

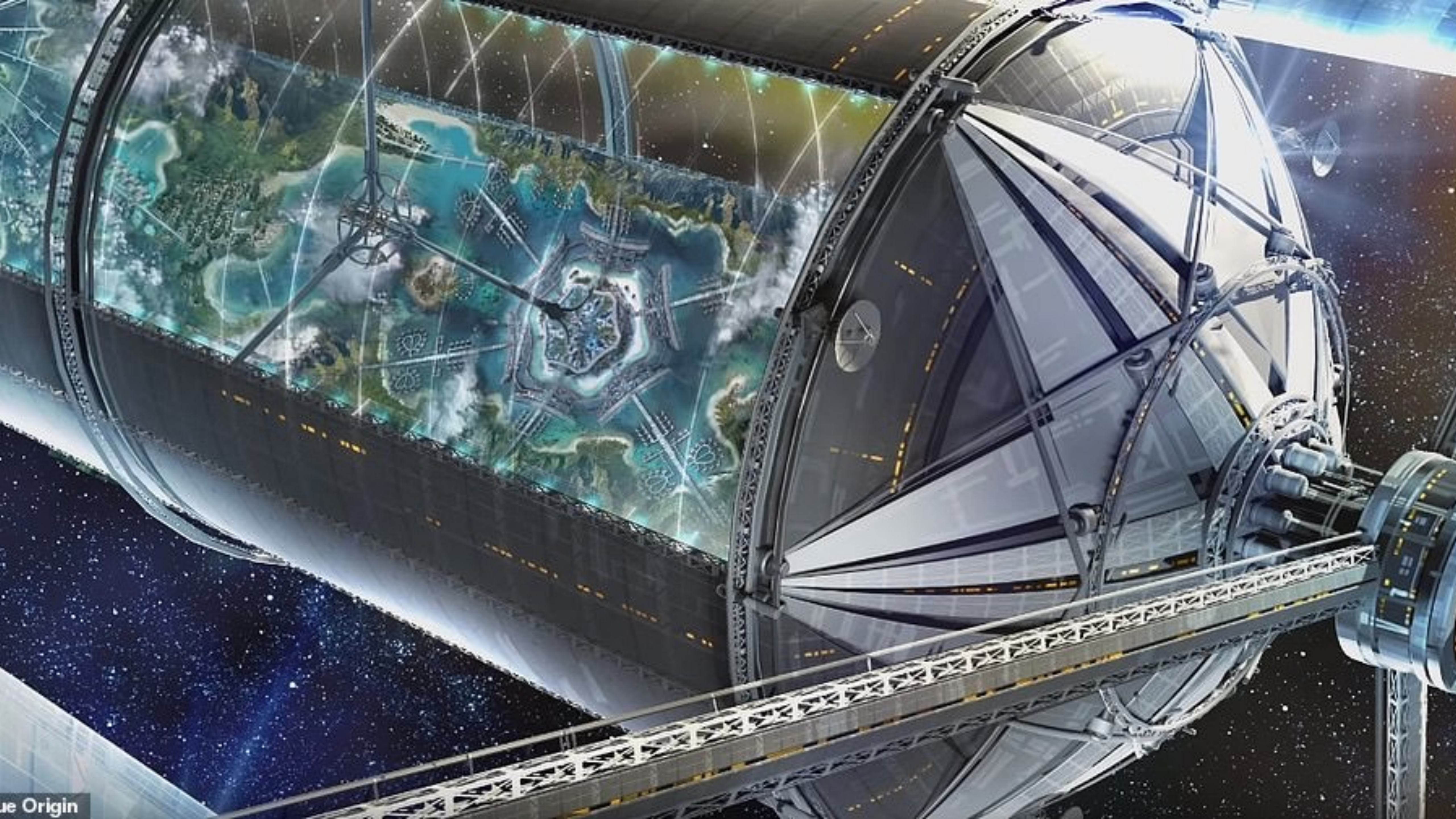
Cities of Tomorrow

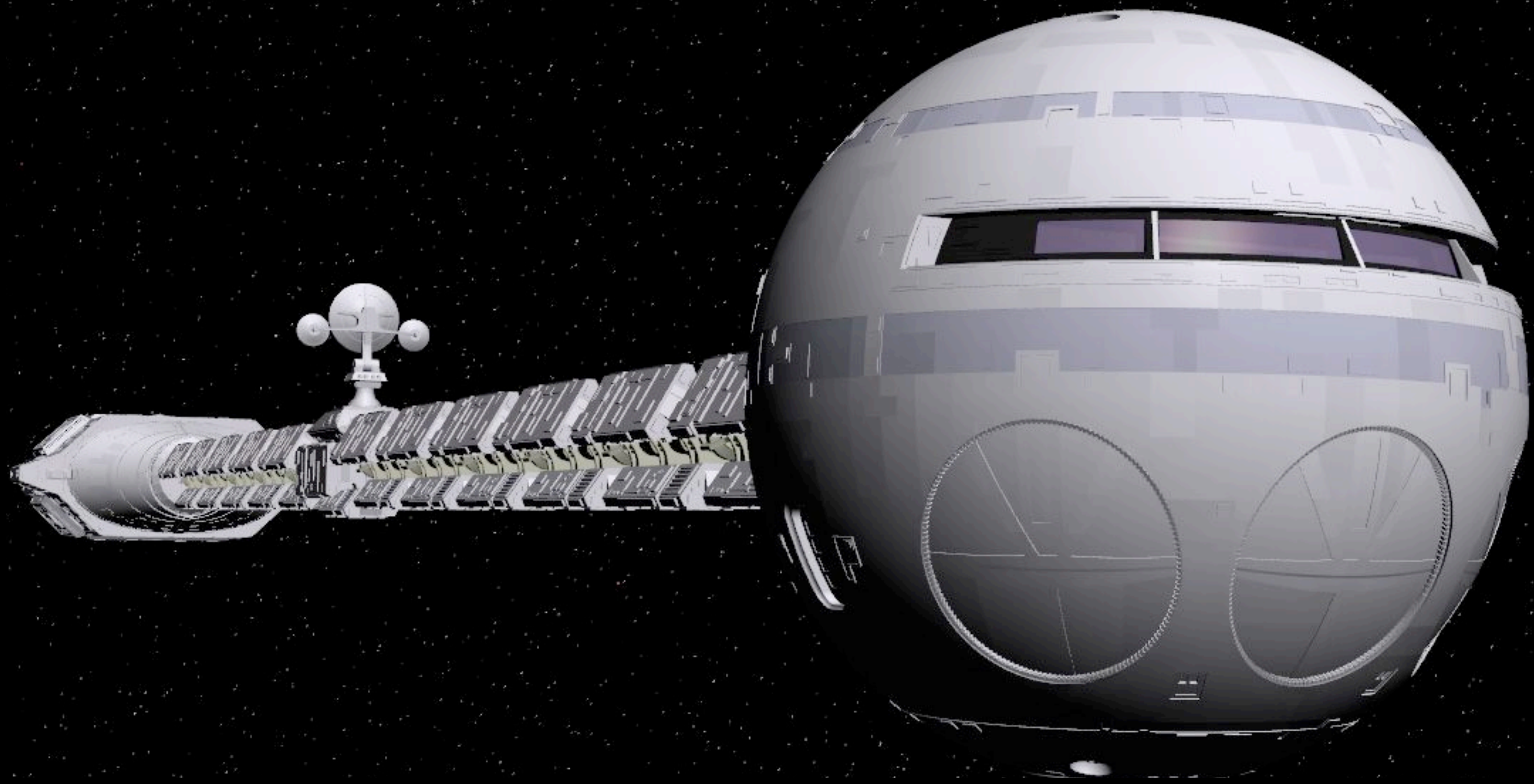
The Evolution of a new urban culture

IPHA, Soenderborg, 25.5.19











“Trying to understand the future of our cities
has somehow become separated
from understanding what happens to us.”

–HUGO MACDONALD



The Function of Home

Tribal society: caves



Protection

Agrarian culture: Huts



Territory

Industrial age: Houses



Privacy

Knowledge society : Hubs




The basis of mobility

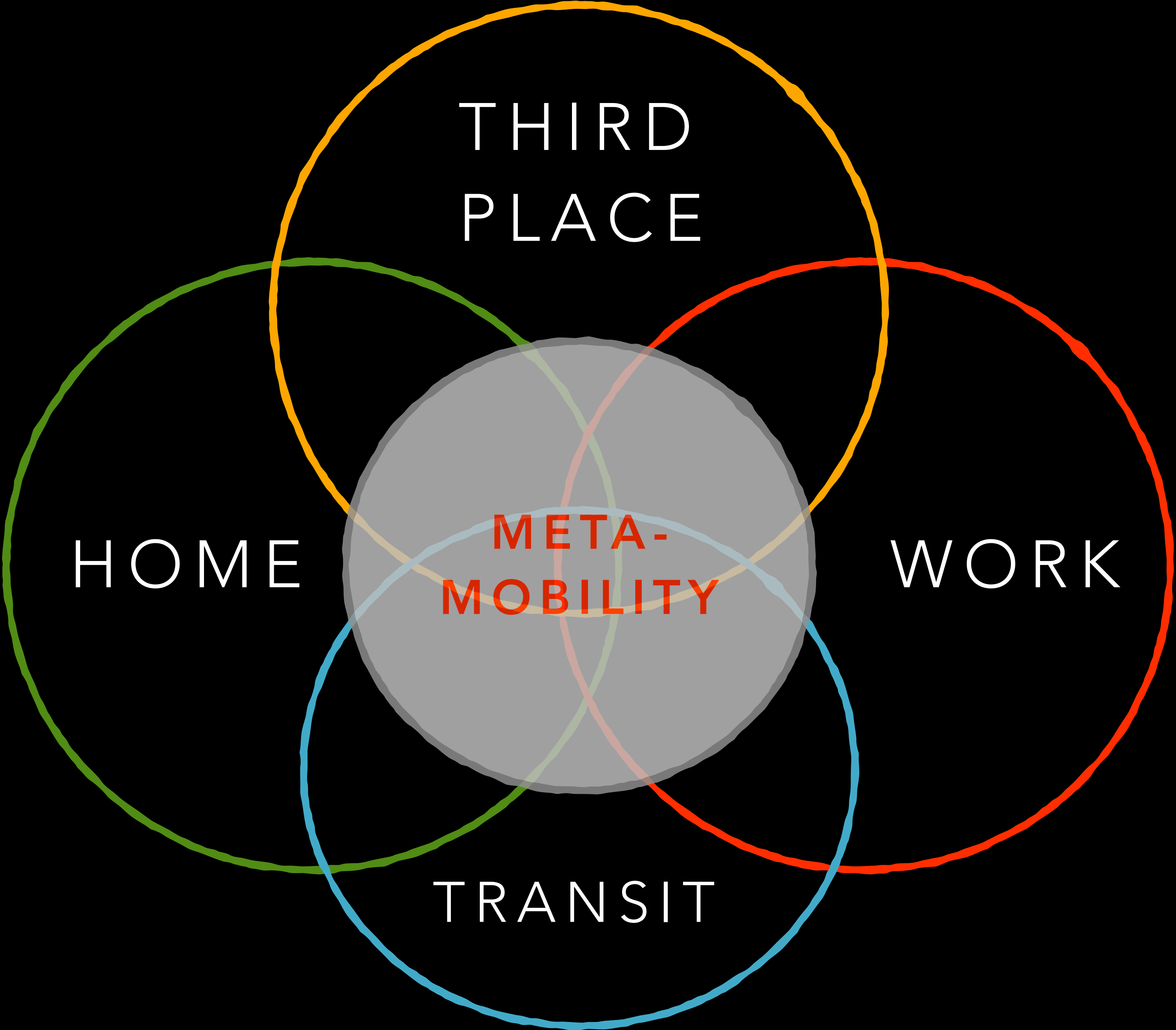
CONVERSION OF LIFESPHERES



HOME



WORK



An aerial photograph of a coastline, showing the dark blue ocean on the left and the lighter blue and green landmass on the right. The text 'THE MEGATRENDS' is overlaid in white, bold, sans-serif capital letters across the center of the image.

THE MEGATRENDS

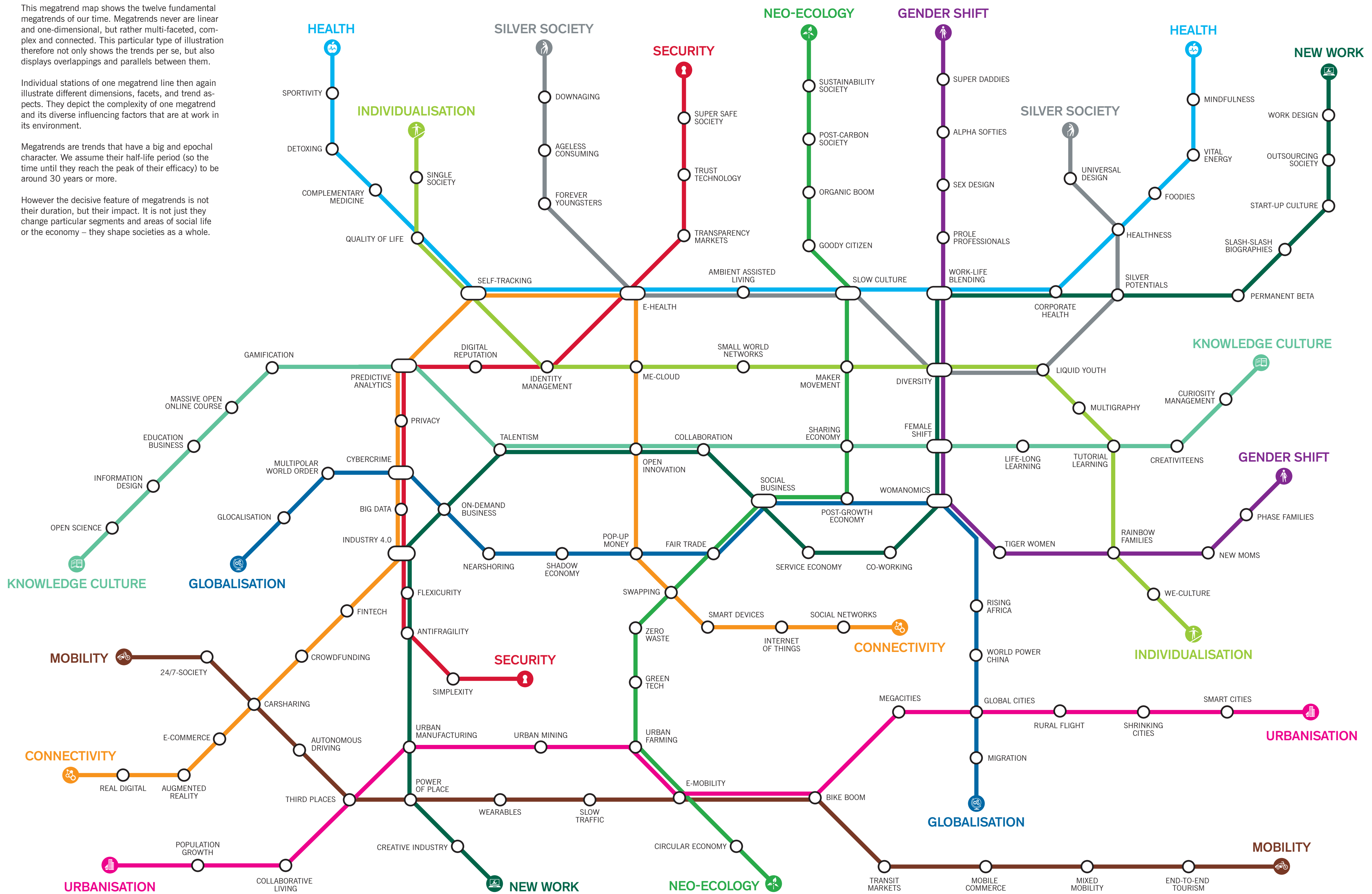
Megatrend Map

This megatrend map shows the twelve fundamental megatrends of our time. Megatrends never are linear and one-dimensional, but rather multi-faceted, complex and connected. This particular type of illustration therefore not only shows the trends per se, but also displays overlappings and parallels between them.

Individual stations of one megatrend line then again illustrate different dimensions, facets, and trend aspects. They depict the complexity of one megatrend and its diverse influencing factors that are at work in its environment.

Megatrends are trends that have a big and epochal character. We assume their half-life period (so the time until they reach the peak of their efficacy) to be around 30 years or more.

However the decisive feature of megatrends is not their duration, but their impact. It is not just they change particular segments and areas of social life or the economy – they shape societies as a whole.



Megatrend Map

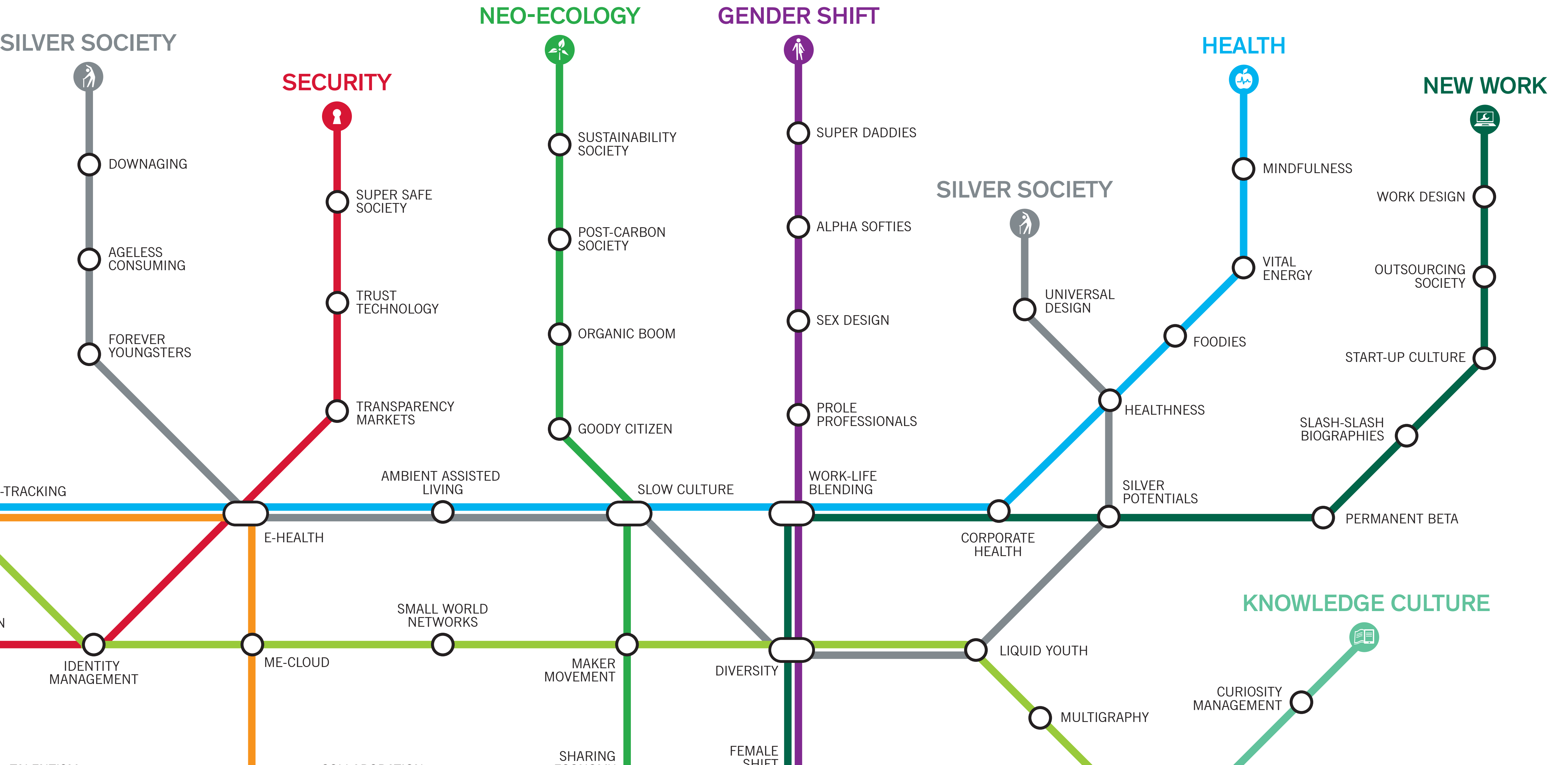
This megatrend map shows the twelve fundamental megatrends of our time. Megatrends never are linear and one-dimensional, but rather multi-faceted, complex and connected. This particular type of illustration therefore not only shows the trends per se, but also displays overlappings and parallels between them.

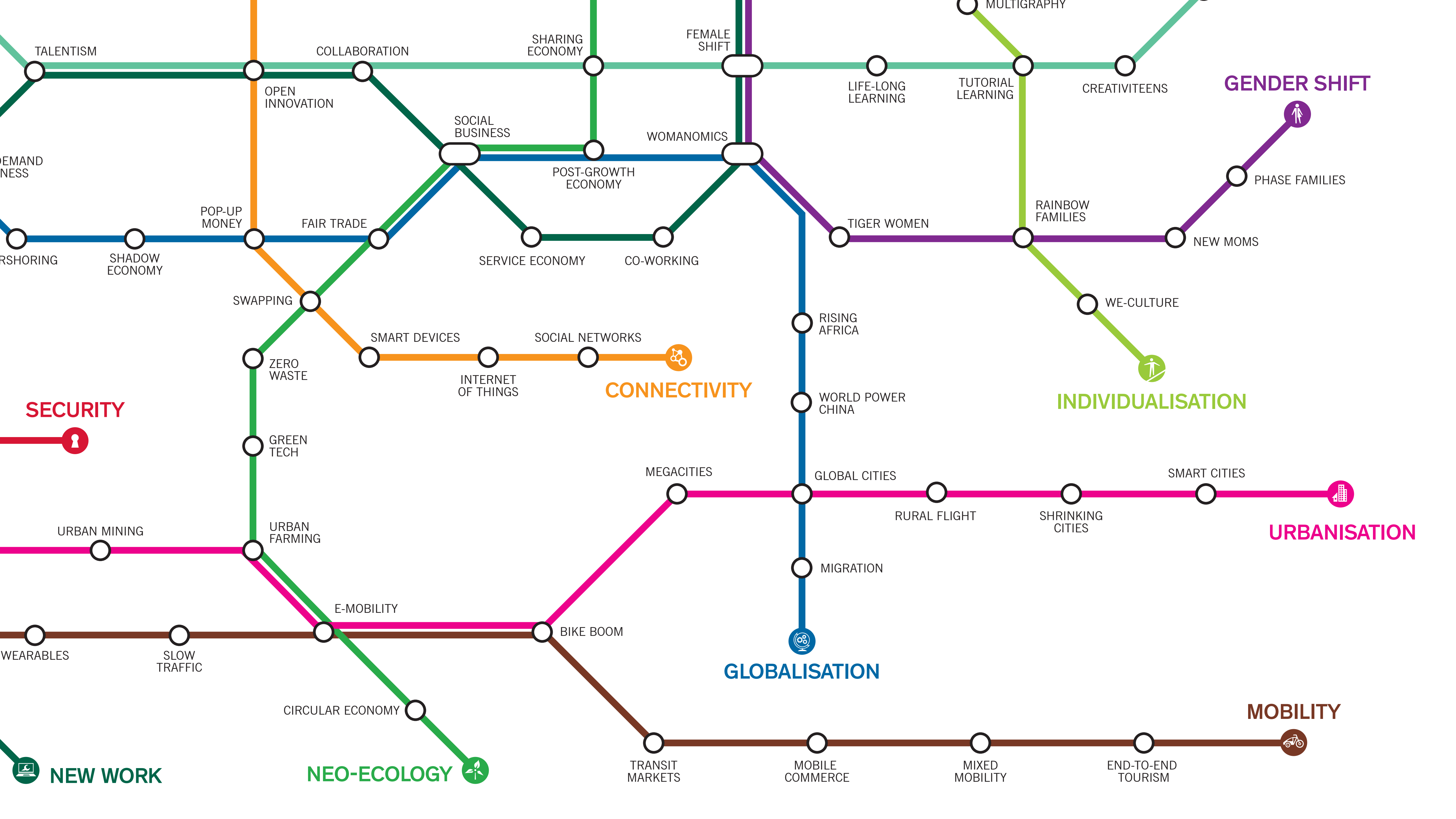
Individual stations of one megatrend line then again illustrate different dimensions, facets, and trend aspects. They depict the complexity of one megatrend and its diverse influencing factors that are at work in its environment.

Megatrends are trends that have a big and epochal character. We assume their half-life period (so the time until they reach the peak of their efficacy) to be around 30 years or more.

However the decisive feature of megatrends is not their duration, but their impact. It is not just they change particular segments and areas of social life or the economy – they shape societies as a whole.









SERVICE ECONOMY CO-WORKING

NEW MOMS

SMART DEVICES

SOCIAL NETWORKS

INTERNET OF THINGS

CONNECTIVITY

RISING AFRICA

WORLD POWER CHINA

INDIVIDUALISATION

WE-CULTURE

MEGACITIES

GLOBAL CITIES

RURAL FLIGHT

SHRINKING CITIES

SMART CITIES

URBANISATION

E-MOBILITY

BIKE BOOM

GLOBALISATION

CULAR ECONOMY

NEO-ECOLOGY

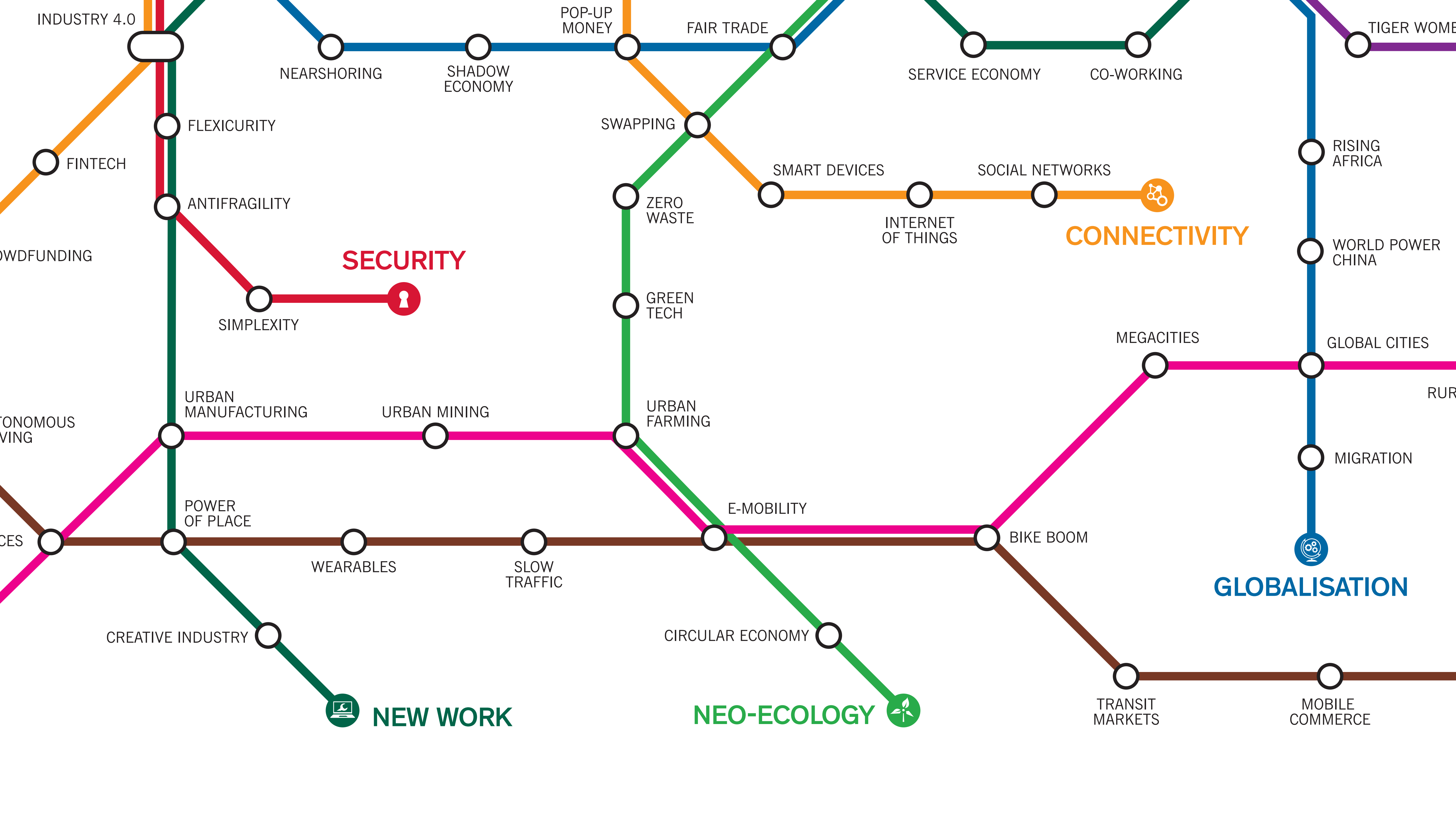
TRANSIT MARKETS

MOBILE COMMERCE

MIXED MOBILITY

END-TO-END TOURISM

MOBILITY



INDUSTRY 4.0

NEARSHORING

SHADOW ECONOMY

POP-UP MONEY

FAIR TRADE

SERVICE ECONOMY

CO-WORKING

TIGER WOMEN

FINTECH

FLEXICURITY

SWAPPING

SMART DEVICES

SOCIAL NETWORKS

CONNECTIVITY

RISING AFRICA

CROWDFUNDING

SECURITY

ZERO WASTE

INTERNET OF THINGS

WORLD POWER CHINA

SIMPLEXITY

GREEN TECH

MEGACITIES

GLOBAL CITIES

ONOMOUS LIVING

URBAN MANUFACTURING

URBAN MINING

URBAN FARMING

RURAL

ACES

POWER OF PLACE

WEARABLES

SLOW TRAFFIC

E-MOBILITY

BIKE BOOM

GLOBALISATION

MIGRATION

CREATIVE INDUSTRY

CIRCULAR ECONOMY

NEO-ECOLOGY

TRANSIT MARKETS

MOBILE COMMERCE

NEW WORK



KNOWLEDGE CULTURE

GLOBALISATION

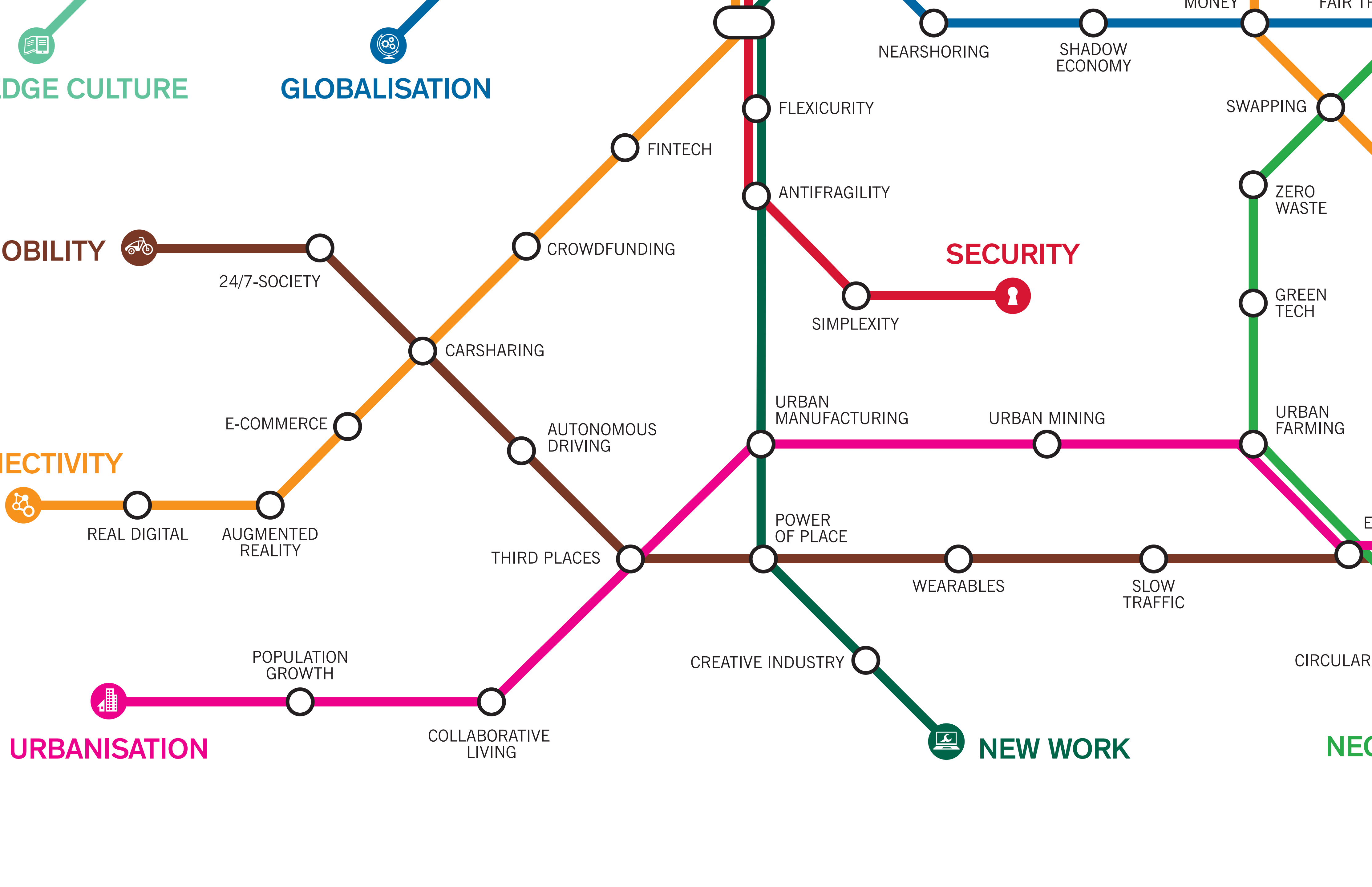
MOBILITY

CONNECTIVITY

URBANISATION

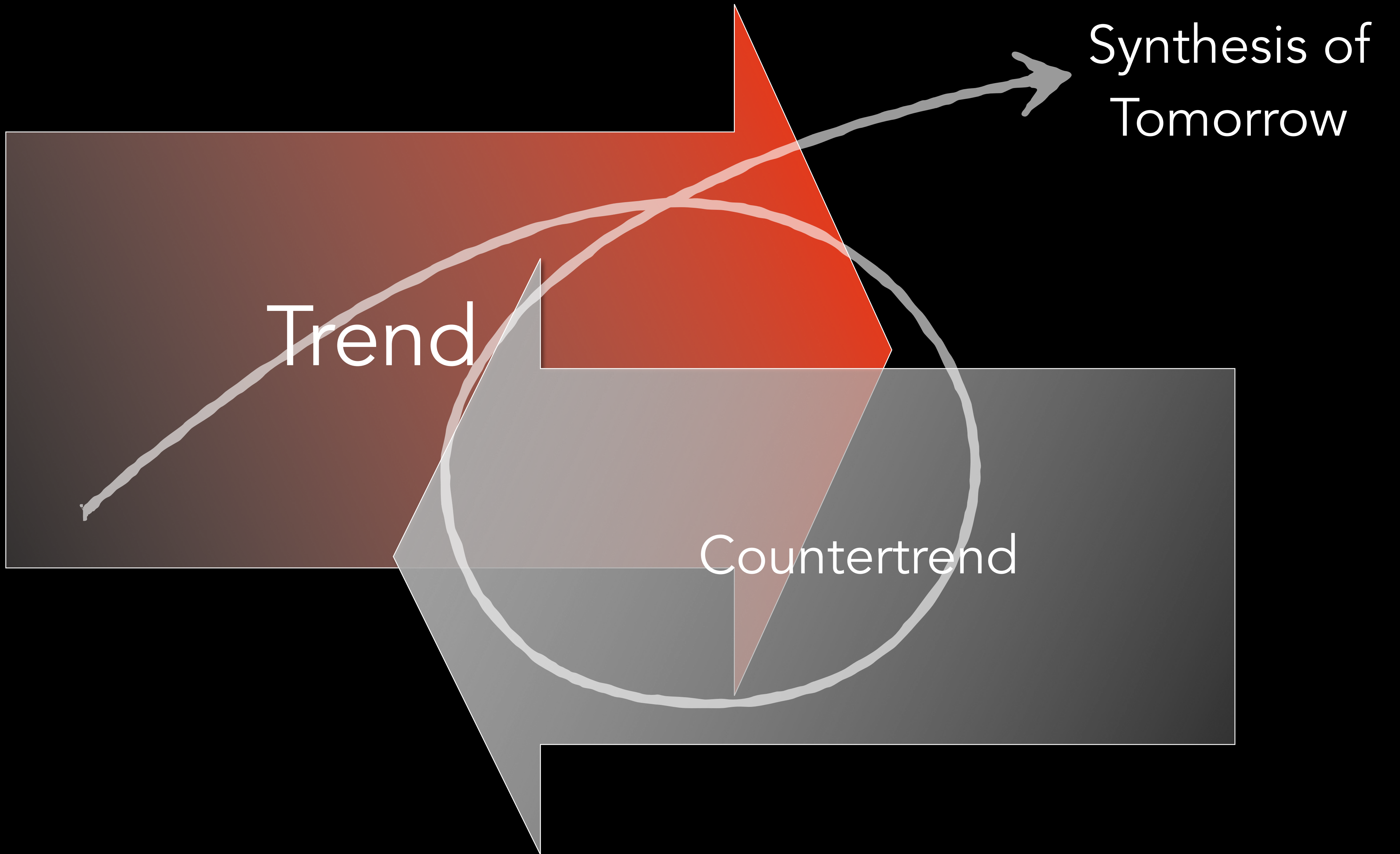
NEW WORK

NEO





THE RECURSION PRINCIPLE



Megatrend
Globalisation

homesickness
re-localisation

Glocalisation

adaption of global
products to local culture

das **vegan** magazin

april/
mai
2013

veganmagazin.de



veganer
dürfen alles,
wollen es
aber nicht.



Bestandteil € 4,90
Jahrespreis € 5,50
Schwarz € 0,50
Sonstige € 1,00

www.beef.de
BEEF!

FÜR MÄNNER MIT GESCHMACK

9,80 € ■ 3/2011
Kochverlag
Königsplatz 11
D-70372 Stuttgart
www.kochverlag.de

ROHE GEWALT

Spektakuläre Gerichte
mit Kalb, Makrele, Auster,
Elch – und alles roh

**BRAUNER BÄR
RELOADED**

Hier sind die Eissorten
Ihrer Kindheit
zum Selbermachen

7 LUXUS-BURGER

So viel Liebe haben
Sie noch nie in ein
Brötchen gesteckt

**DIE ULTIMATIVE
STEAK-SCHULE**

Porterhouse oder Rib-Eye? Grill oder Pfanne? Vorher
salzen oder nachher? So werden Sie zum Steak-Meister!

BLING-BLING

Wie ein Rapper den Markt für
Champagner aufmischt. S. 84

AB INS KÖRBCHEIN!

Pilze suchen, finden,
genießen, überleben

Kathedrale der
Köstlichkeit:
Porterhouse-Steak





Megatrend

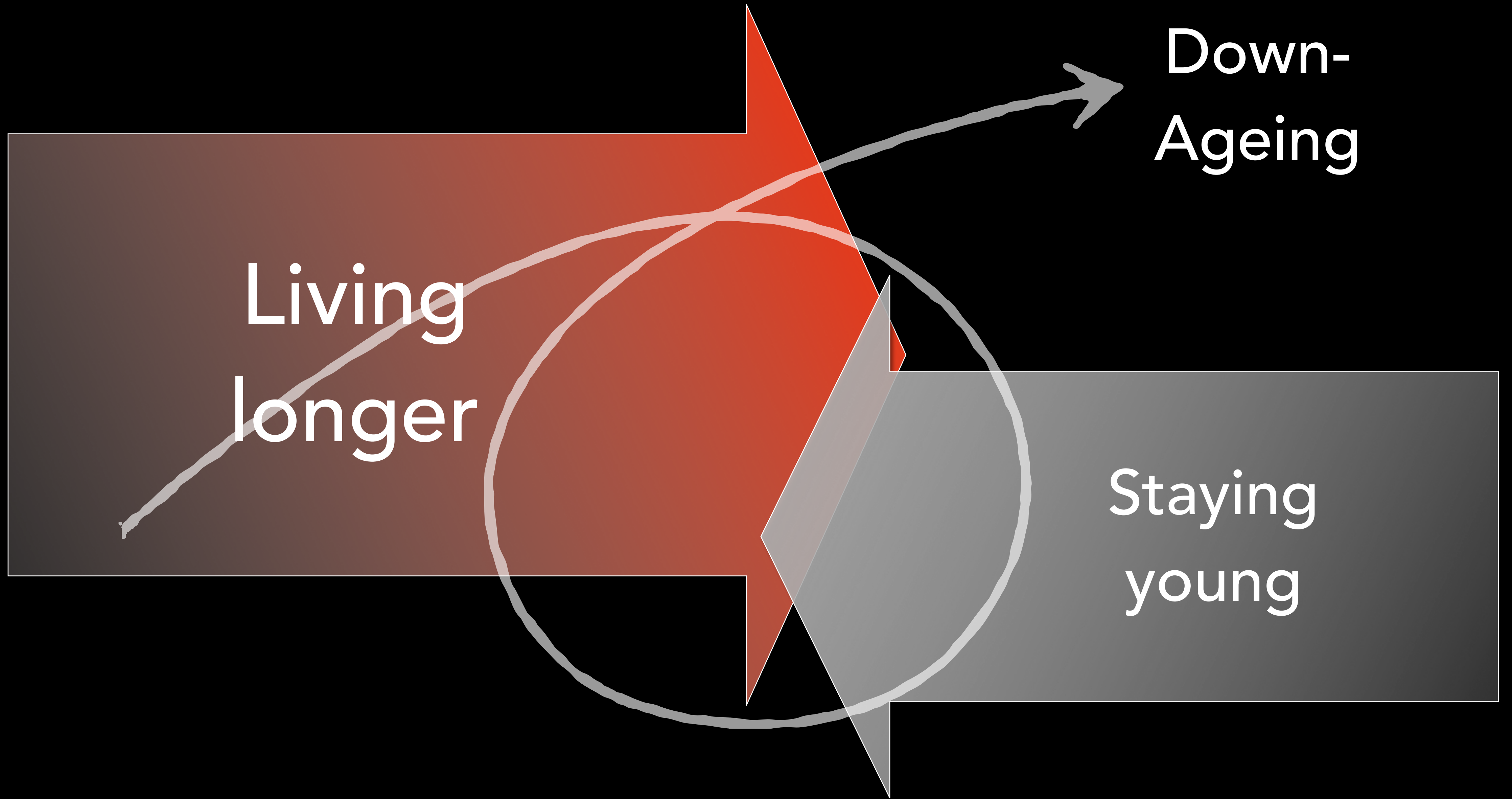
Silver Society



Life Expectancy EU

Women 84

Men 79



Living
longer

Down-
Ageing

Staying
young



40 in 1940



40 in 2019



Downageing

7,4 YEARS YOUNGER IN EVERY GENERATION!



THE NEW
MULTI-
BIOGRAPHIES

Industrial Era: 3 phase biography.

Average marriage age

23

Limit of working life

63

67

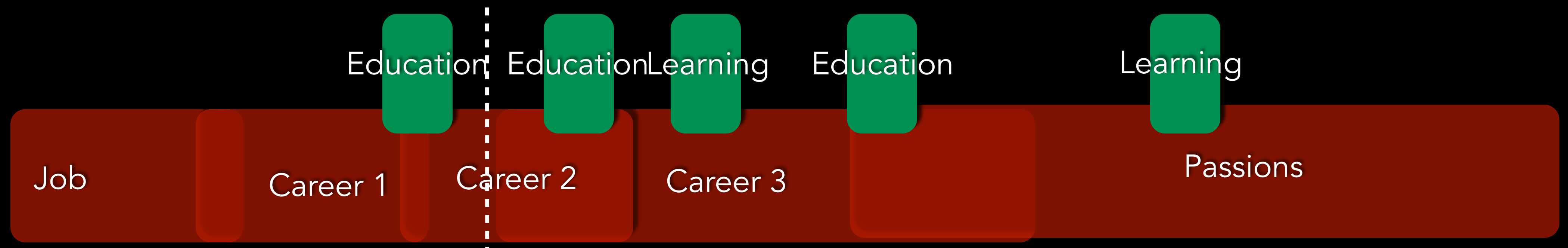
Childhood
Youth

Work
Family

Retirement

1965

21st century MULTI-MODULAR biography



Childhood/
Youth

Post-adolescence

Rush hour

Selfness

Maturity

Wisdom

1st Family

2nd Family

3rd Family

32

Average marriage age

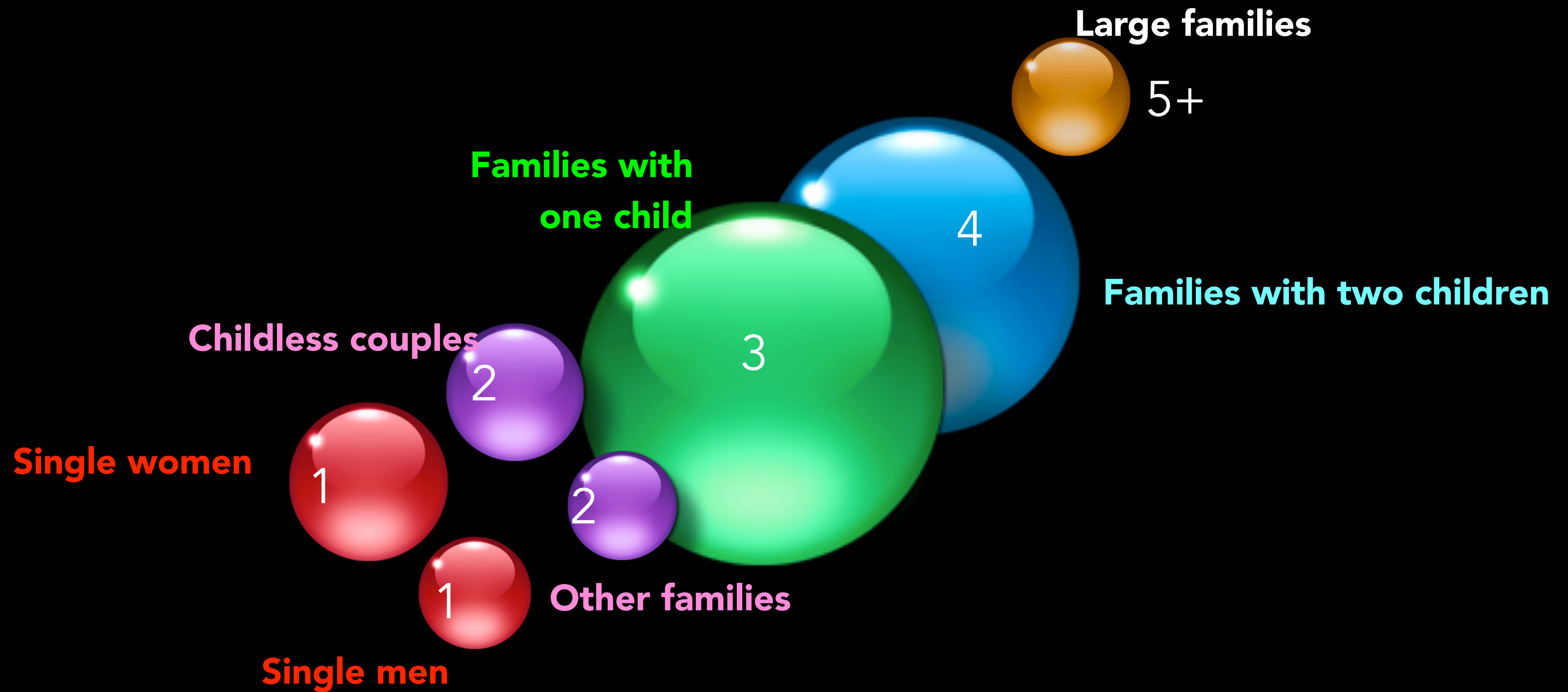
Megatrend



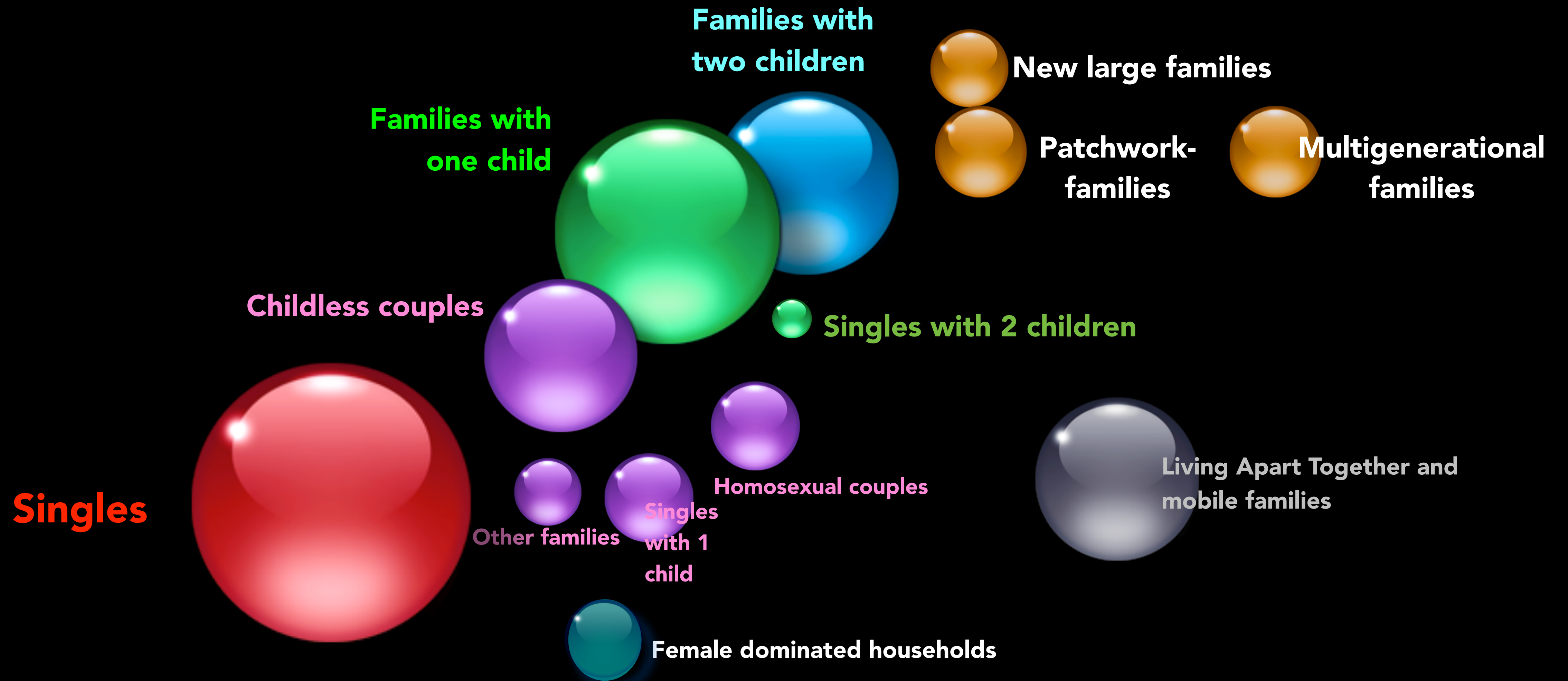
Individualisation

Households 1960

The era of the nuclear family



Individualisation of Households 2020





Cities today with up to
50% single households



Loneliness is not the result of living
alone, but of social isolation

The Paradox of Individualisation:

The more individualistic we become,
the more important the need for support from other people

CO

culture

- living
- housing
- working
- mobility
- gardening

“A place where people make a life not just a living”

—ADAM NEUMANN, FOUNDER OF WE WORK, CO-WORKING





CO-LIVING VS CO-ISOLATION

THE COLLECTIVE, LONDON

- 550 suitcase ready Twodios
- Flatrate, all inclusive.
- 10,000m² shared spaces:
Spa, Gym, Library, Kitchens,
Cinema...







In the future we will choose our homes
not for the square metres,
but for the quality of the
Shared Spaces

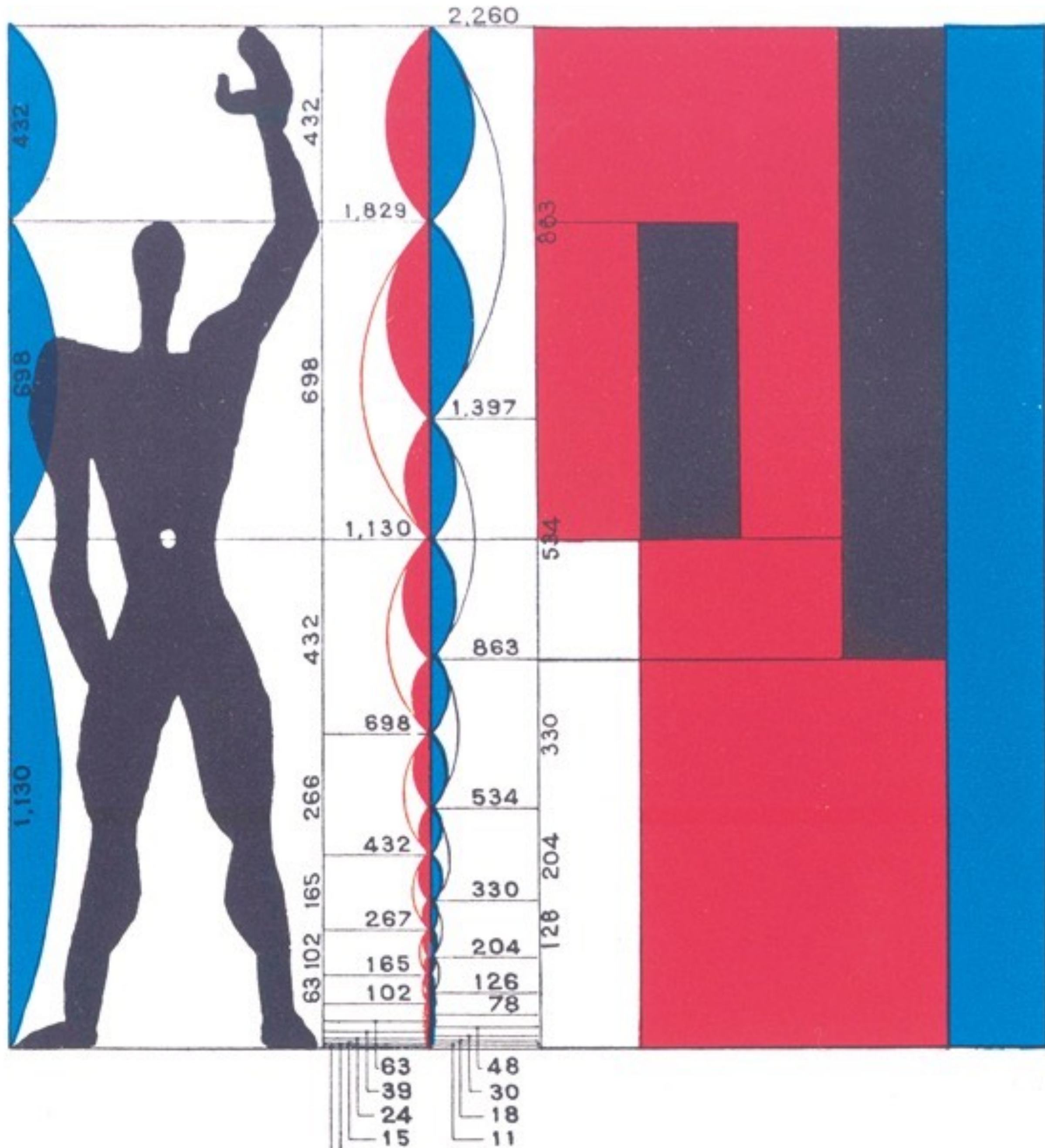
Status shifts from
squared metres to
shared metres

MX3:

Micro

Modular

Mass Produced



THE MODULAR

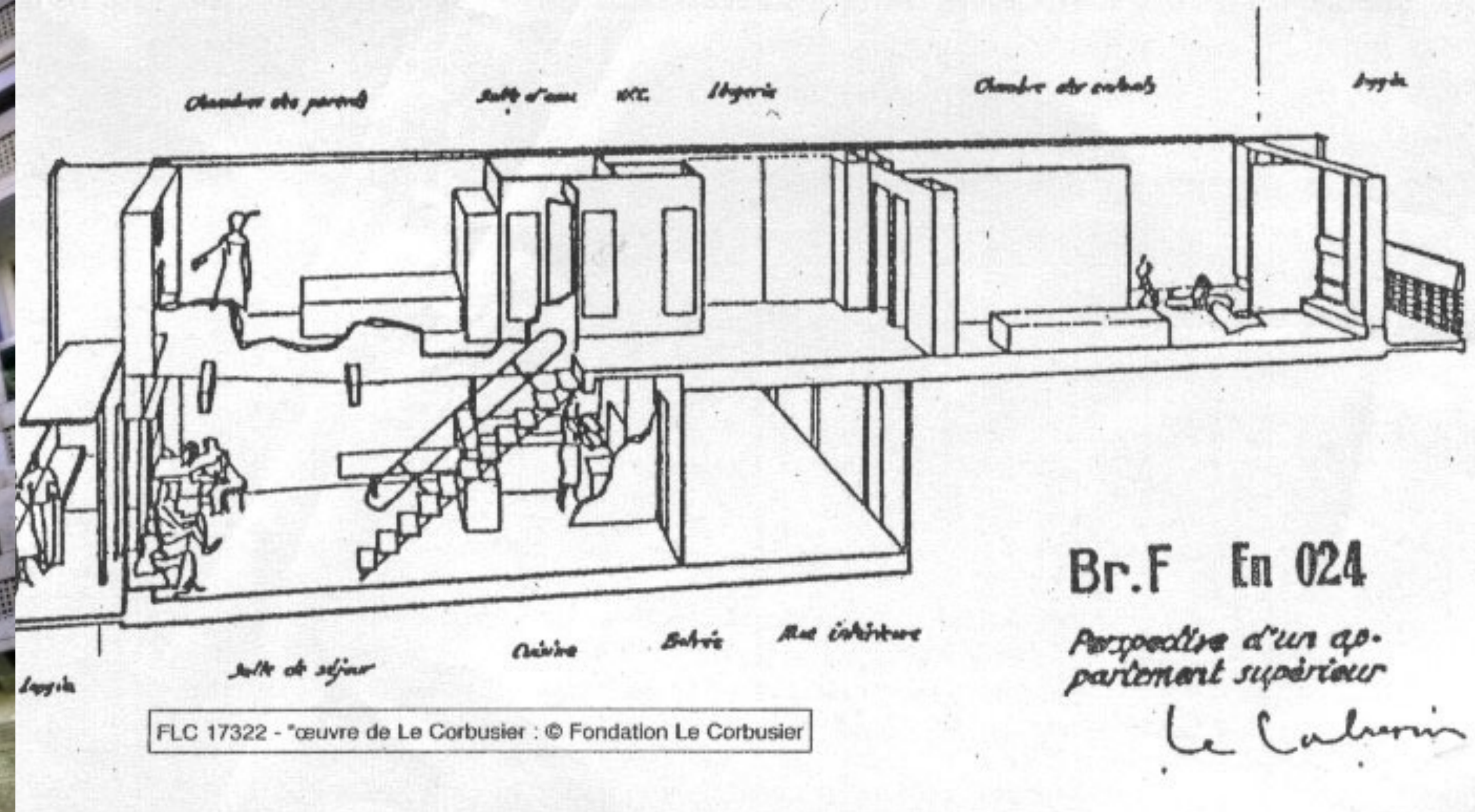


-LE CORBUSIER, 1923

1952, LE CORBUSIER

UNITÉ D'HABITATION







BIG/Bjarke Ingels Group 79&Park, Stockholm



Urban Space Management LTD Container City, London



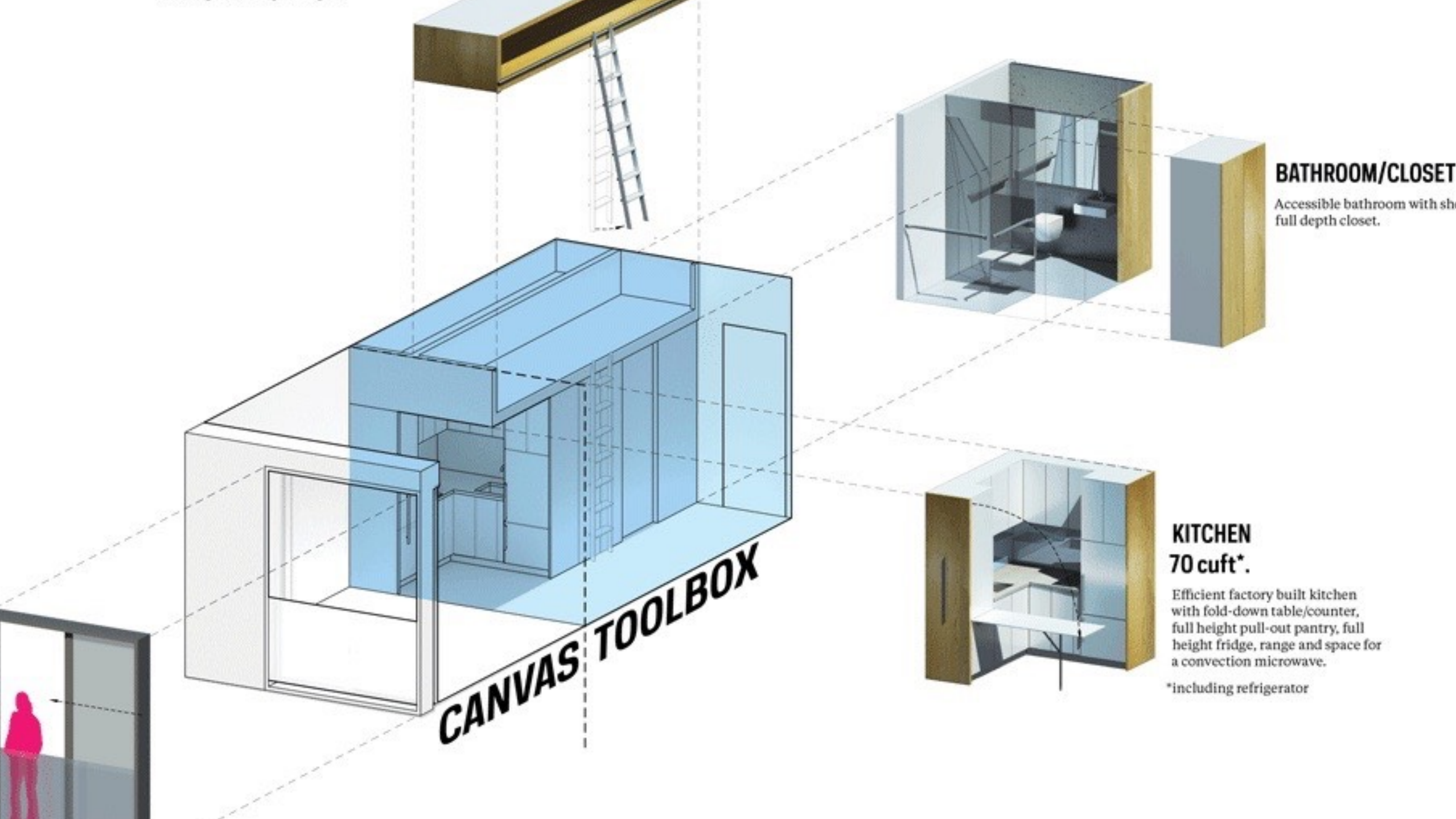
University of Essex, Pre-Cast concrete, Bell & Webster



N Architects, Carmel Place New York

- 55 micro units (23-34 m²)
- flexible, individualised
- multi-functional furniture
- diversity incl. low-middle income
- gym/lounge/roof terrace/storage
- low disturbance construction





CANVAS TOOLBOX

BATHROOM/CLOSET

Accessible bathroom with shower and full depth closet.

**KITCHEN
70 cuft***

Efficient factory built kitchen with fold-down table/counter, full height pull-out pantry, full height fridge, range and space for a convection microwave.

*including refrigerator





BY/RESIDENTIAL STREET
848 SF

SEATING ALCOVE
114 SF

FITNESS CENTER
1741 SF

BIKE STORAGE
354 SF

ADDITIONAL TENANT STO

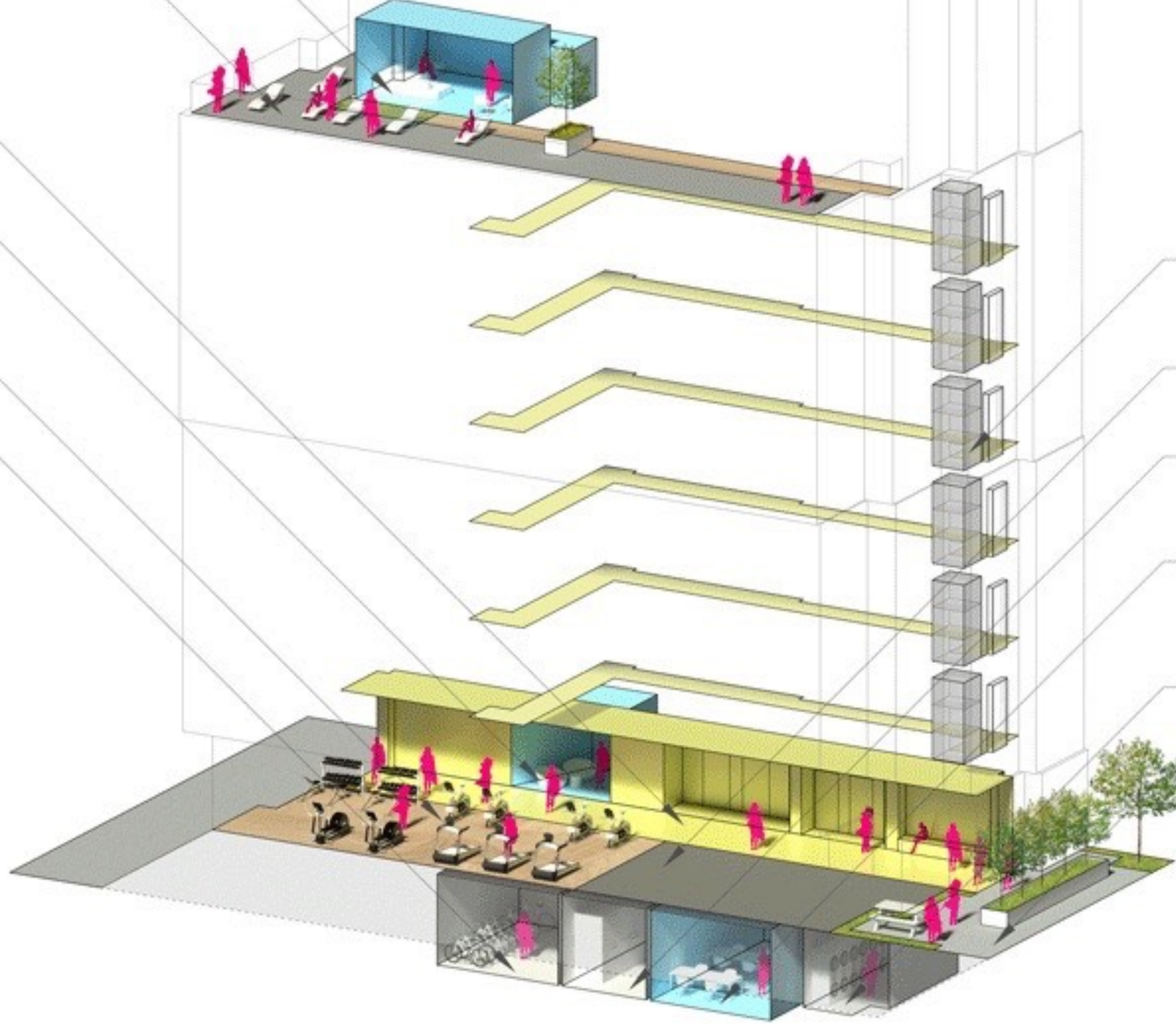
RETAIL
525 SF

TENANT STORAGE
278 SF

DEN/STUDY
324 SF

LAUNDRY
143 SF

EAST PATIO
675 SF



Shoebox Syndrome

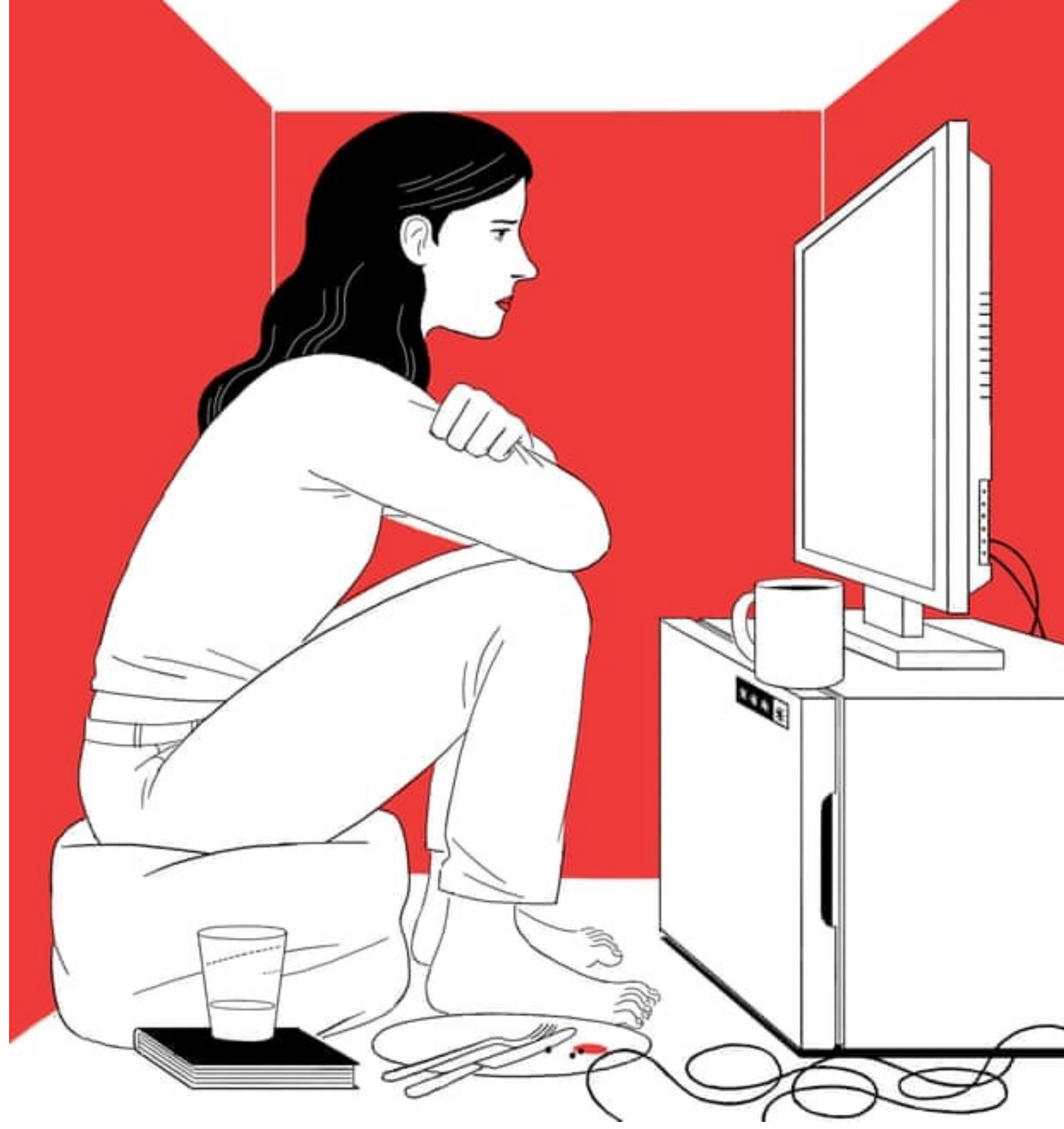
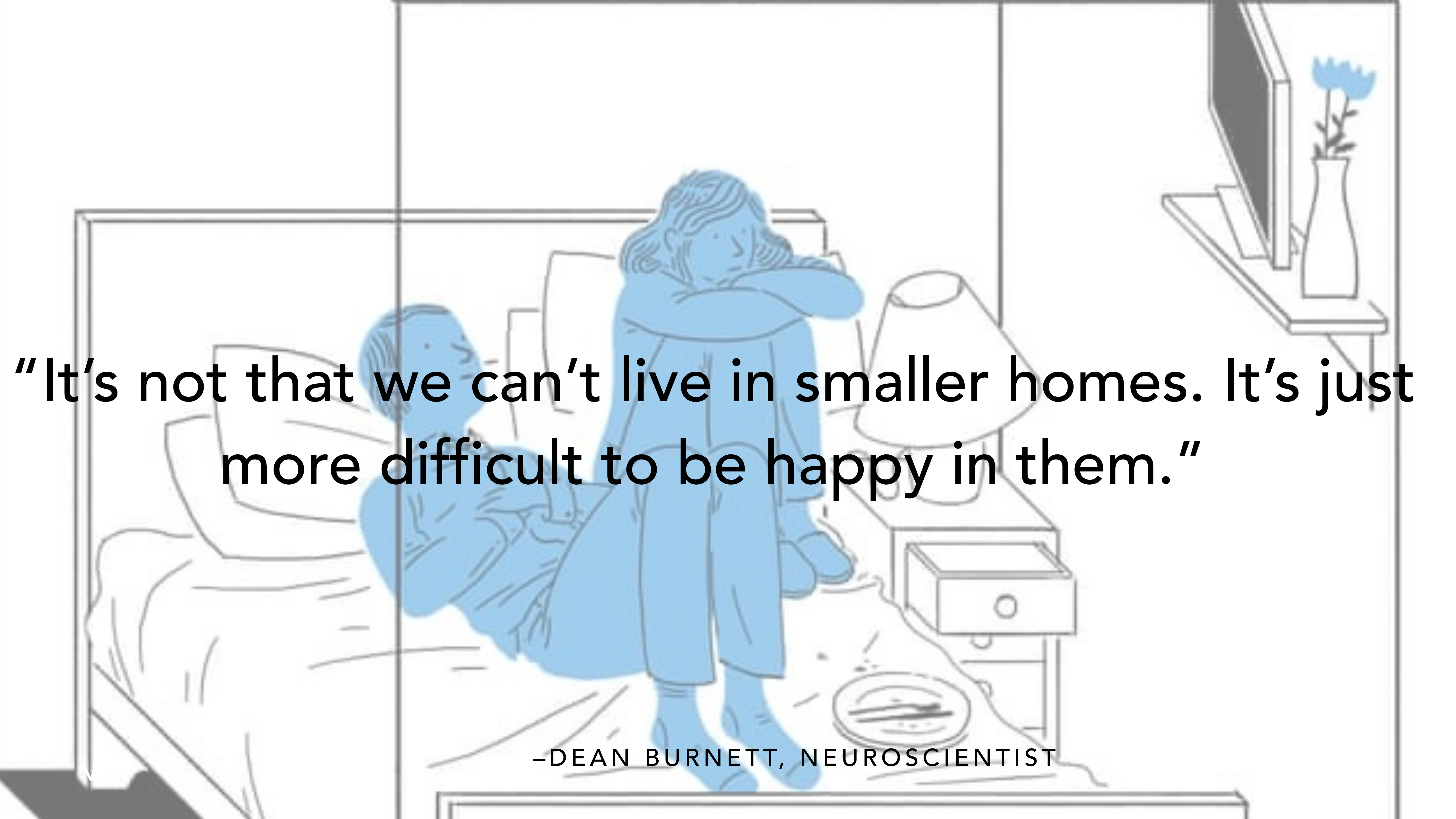


Illustration:
Michael Kirkham



Illustration:
Michael Kirkham





“It’s not that we can’t live in smaller homes. It’s just more difficult to be happy in them.”

-DEAN BURNETT, NEUROSCIENTIST



MEGATREND
CONNECTIVITY

A busy city sidewalk with many people walking. In the foreground, several individuals are focused on their smartphones. A woman on the left has green hair and is wearing a plaid shirt. Next to her is a man in a white tracksuit. In the center, a man in a grey hoodie with 'FSU' on it is looking at his phone. To his right, a woman in a pink hoodie and black pants is also on her phone. The background is filled with other pedestrians, some also looking at their devices. The overall scene suggests a high level of digital connectivity in a public space.

WHAT MAKES A CITY SMART?

CONNECTIVITY TO PEOPLE
OR TO TECHNOLOGY?

We have more ways than ever to
connect with each other, but
paradoxically increasingly more
opportunities not to.

Smart without internet?

Civitacampomarano, Italy 400 people



31







Carabinieri



facebook





WhatsApp

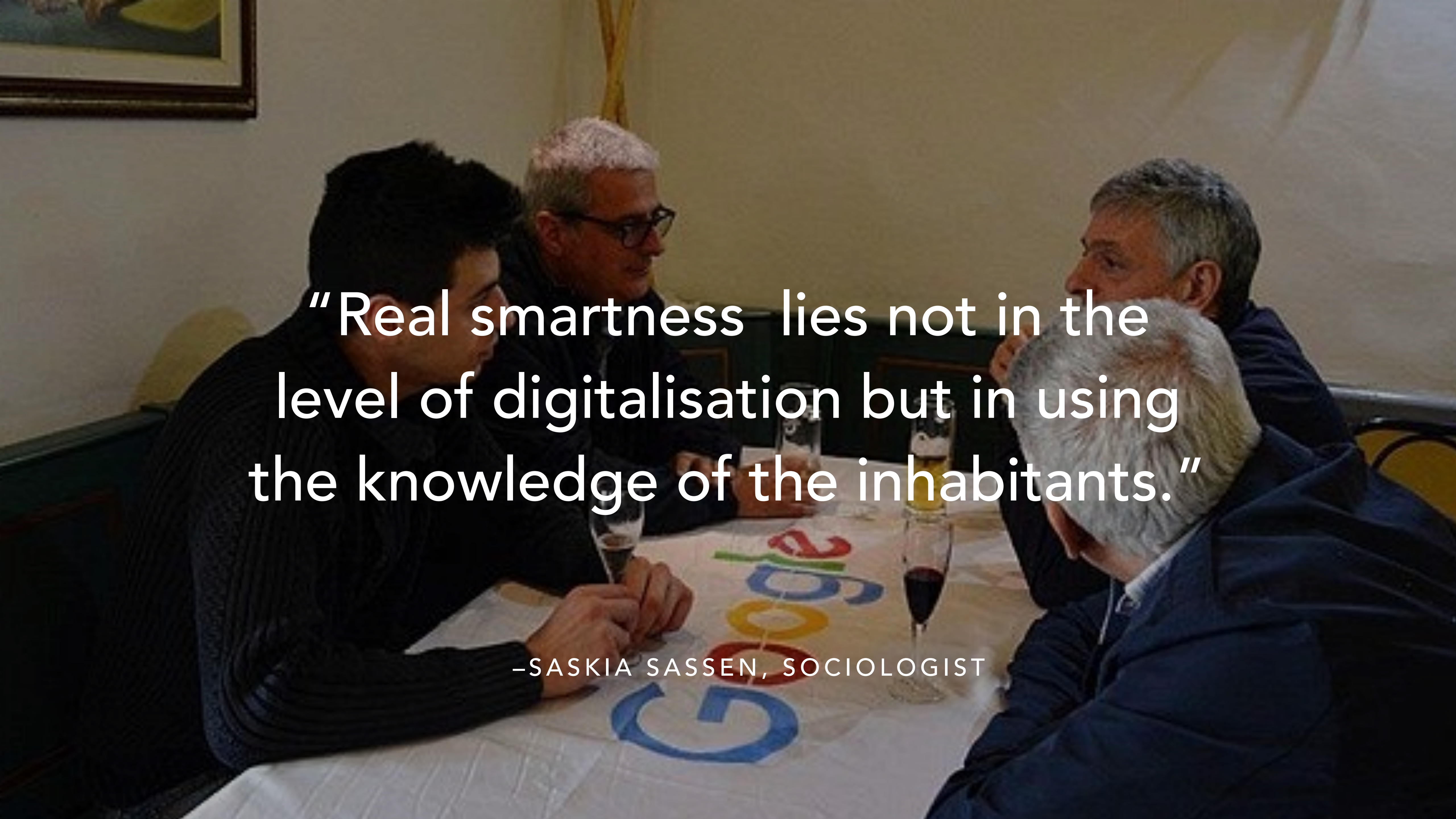


weTransfer

POSTE





A group of four men are seated around a table in what appears to be a restaurant or meeting room. The table is covered with a white tablecloth featuring a large, colorful Google logo. There are several wine glasses on the table, some containing red wine. The men are dressed in dark clothing, and the background shows a wall with a framed picture and a window with curtains.

“Real smartness lies not in the level of digitalisation but in using the knowledge of the inhabitants.”

–SASKIA SASSEN, SOCIOLOGIST

WHAT MAKES A
HOME (REALLY) SMART?



© MARVEL STUDIOS, INC. 2007



LED lighting



Television mirror



TV towel rail



Quantified self monitoring

Automatic bath filling



iPad toilet roll holder



I'll ring your doctor if
you eat any more
cheese today



Intelligent Fridge?

SMART fridge
or SMART partner?





Find love through Refrigerdating

[SIGN UP](#)

[LOG IN](#)



[How does it work?](#)



Not my
taste



Let's get
cooking



Not my
taste



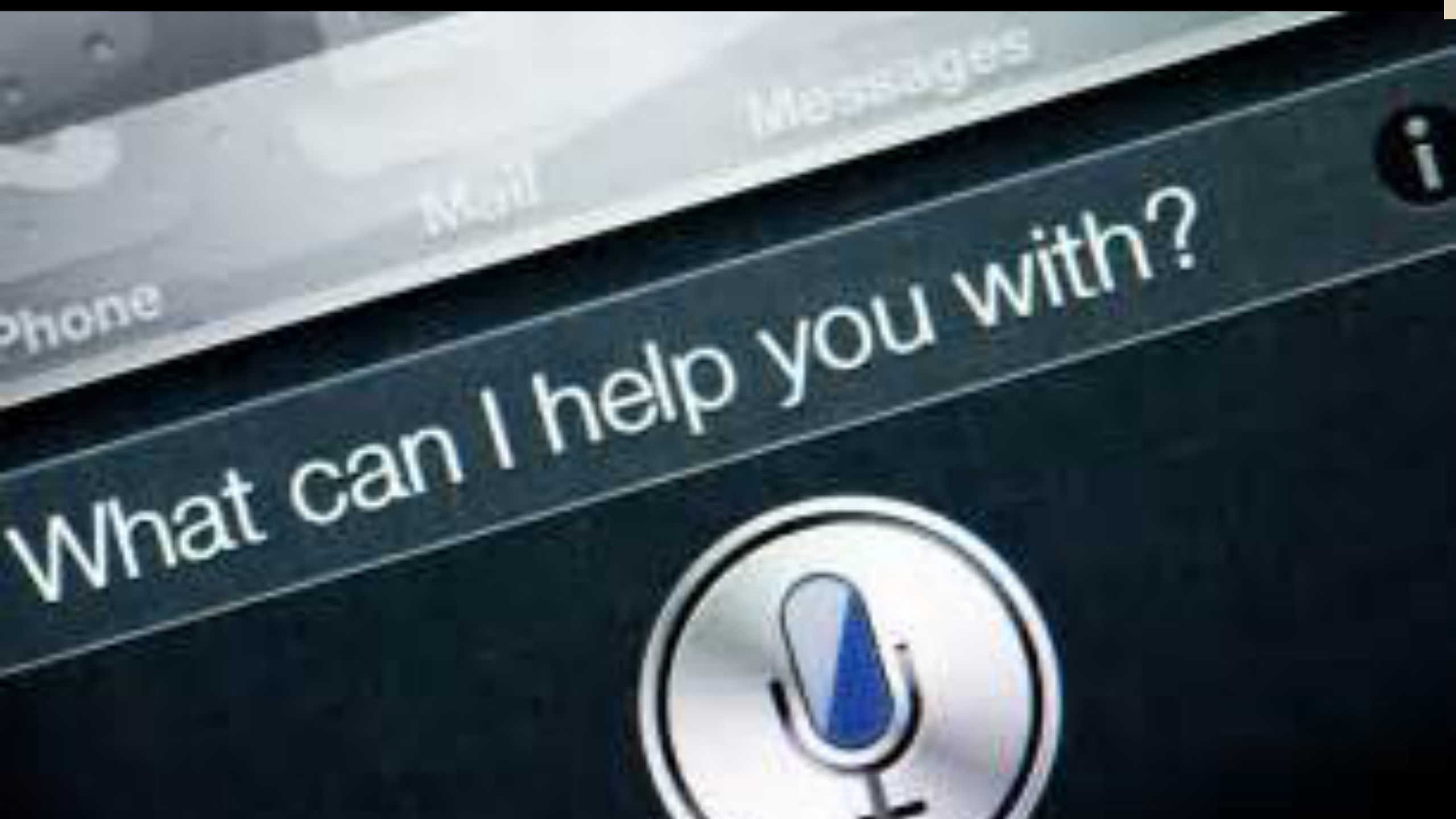
Let's get
cooking



Solutionism

Technological solutions creating new problems

DIGITAL ASSISTANCE
AND SMARTNESS



THE CAMILLA SYNDROME



MAIN USES FOR ALEXA:

- Playing music (60%)
- News and weather (50 %)
- To time cooking an egg (25%)
- Shopping (7%)

WHAT PEOPLE WANT FROM ALEXA:

- The perfect joke
- How to be better looking and funnier
- Help with finding a partner
- To entertain the kids

- 25% take Alexa into the bedroom at night

TECHNOFERENCE

(WHEN TECHNOLOGY INTERFERES WITH COMMUNICATION)



Megatrend

NEO-ECOLOGGY

SACRIFICE

LESS

FEAR

EFFORT

**GREEN
ECOLOGY**

RESTRICTIONS

SHORTAGE

GUILT



BEAUTY

COURAGE

ABUNDANCE

BLUE

ECOLOGY

CONNECTION

ELEGANCE

GUILT-FREE



A photograph of a small table with a dark wooden frame, covered with a vibrant tablecloth featuring vertical stripes in shades of purple, orange, and yellow. On the table, three white ceramic bowls are arranged in a triangular pattern. Each bowl is filled with a dark, granular substance, likely black seeds or beans. The table is set on a light-colored, textured surface, possibly sand or a coarse mat. The background is dark and out of focus.

The Logic of Scarcity

A photograph of a dense canopy of pink cherry blossoms, likely at a festival. The blossoms are in full bloom, creating a thick, textured layer of pink. In the lower portion of the image, a crowd of people is visible, some looking up at the flowers. The overall scene is vibrant and celebratory.

The Logic of Abundance

GREEN ECOLOGY

There are too many people

Humans are the enemy of nature

Technology is the problem

We produce too much rubbish

Future = scarcity

BLUE ECOLOGY

There are too few good systems

Humankind is part of nature

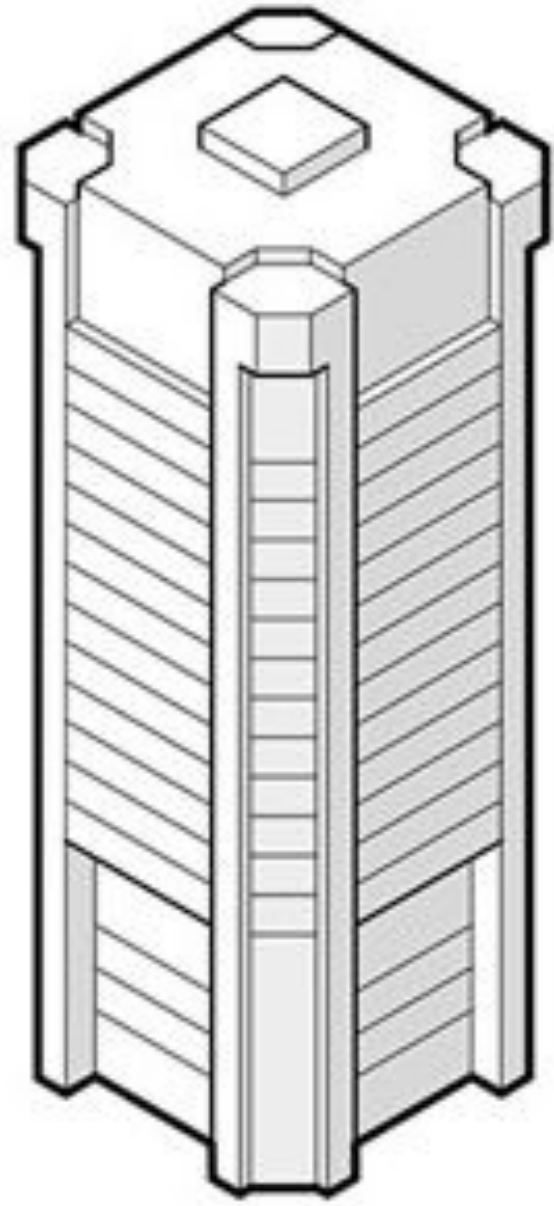
Technology is the solution

There is no rubbish (raw materials)

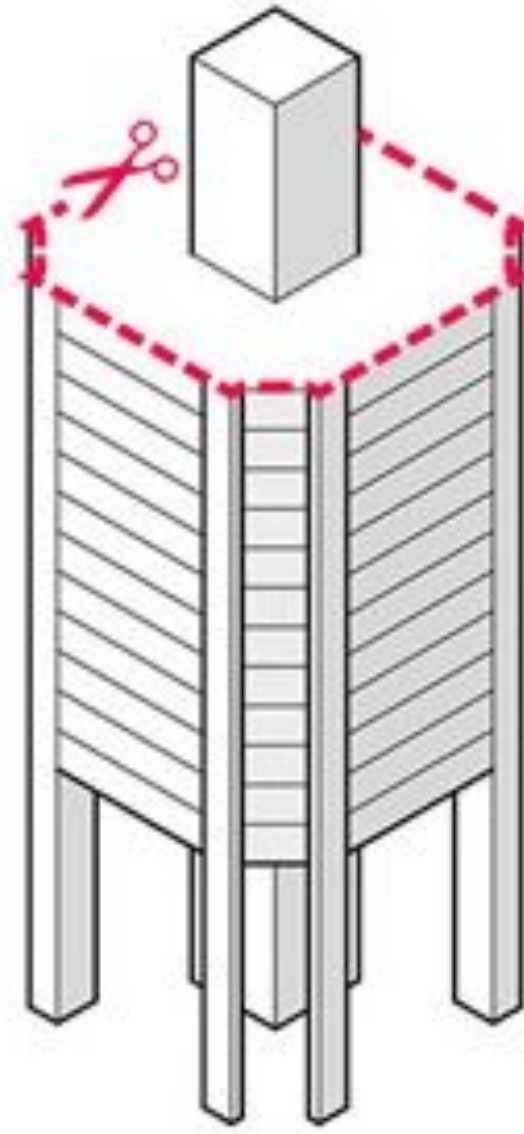
Future = Intelligent renewal



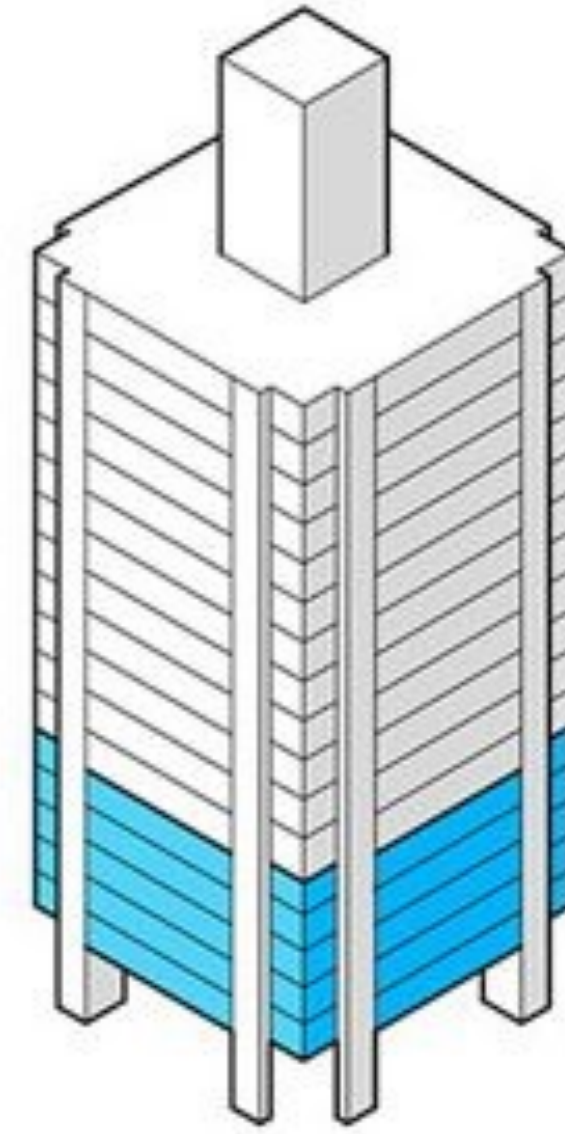
URBAN UP-CYCLING



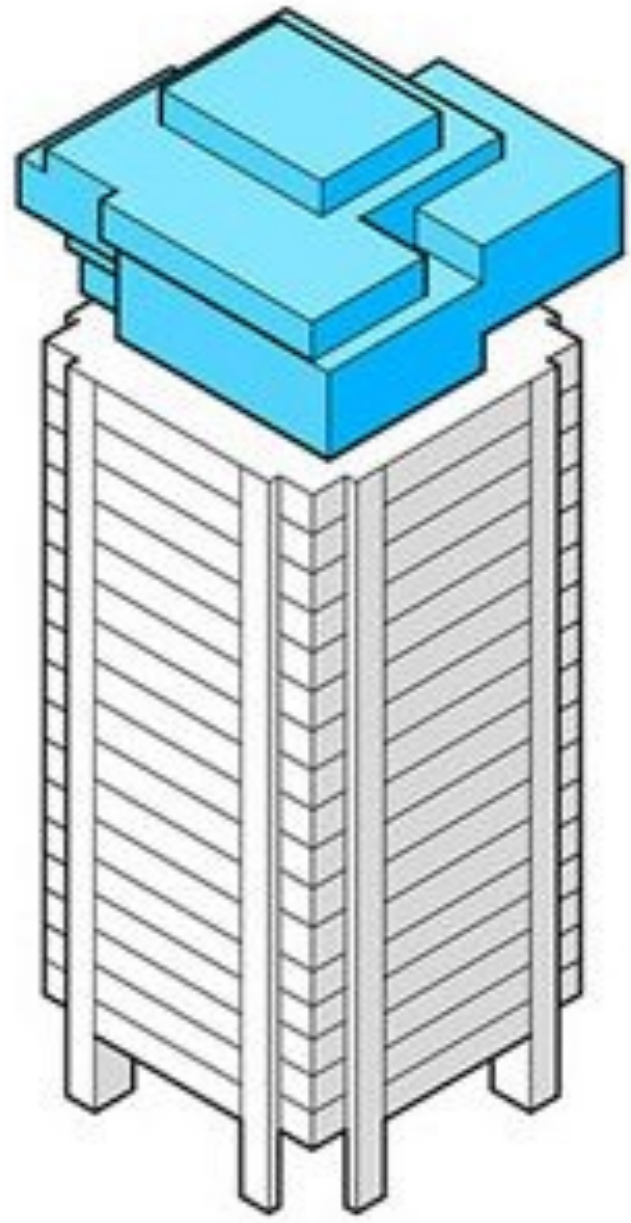
EXISTING TOWER



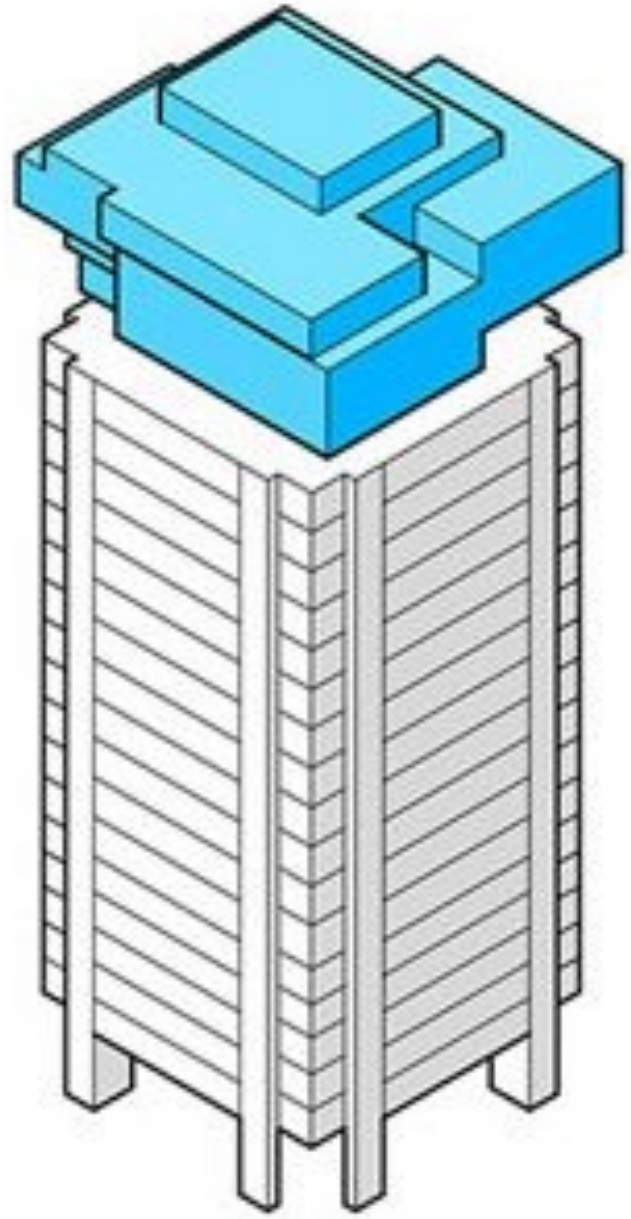
CUT TECHNICAL FLOORS



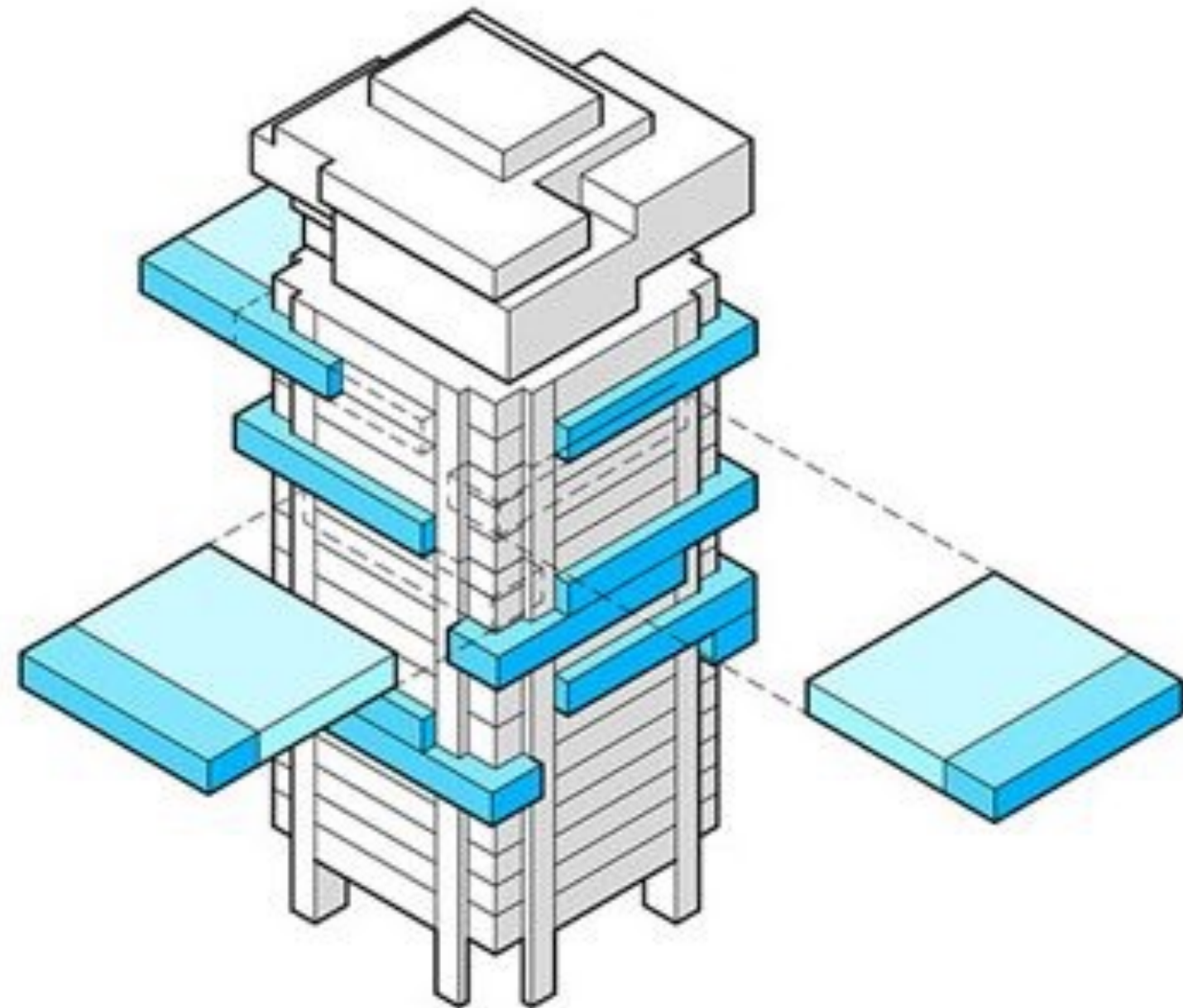
EXTEND RESIDENTIAL FLOORS



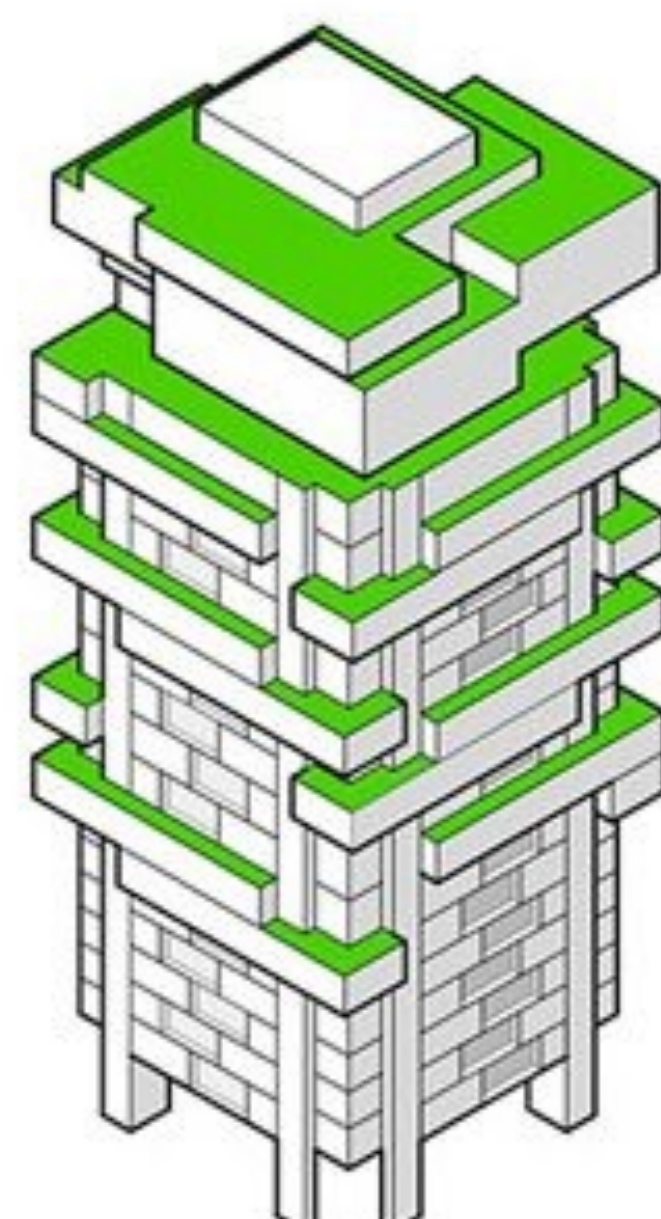
ADD CROWN



ADD CROWN



INSERT PANORAMA PLATES



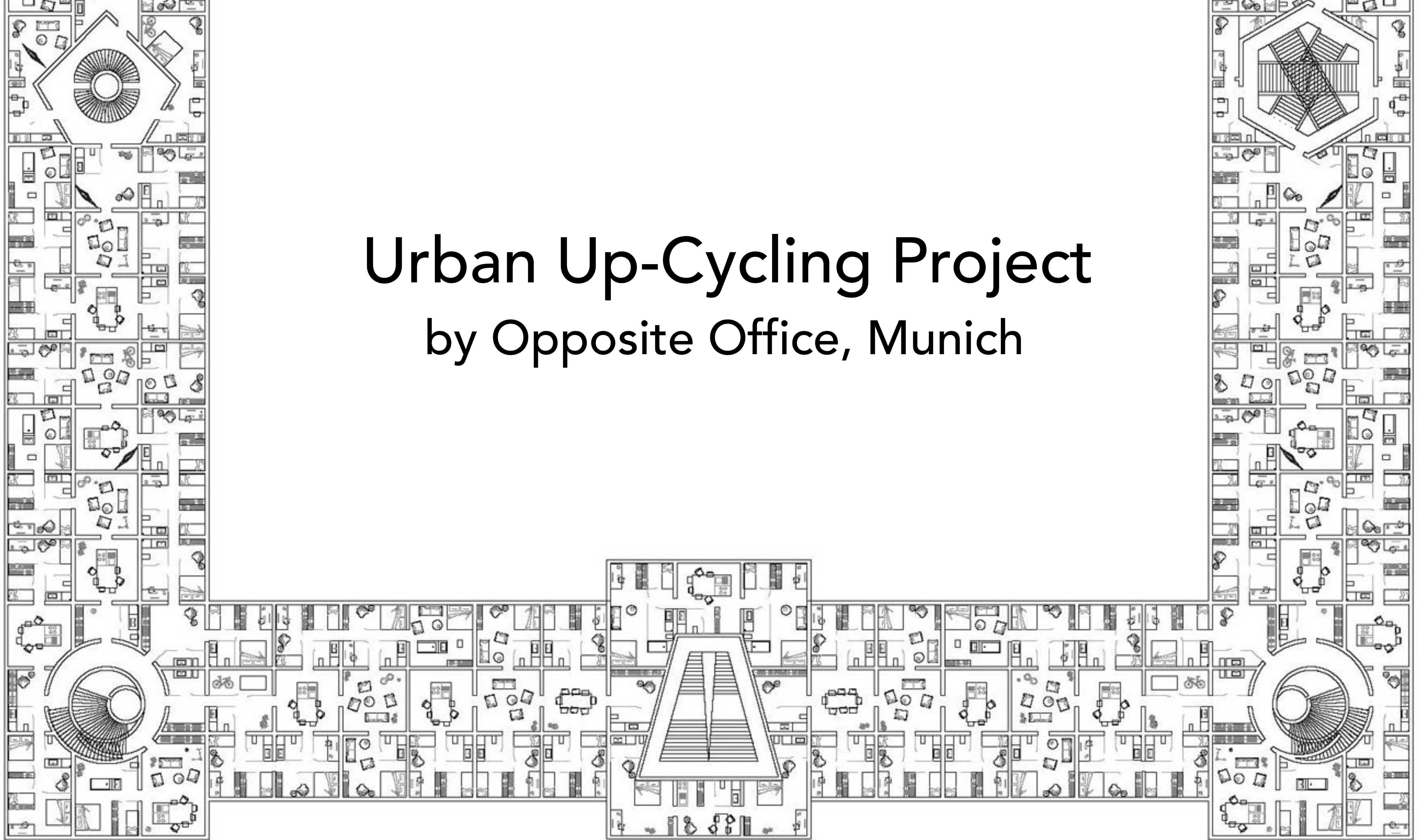
NEW TOWER



OLE SCHEEREN



Urban Up-Cycling Project by Opposite Office, Munich



The image shows a detailed architectural floor plan of a large, multi-winged building. The plan is centered around a large, open atrium with a prominent V-shaped structure. The surrounding wings are densely packed with rooms, each containing furniture like desks, chairs, and tables. There are several large open spaces, possibly for common areas or meeting rooms. The overall layout is symmetrical and highly organized.

**Transform 77,000 m2, 775 rooms,
and 79 bathrooms
into a co-living space for 50.000 people**







“The Affordable Palace”





One is not
amused

HOW DOES THE FUTURE
(REALLY) WORK?

WHEN CONNECTIONS
(RELATIONSHIPS) WORK!





ARCHITECT JEANNE GANG



“ World’s most influential architect” Time Magazine 2019

“Architects don’t design buildings.
What they really design are relationships.
Because cities are about people.”

–JEANNE GANG



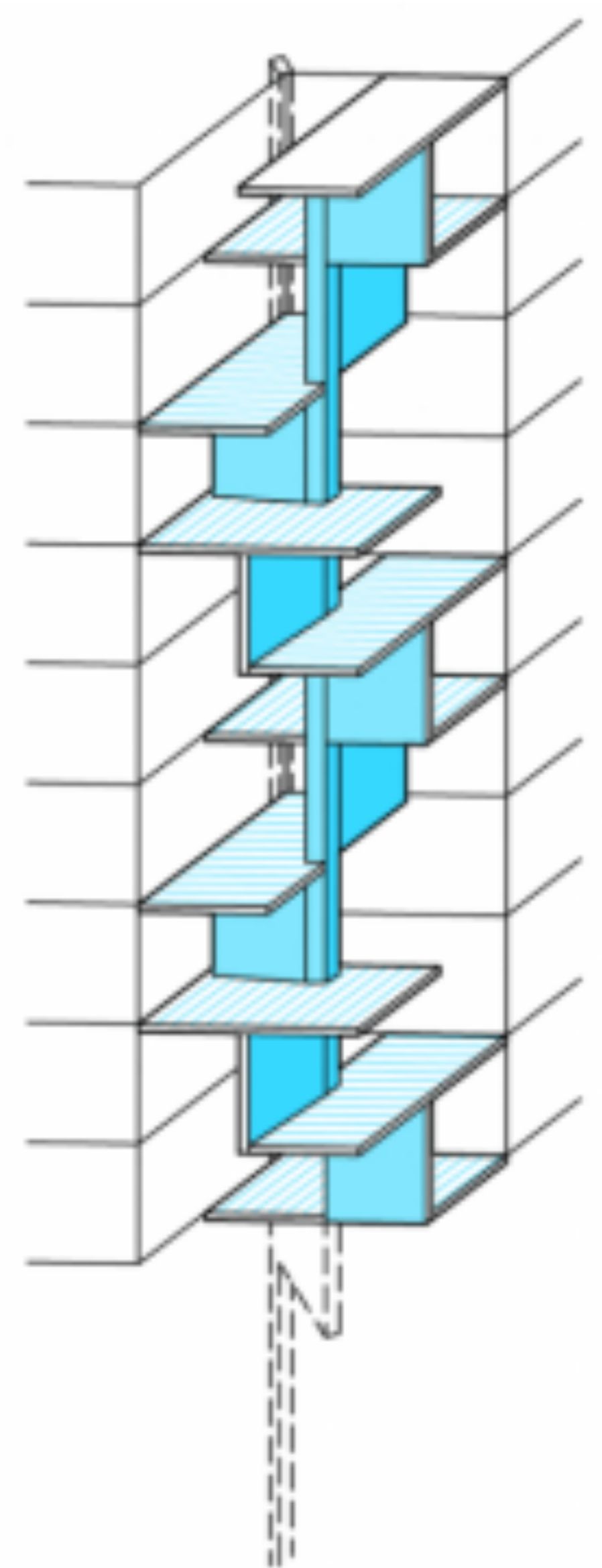
THE VERTICAL VILLAGE



THE VERTICAL VILLAGE

Studio Gang: City Hyde Park, Chicago





Studio Gang: City
Hyde Park,
Chicago

WHAT IS THE FUTURE
OF BUILDING WITH
"DEAR FAITHFUL CONCRETE..."?

-LE CORBUSIER



ELEGANT

NATIONAL MUSEUM, SZCZECIN, POLAND,
BY ROBERT KONIECZNY, WORLD BUILDING OF THE YEAR 2016



SURPRISING

The Truffle, Costa da Morte, Spain by Paulina the cow and Garcia-Abril



ECOLOGICAL
BOSCO VERTICALE, MAILAND



FLEXIBLE

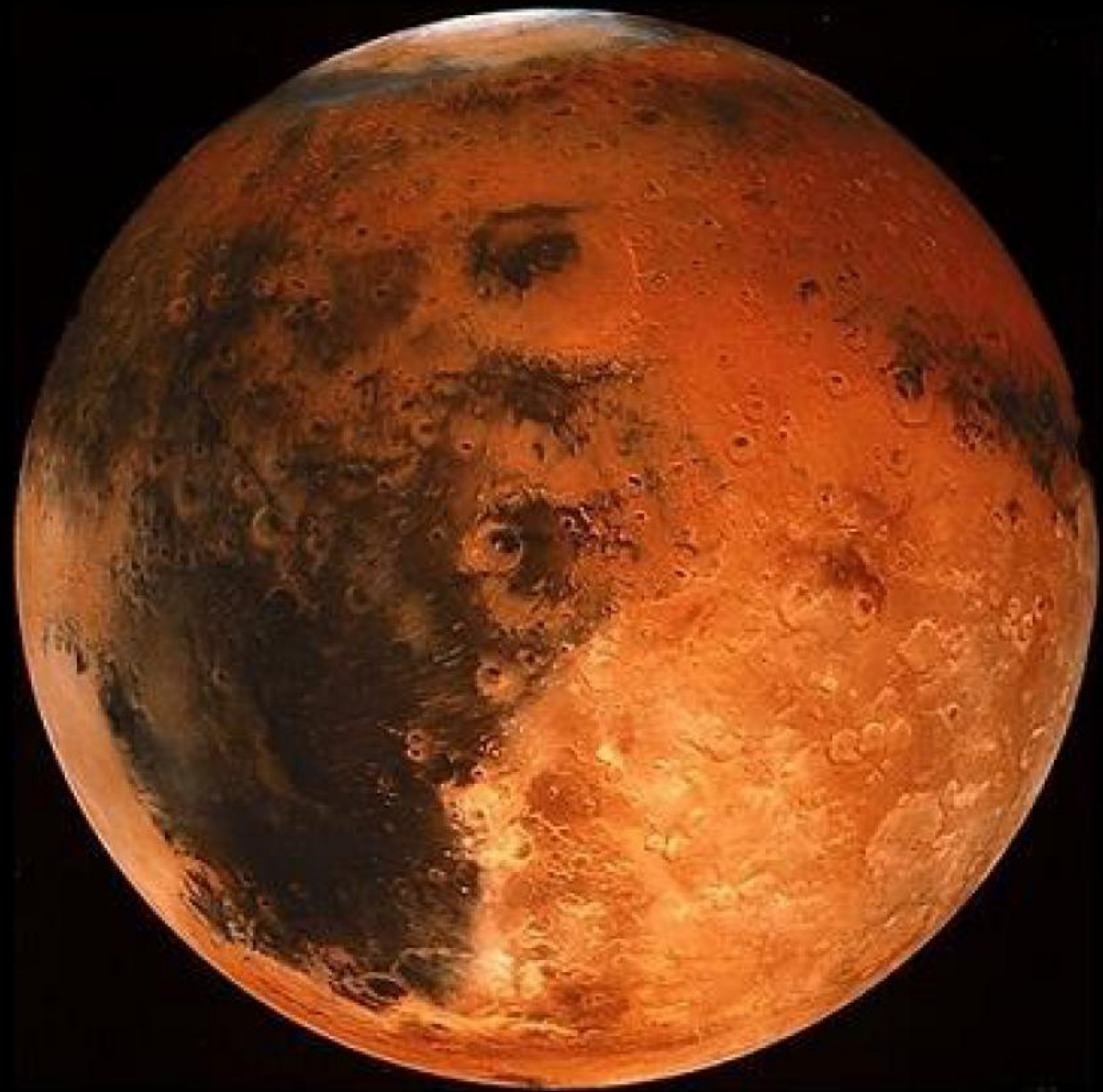
WINSUN 3-D PRINTED CONCRETE



TIMELESS

PANTHEON, ROME, 126 AD

46720





Concretus = to bring together

www.strathern.eu
oonna@strathern.eu