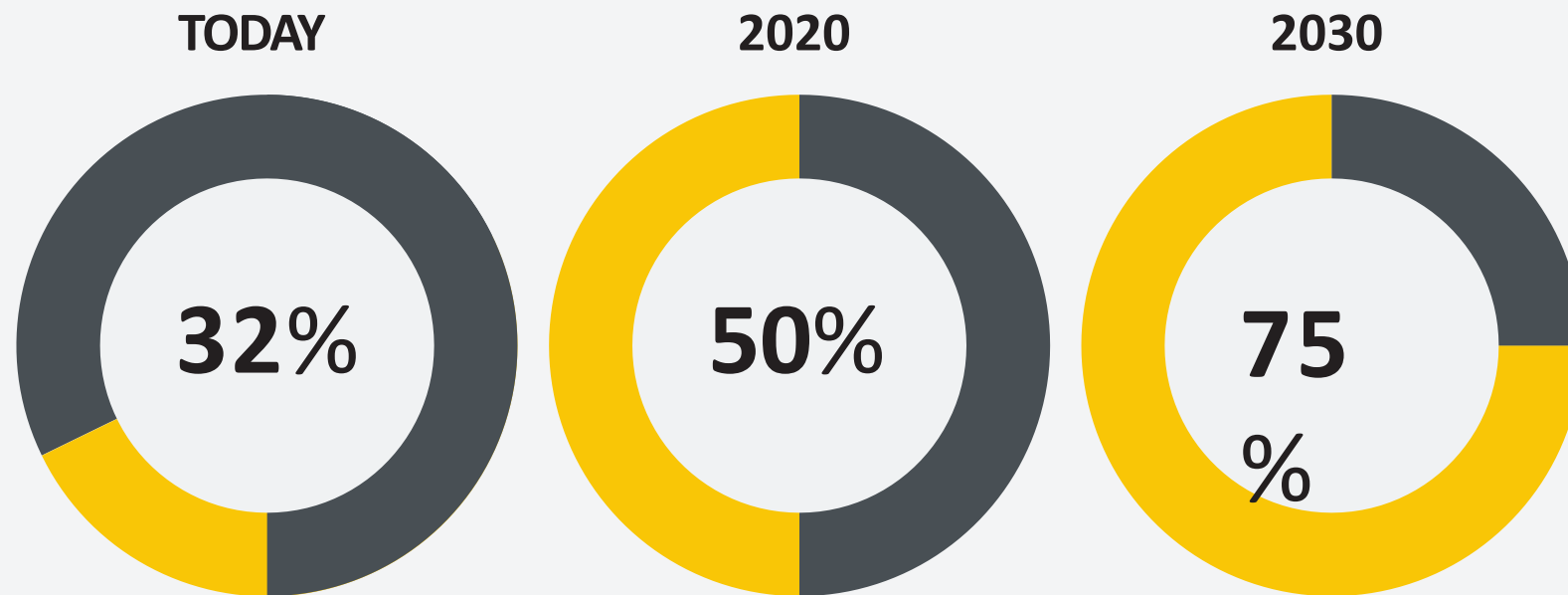


\*The Economist, Global City Populations, 2016





# GENERATIONAL DIVERSITY



**BOOMERS**  
1946 – 1964



**GEN X**  
1965 – 1980



**MILLENNIAL**  
1981 – 2000



**GEN Z**  
2001 – 2020

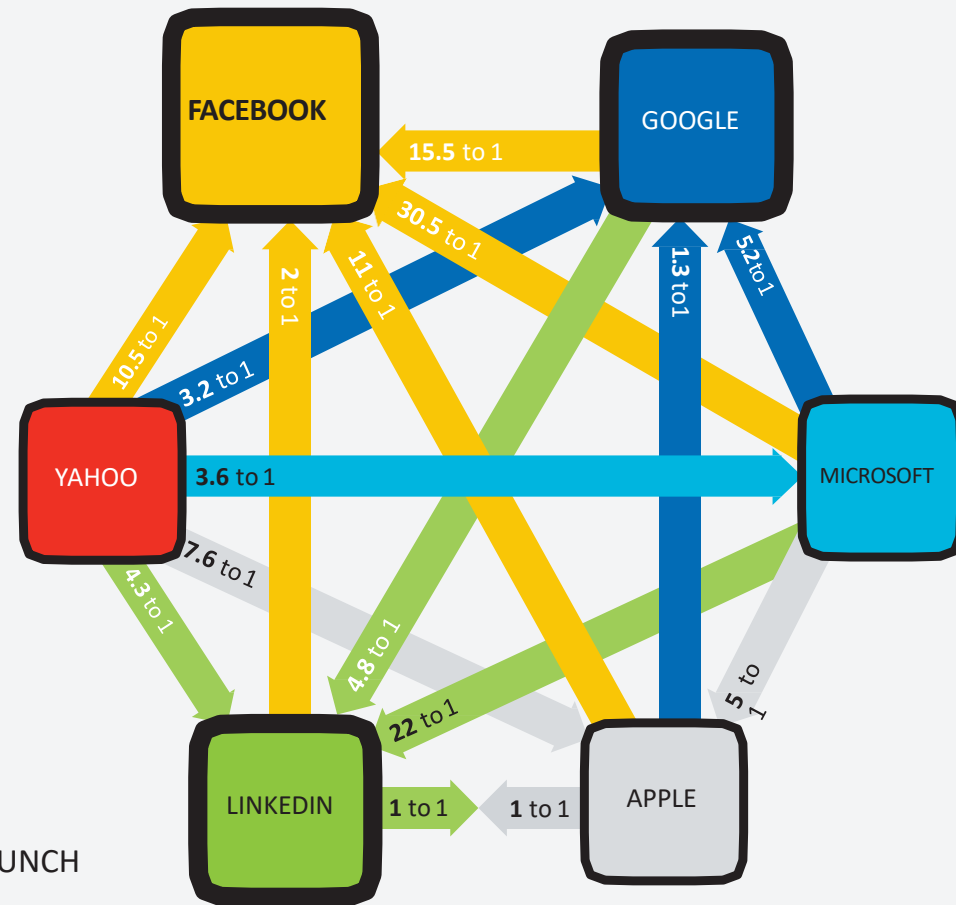
**Millennials in the Global Workforce are on the rise**





# WAR ON TALENT

RATIO OF EMPLOYEES MOVING FROM COMPANY A TO COMPANY B



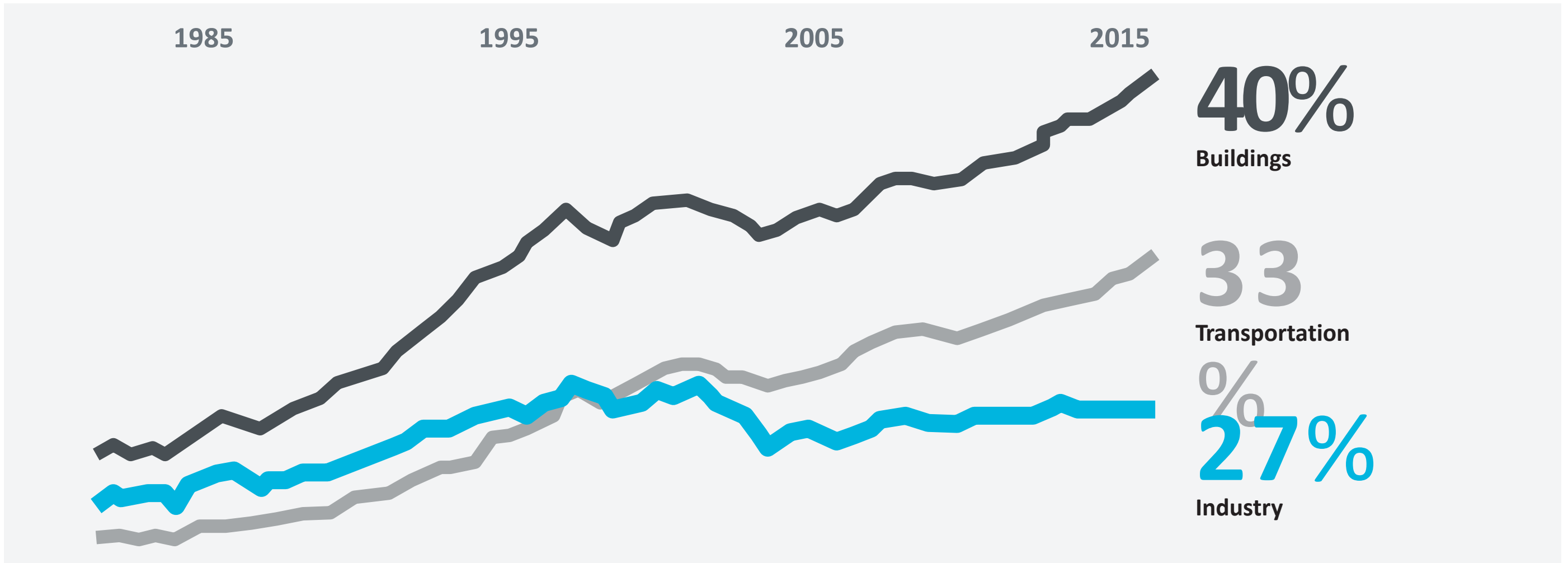
— TECH CRUNCH



Companies are willing to go to great lengths to attract and keep talent.



# CLIMATE CHANGE

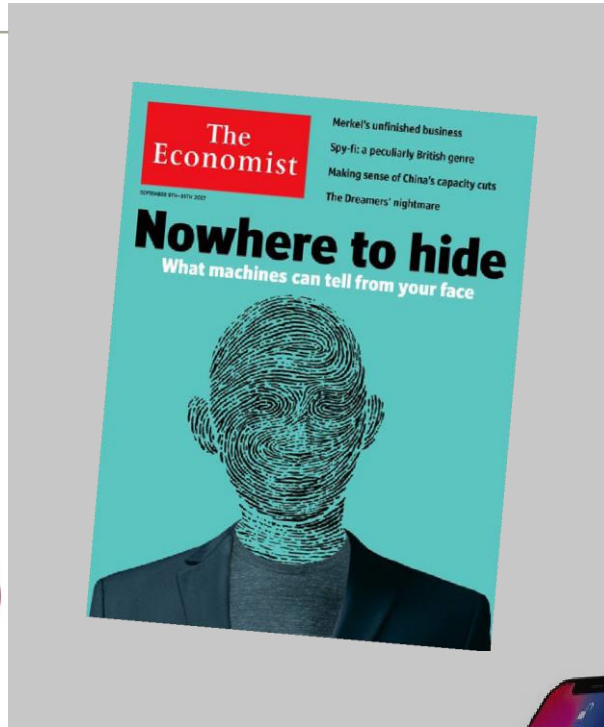
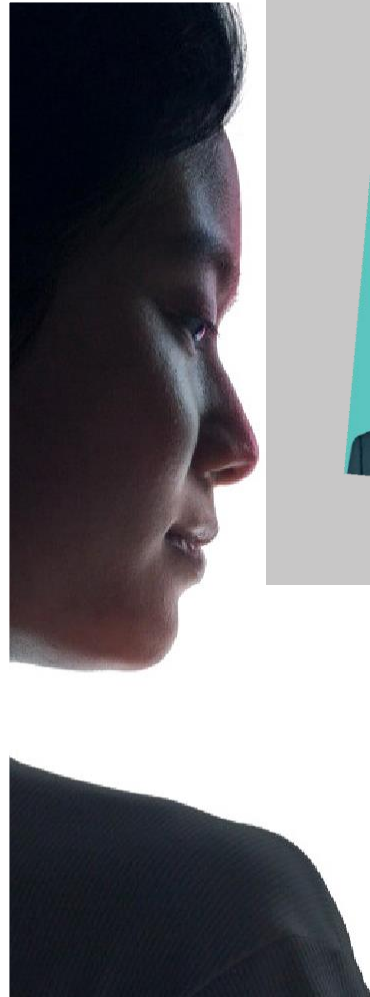


CO<sub>2</sub> Emissions by Sector





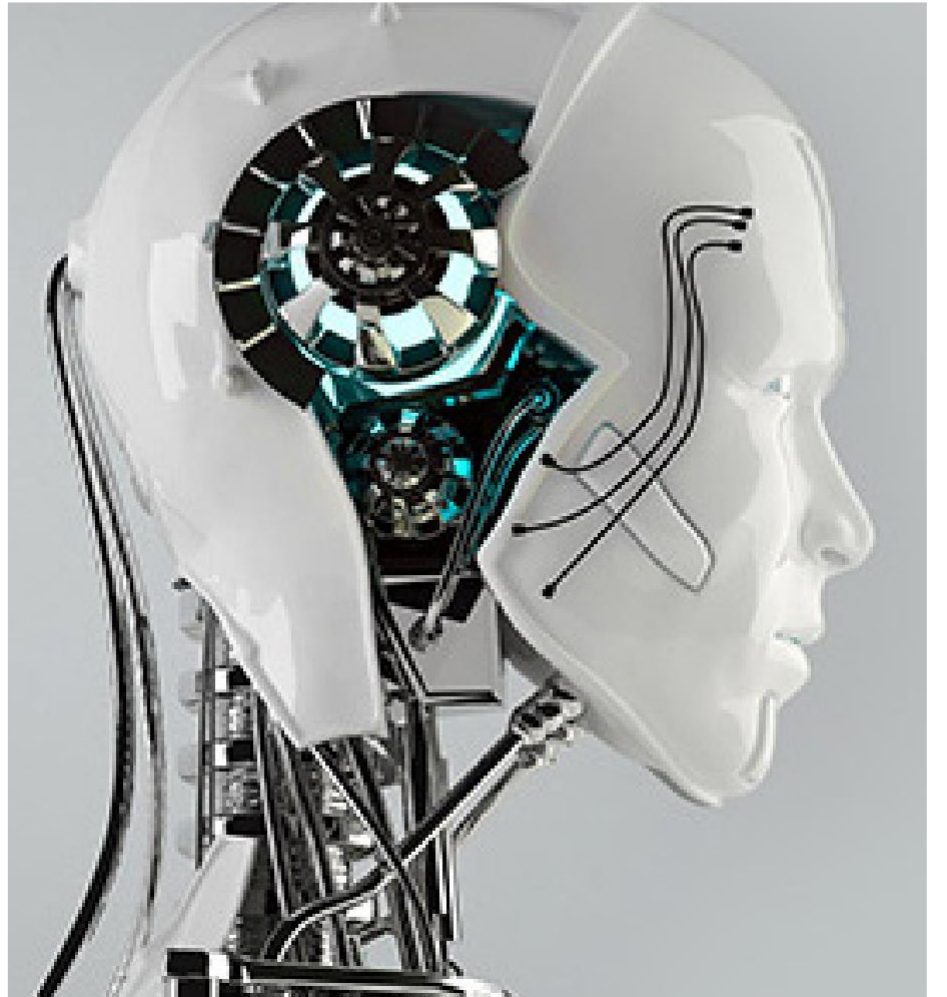
# DISRUPTIVE TECHNOLOGY



**Big Data**



**Virtual Reality**



**Artificial Intelligence**



A futuristic city street scene. On the left, a modern building with a glass facade and a balcony is visible. In the foreground, a paved area with large, light-colored, rounded concrete blocks serves as a pedestrian zone. A person is sitting on one of these blocks. To the right, a dedicated bicycle lane is marked with a white bicycle symbol on the pavement. A person is riding a bicycle in this lane. Further right, a driverless car is visible on the road. The background shows more trees and a clear blue sky with some clouds. The overall scene is bright and modern, suggesting a smart city environment.

# The Game-Changing Impacts of the Driverless Car



# THE CURRENT STATE OF THE CAR

© Gensler 2018

# 260 million



CARS, MOTORCYCLES AND BUSES IN THE U.S.

The automobile as we know it  
—gasoline- and diesel-engine  
powered — will be largely  
obsolete by 2030.

“ Transportation & Logistics  
Statista, 2015

“ Why Cars as We Know Them May Disappear by 2050  
Fiscal Times, 2015



# THE CURRENT STATE OF THE CAR

The average car in the U.S. is not utilized

95% 5%

OF THE TIME

UTILIZATION



*"Today's Cars Are Parked 95% of the Time"*  
Fortune, 2016





# IMPACTS OF THE DRIVERLESS CAR

Roadways will become more pedestrian oriented as curbside parking spaces become obsolete and streets narrow.

"To the Future: What Do Driverless Cars Mean for Road Design?"

SEH

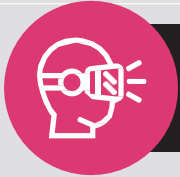




A group of people are sitting on a grassy area near a waterfront, with a city skyline in the background. The scene is dimly lit, suggesting dusk or dawn. The text is overlaid on a semi-transparent dark band across the middle of the image.

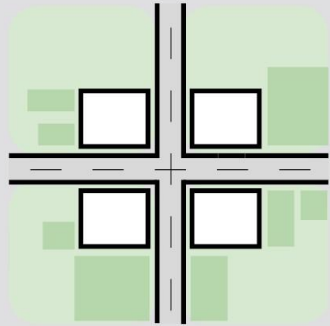
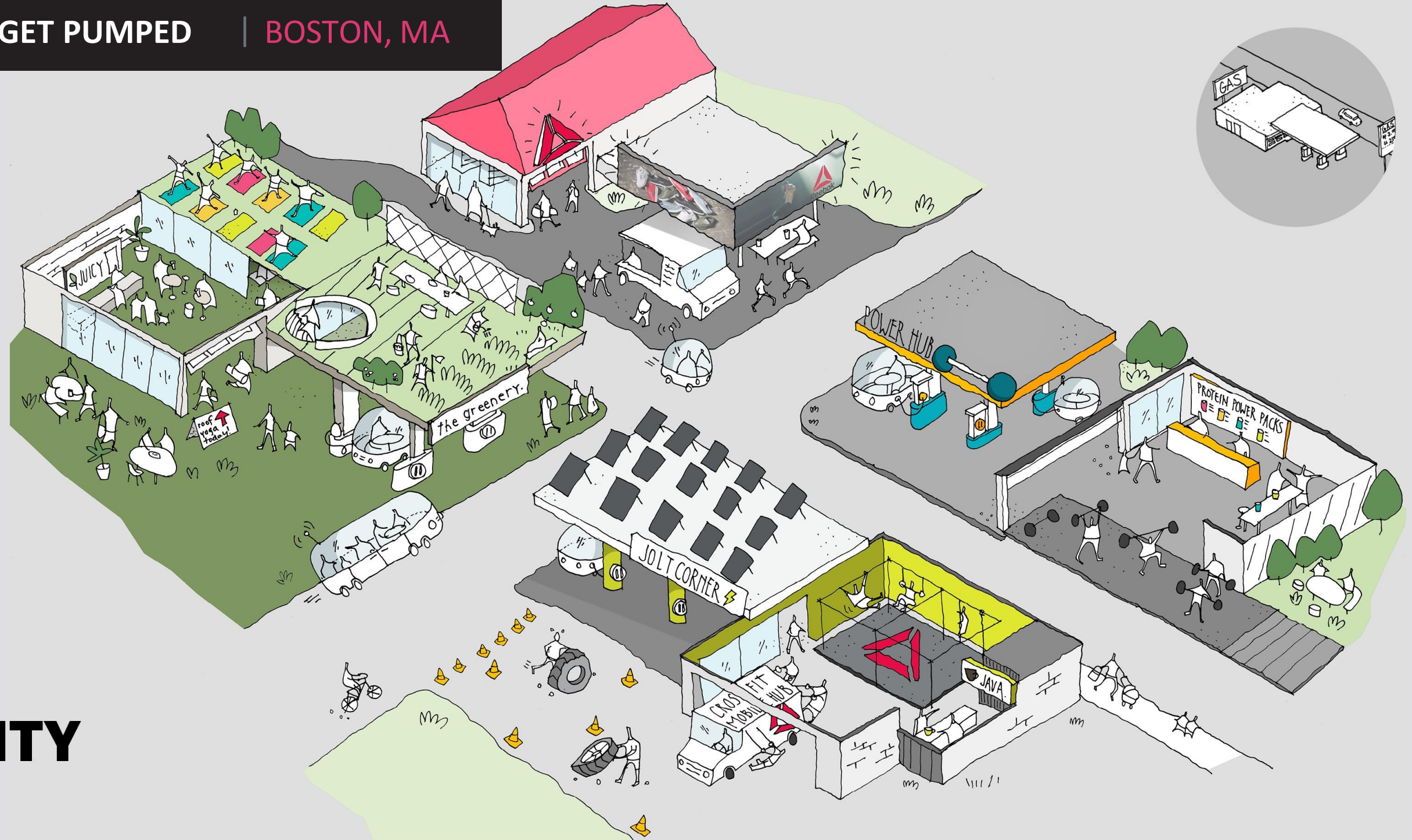
There's an incredible  
opportunity to take our streets  
back.





REEBOK GET PUMPED

BOSTON, MA



# COMMUNITY CORNER





# FUTURE OF WORK

Gensler

# CONTEXT



**Competition  
for Talent**



**Emerging  
Technologies**



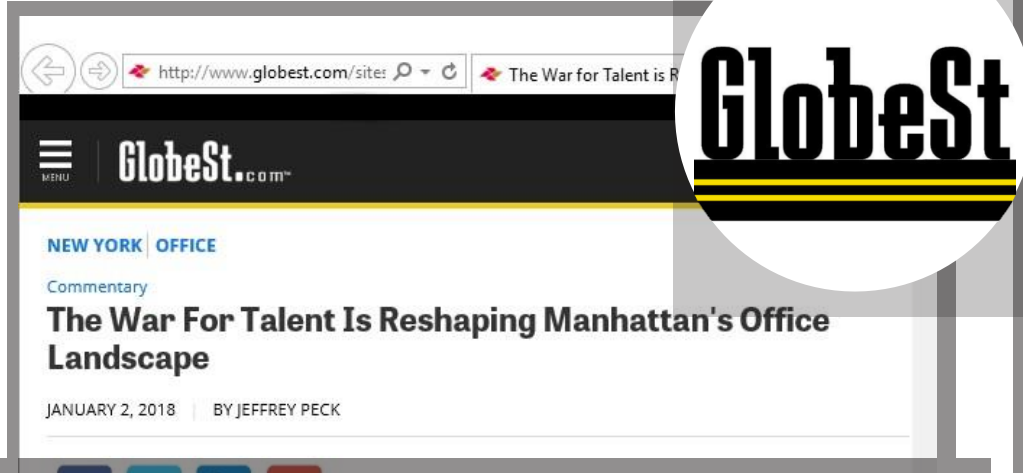

**Experience  
Economy**



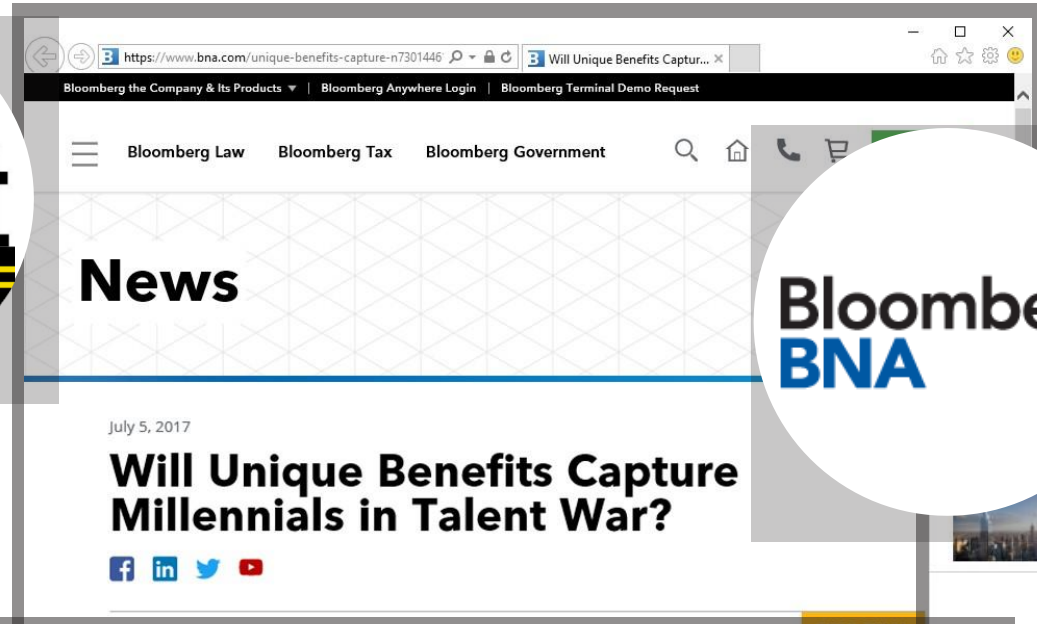

**Rise of  
the City**



# COMPETITION FOR TALENT



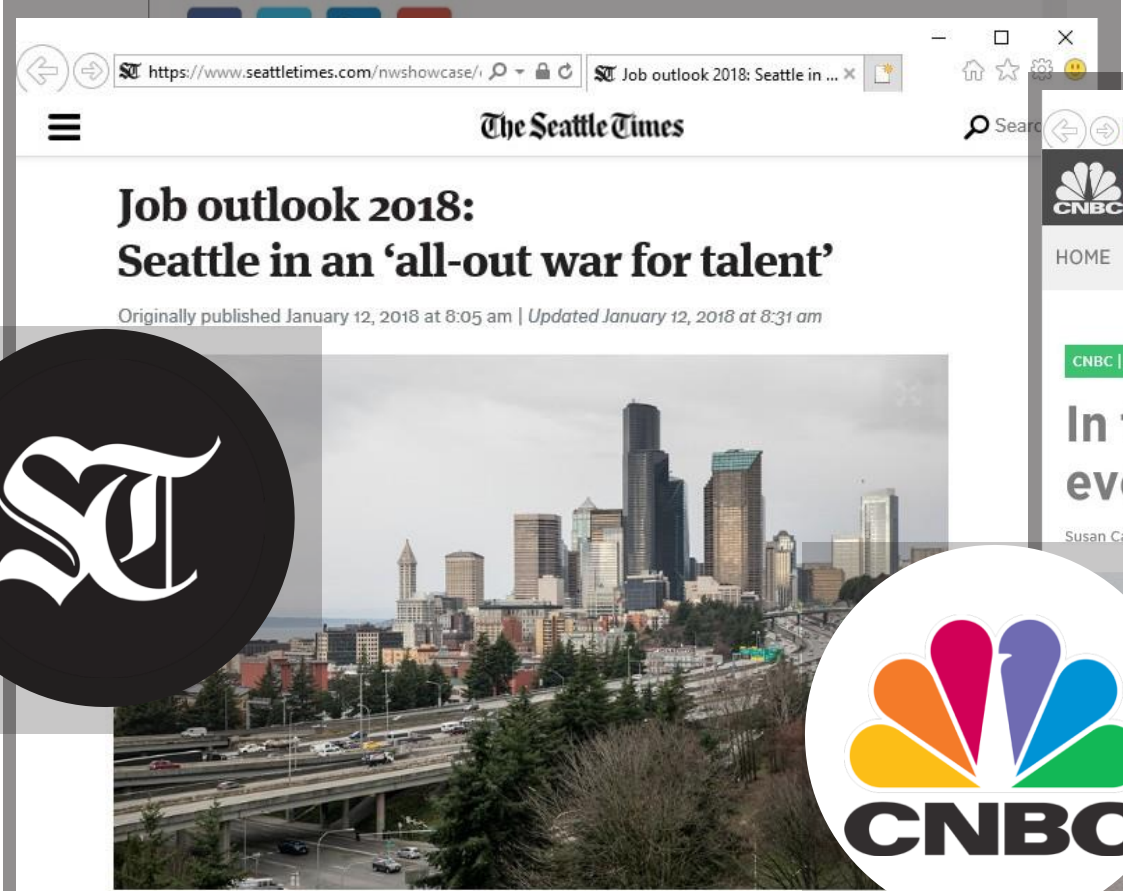

**GlobeSt**  
NEW YORK OFFICE  
Commentary  
**The War For Talent Is Reshaping Manhattan's Office Landscape**  
JANUARY 2, 2018 | BY JEFFREY PECK



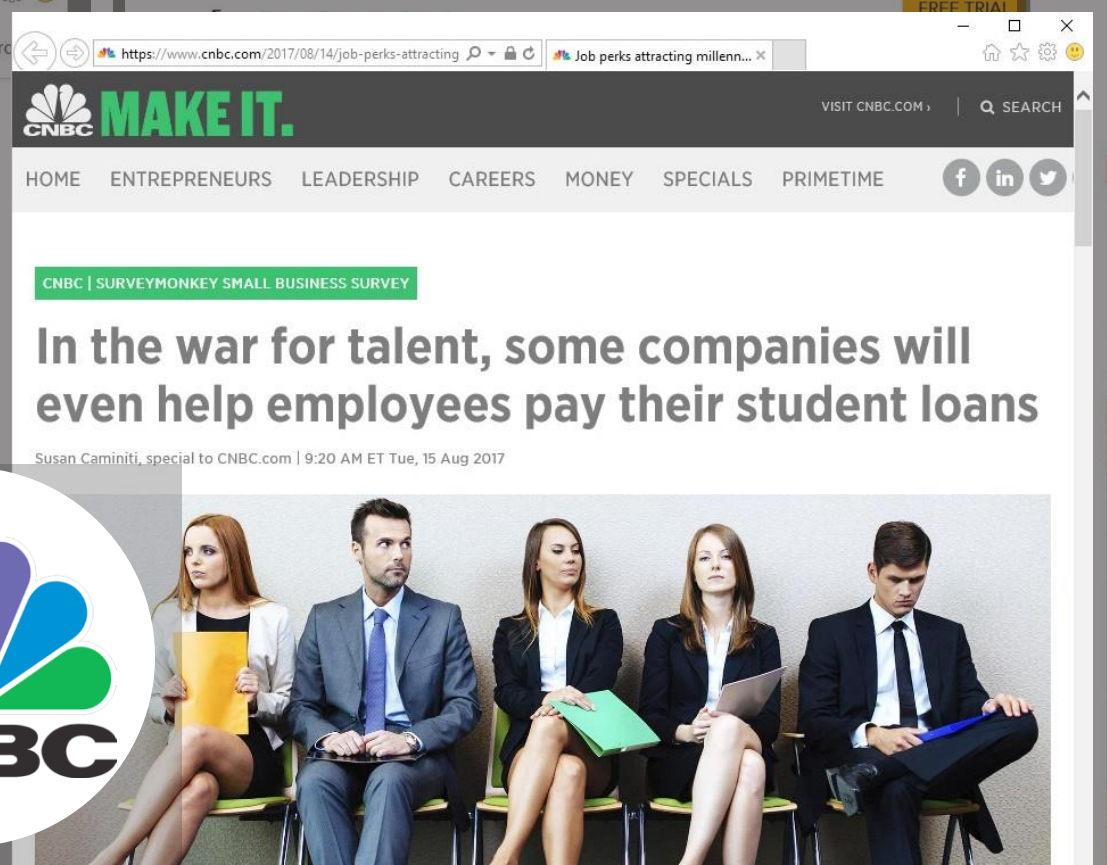

**Bloomberg BNA**  
News  
July 5, 2017  
**Will Unique Benefits Capture Millennials in Talent War?**



**NEW YORK POST**  
SEARCH  
**Offices woo tenants with snazzy lobbies and hotel-like amenities**  
By Lois Weiss  
January 18, 2018 | 3:01pm



**The Seattle Times**  
**Job outlook 2018: Seattle in an 'all-out war for talent'**  
Originally published January 12, 2018 at 8:05 am | Updated January 12, 2018 at 8:31 am



**CNBC MAKE IT.**  
HOME ENTREPRENEURS LEADERSHIP CAREERS MONEY SPECIALS PRIMETIME  
CNBC | SURVEYMONKEY SMALL BUSINESS SURVEY  
**In the war for talent, some companies will even help employees pay their student loans**  
Susan Caminiti, special to CNBC.com | 9:20 AM ET Tue, 15 Aug 2017



**LOIS WEISS**  
REAL ESTATE COMMERCIAL REAL ESTATE  
**Offices woo tenants with snazzy lobbies and hotel-like amenities**  
By Lois Weiss  
January 18, 2018 | 3:01pm



The Seattle area has a high demand for workers with skills in cybersecurity, cloud computing, DevOps



In the  
competition for  
talent...  
the workplace  
must put **people first.**













FIRST AID STATION

Reliable

FIRE



ated Smart  
tions Center



# EMERGING TECHNOLOGIES





# IoT

31 billion devices / connected to the internet  
& 4 billion people by 2020

2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

2002

2001

2000

1999

1990

1980

1970

1960

15 Billion  
connected devices

5 Billion  
connected devices

2 Billion  
connected devices

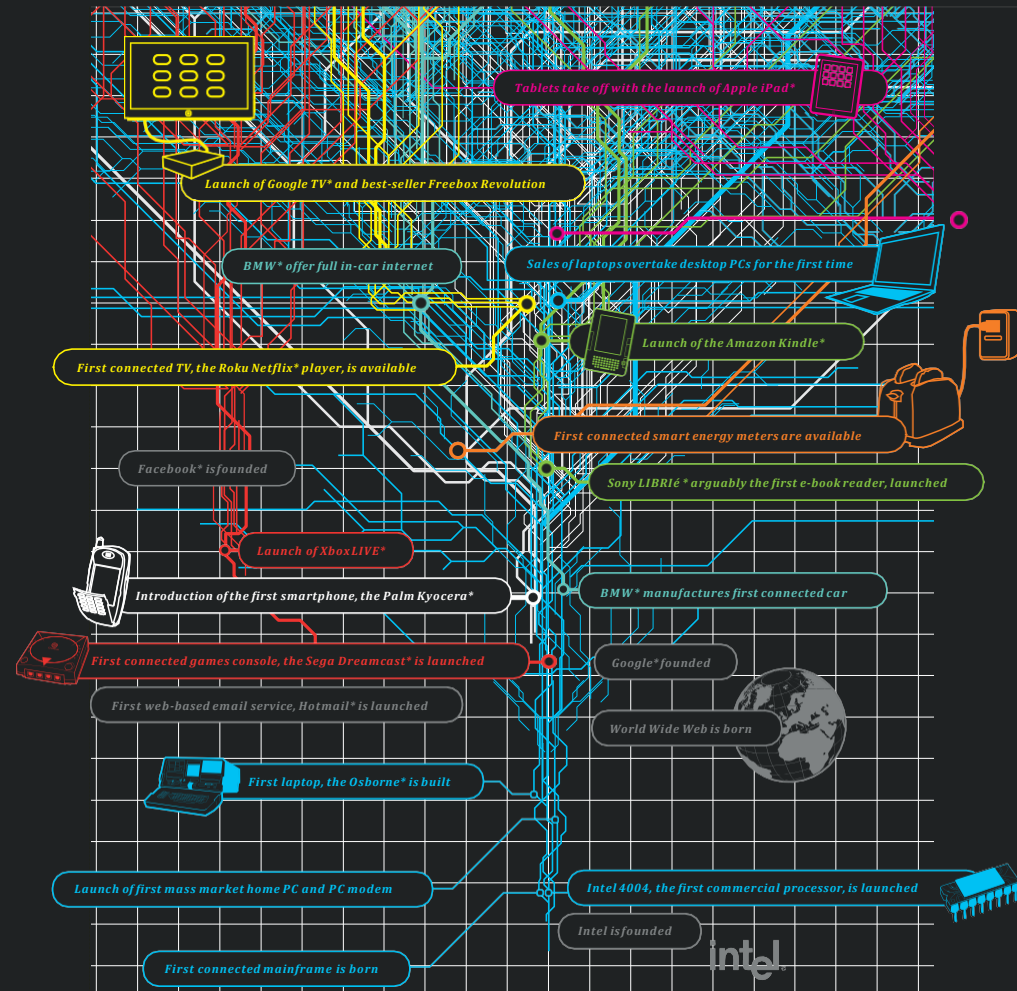
93,047,785  
connected devices

313,000  
connected devices

188  
connected devices

13  
connected devices

0  
connected devices



31 billion devices  
and 8.4 billion people  
will be connected to  
the internet by 2020.



# EMERGING TECHNOLOGIES

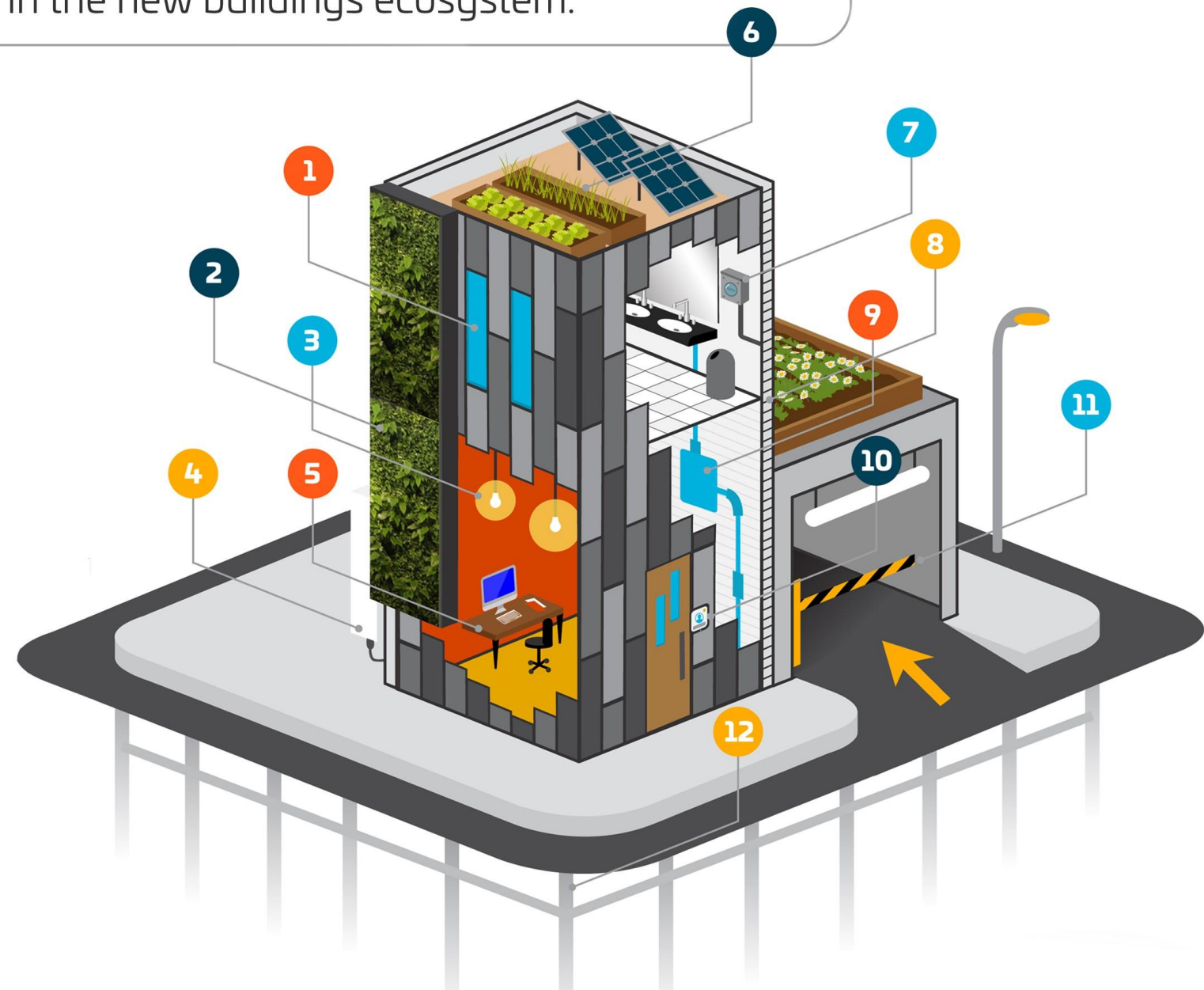


BUILTWORLDS  
INSIGHTS

## Smart Buildings

50 Emerging players in the new buildings ecosystem.

- 1 Windows**
  - VG SmartGlass
  - View
  - Polysolar
  - iGlass technology
  - Onyx Solar
- 2 Building Envelopes**
  - Sagegreenlife
- 3 Lighting/Sensors**
  - Igor
  - Wavelength
  - GREEN CREATIVE
- 4 Energy Systems**
  - Tesla
  - IBIS Power
  - Totem Power
  - NETenergy
  - Enerbrain
  - SunPower Helix
- 5 Furniture Systems**
  - DIRTT
- 6 Roof Systems**
  - Sunrun
  - SolarCity
  - Sun Number
- 7 Building Management**
  - WeWorkOS
  - Site 1001
  - Bractlet
  - OpenEE
  - Root3 Tech
  - Augury
  - Senseware
- 8 Building Structure/Systems**
  - FullStack Modular
  - Prescient
  - Infinity Structures
  - Branch Technology
  - Contour Crafting
  - RENCA
- 9 Water Systems**
  - Intellihot
  - AquaGen Infrastructure Systems
  - Swiss Invent AG
- 10 Safety/Security**
  - Soloinsight
  - Doorport
  - Photosynth (Akerun)
  - ALICE Receptionist
- 11 Mobility**
  - ParqEx
  - WeSmartPark
  - ChargePoint
  - SpotHero
  - Boni
- 12 Foundations/Pavement**
  - Arx Pax
  - Solar Roadways
  - Lightspeed Road Solar
  - PaveDrain
  - Tarmac Topmix Permeable
  - Pavegen







# EXPERIENCE ECONOMY



A group of people are standing on a high-rise observation deck, looking out at a city skyline. The scene is dimly lit, with the city lights visible in the background. The people are dressed in casual to business-casual attire. One person on the left is taking a photo with a smartphone. The overall mood is one of awe and appreciation for the view.

PEOPLE COME TO WORK  
FOR THE **EXPERIENCE.**



# GENSLER EXPERIENCE INDEX



In-between  
time isn't  
wasted time



Purpose  
Matters

Everyone  
is doing  
everything,  
everywhere



Inspire and  
connect







# The New Creative Workplace

1. Attracts and retains talent
2. Encourages collaboration
3. Inspires creativity
4. Promotes wellbeing





# RISE OF THE CITY



With the rise  
of the city...  
the workplace  
must harness  
the **power of  
urban.**





# power of urban.

Diversity

Density

Mix of uses

Authenticity

Adjacencies

Social

Amenities

Unpredictabl

e Human

Scale

Sidewalk Culture

Convenience

Community

Entertainmen

t Unique

Creative

Spontaneous

24/7

Presence

In Person

Walkable



# TRENDS IN RETAIL

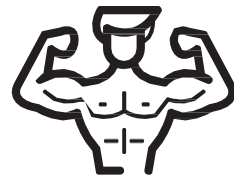




# EMERGING TRENDS

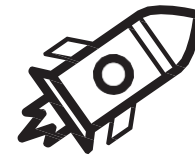
Our clients, across every sector, face critical challenges to meet their goals. In our research, we noted three key themes that impact design at every scale:

## RISE OF HUMANS



In the age of algorithms, it is the human factor—informed by data—that will be the true key to our clients' success.

## SPEED OF CHANGE



Thriving requires continuous learning, agile processes, and personalization so that usage, purpose, and performance can evolve.

## EXPERIENCE IS KEY



The intangibles of experience, like authenticity and immediacy, are driving a new economy. There is a demand for immersive experiences driven by choice and met with wonderment.



Here's how we're solving for tomorrow's problems today.

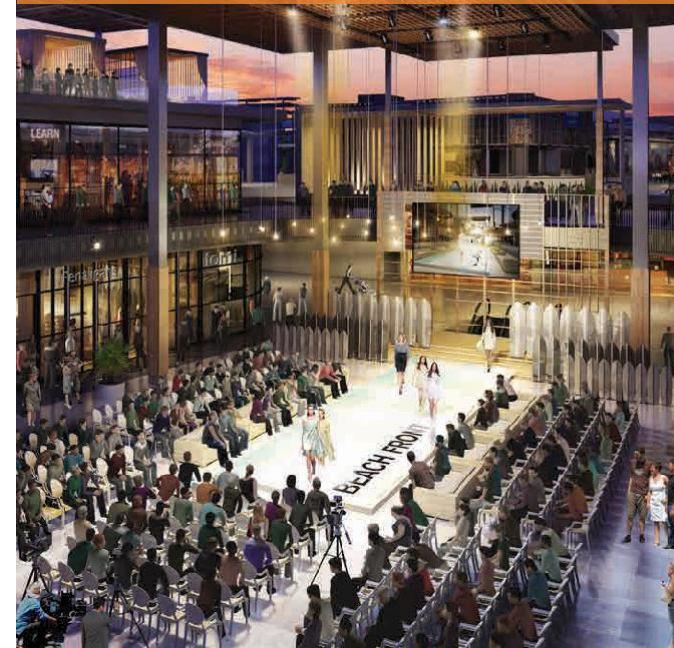
**ESSENCE OF ENGAGEMENT**



**DESIGNING TIME**



**COMMUNITY ENRICHMENT**



**PURPOSE & MISSION**







To restore  
balance, Retail  
needs to engage  
all senses.





To respond to customer expectations, developers and Cities need to evolve to deliver a unified experience that integrates the **physical, digital, and mobile environments**



## COMMUNITY ENRICHMENT

Create communal spaces dedicated to the idea of inclusionary prosperity to monetize the art of conversation.

Institute a year-round, daypart agenda of signature events that will patina in the minds of the community.







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## PURPOSE & MISSION

**It is about heart share, not market share. Connect the retail experience to the need of leaving something behind that makes this a better world.**

Experiences tend to meet more of consumer's underlying psychological needs and often shared with other people, giving a greater sense of connection and form a bigger part of our sense of identity.



# CONTEXT



**Competition  
for Talent**



**Emerging  
Technologies**



**Experience  
Economy**



**Rise of  
the City**