



NEXT Design Perspectives 2019 Exploring the future.

THE CONCEPT

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In the last decade, we have all had to rethink the way the way in which we understand the world around us.

The pace of technological and social change has never been faster, and its impact has never been more far reaching.

Privacy has been redefined, if not actually abolished.

The workplace has been transformed by We Work which offers just 8m² of space per person, and a kitchen table, rather than the 20m² of a conventional office.

The way that we navigate social media to meet each other, to fall in love, and how we experience the city have transformed everything from transport to retailing, dating to politics.

All these things are radically different now, not just from the way that our parents did things, but from the way that we used to do.

In the course of a generation, China has been transformed from acting as the low-cost workshop of the whole world, into one of the key markets for Europe's luxury industry.

Meanwhile our populations are living longer, and growing older.

Consumers are demanding more of the companies that serve them. They want to know more about the products that they buy. They consume differently, and they are ultrasensitive to political messages.

The traditional shopping mall is in trouble, fashion is moving beyond the runway to the drop.

What does this accelerating pace of change mean for the way that we live now and how life will be in the near future?

NEXT DESIGN PERSPECTIVES, the unmissable annual event that explores the impact of change through the focus of design and creativity, is looking for the answers to these issues