



# LIFEWORLDS

How will we lead our lives and express what we value in the future?

## 01

**FUTURE  
"CONSUMERS"**

How do we want our living environments to evolve?

## 02

**LIVING  
ENVIRONMENTS**

How will we want to care for our bodies, minds, and souls?

## 03

**HEALTH &  
WELLBEING**

How will we want to communicate and deal with information?

## 04

**INFORMATION  
SPACE**



**LIFE  
WORLDS**

How will we lead  
our lives and  
express what we  
value in the future?

**THE QUIET  
REVOLUTION**

**THE NEO YOLO  
MINDSET**

**01  
FUTURE  
“CONSUMERS”**

How will we  
lead our lives  
and express  
what we  
value in the  
future?



LIFEWORLDS  
01 FUTURE “CONSUMERS”

# THE END OF MINDLESS OVER- CONSUMPTION

We begin to reject the “buy more, have more, be more” mentality that dominated previous decades. We are consuming more intentionally and more joyfully on our own terms.



*From impulse to intention*

*From uniformity to uniqueness*

*From consumption to creation*

*From guilt to joy*

WHAT IS SHIFTING?



LIFEWORLDS  
01 FUTURE "CONSUMERS"

# THE QUIET REVOLUTION

WHAT IS DESIRABLE?

We are opting out of consumption choices as identity markers and making more intentional, thoughtful decisions.



*"We should oppose our 'passive consumption' and be more intentional with our purchases."*

Monika Jiang, Germany



# THE QUIET REVOLUTION

### Slower consumption

More people are taking time to reflect on what is necessary and special. They are thoughtful and selective and move beyond impulse buying.

### Back to the basics

Rather than marketing fluff, people value products that show their worth through reliability, longevity, and genuine quality.

### De-commercialization

People are discovering their own creativity, turning to analogue practices and co-authoring their experience.

### Pride in the local

People embrace local heritage and craftsmanship, valuing authenticity and cultural identity of place above generic, mass-market products.

### Recrafting lux

Future luxury will celebrate the irreproducible, the handmade, the beauty shaped by time, and the intentional presence of human connection.

*“We’re starting to see a distinct cult movement amongst the youth toward analog: vinyl, film, retro aesthetics. I believe it is an antidote to excessive digital immersion – they’re gravitating towards what’s ‘real’ with a real sense of place and time.”*

Jamie Nonis, Singapore

# 47%

of consumers prioritize  
buying local.

Source: McKinsey, 2025



Fans of Florian Gadsby’s ceramics wait for months to purchase one of his pieces, which he sells in tri-yearly drops that sell out in a few minutes.

Source: Financial Times, 2023



# #1

purchase driver:  
good value for money.

Source: Foresight Academy, Quantified Customer Foresight Study, 2025



More attention is being brought to re-learning “Endangered Crafts” like pargeting (freehand or moulded plasterwork), those which the Heritage Craft Foundation has identified as being in danger of complete loss of knowledge or skill.

Source: BBC, 2025

*“Some [Indian middle class] are rejecting logo-driven luxury for something that supports local homegrown brands. It’s not about buying more; it’s about buying better and supporting local designers and artisans of India.”*

Tanisha Arora, India



LIFEWORLDS  
01 FUTURE “CONSUMERS”

# THE NEO YOLO MINDSET

WHAT IS DESIRABLE?

We embrace the joy and indulgence of consumption, but more consciously as a source of wellbeing, coping, and resilience.



*“Yes, we need to care about the future and sustainability, but we also need to live. We only live once and we should be happy. That’s part of wellbeing.”*

Hiba AlShareef, Jordan

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# THE NEO YOLO MINDSET

## Joy as part of emotional resilience

A Neo YOLO reset of values means giving yourself permission to feel good about consuming as a means of self-care that nurtures wellbeing and builds resilience against daily stress.

## Experience-rich gatherings

People are looking for more meaningful encounters and soul-nourishing moments like concerts, exhibitions, and shared events as enriching forms of social commerce.

## Spending on personal expansion

Seeking transformative life experiences, people are investing in personal growth by learning new skills or expanding their worldview through life-changing travel.

## Orchestrated and hyper-niche retail

Joyful, high-value moments emerge when brands craft hyper-personalized, multi-sensory experiences that connect deeply with people’s emotions and values.



The Met is seeing a record number of attendees (5.5M) and BIPOC attendees (56%) thanks to the museum’s new exhibitions like “The Harlem Renaissance and Transatlantic Modernism”, which directly speak to those communities.

Source: The Met Museum, 2025



In Munich, the “AM Club” hosts pre-work weekday parties to get energized for the day and meet new people – without the alcohol.

Source: Geheimtipp München, 2025

# 19%

of global consumers plan to **cut back on essentials** to **splurge on indulgences.**

Source: McKinsey, 2025



*“For fun, I take courses in all kinds of things. I love learning; I absolutely adore it. I love listening to podcasts. I adore dancing. I enjoy karaoke and love singing.”*

Tendai Pasipanodya,  
USA / Zimbabwe



*“Companies should provide high-quality yet affordable products – bringing small happiness to consumers.”*

Frances Shi Li, China

# +1 day

The average time spent on vacation has grown worldwide since pre-COVID times.

Source: Mastercard, 2024



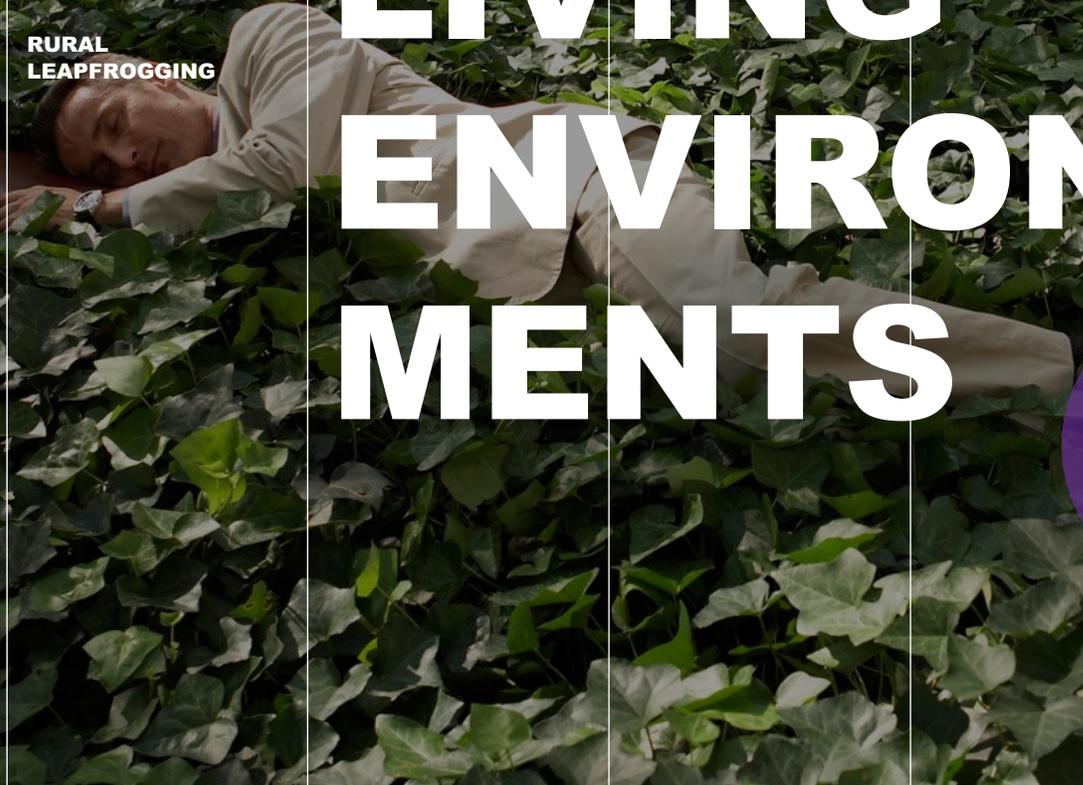
**LIFE  
WORLDS**

How do we want  
our living  
environments to  
evolve?

**SHADE AND THE  
CITY**

**RURAL  
LEAPFROGGING**

# 02 LIVING ENVIRONMENTS



# How do we want our living environments to evolve?





LIFEWORLDS  
02 LIVING ENVIRONMENTS

# BUILDING SPACES OF ADAPTATION

As cities grow more hostile to human life and rural areas remain marginalized, climate change and economic downturn intensify the strain on both. We adapt by creating urban oases of communal care and by sparking de-centralized innovation across rural areas.



*From nature as ornament to nature as infrastructure*

*From gentrification to citizen-led community building*

*From rural neglect to place of potential*

*From backwater to leapfrogger*

WHAT IS SHIFTING?



LIFEWORLDS  
02 LIVING ENVIRONMENTS

# SHADE AND THE CITY

WHAT IS DESIRABLE?

We aspire to urban spaces that safeguard and enhance quality of life by providing shade, water, clean air, nature, and community connection.

Further Reading  
Hot Topic Space | CITIES OF THE FUTURE, 2025



*"I want a more fulfilling life in a space that gives me quiet, peace, community, good air, and parks."*

Preena Lohiya, India



# SHADE AND THE CITY

### Peace and trees

People long for simple, livable spaces where safety, clean air, water, nature, and social cohesion are assured – fundamentals that can no longer be taken for granted.

### Urban respite

Cities urgently need to integrate nature as vital life-support that provides daily relief while cooling environments and moderating climate stress.

### Third spaces for social interaction

Socially minded cities will design common gathering places to foster belonging and meaningful connection beyond commerce.

### People want homes

There is a universal aspiration for home-ownership. Cities can become more equitable if they integrate bold new policies that counteract urban gentrification and make housing affordable again.

### Participatory governance through digital platforms

Citizen-centered cities will harness technology for citizen-led governance that strengthens local neighborhoods and fosters communal debate.

# +10–15°C

hotter surface  
temperatures in summer  
in 70 German cities

between 2013–2024.

Source: German Aerospace Center (DLR), 2025

*“We long for the ancient ways,  
with a fireplace in the center,  
a community, close to nature, and  
strong bonds of kinship.”*

Dana Ulrike Glatz, Germany

# -35%

in CO<sup>2</sup> levels  
in Paris  
between

2012–2022.

Source: Airparif Summary  
for Policymakers, 2025



*“The city needs more car-free  
zones, pedestrian zones  
where we can hang out and  
bump into each other.”*

Monika Jiang, Germany



**World's largest convertible roof in Madinah, Saudi Arabia:**  
250 retractable umbrellas create 143,000 square meters of  
shade around the mosque, reducing temperatures by 8°C.

Source: Yahoo Tech, 2025  
Image: Wikipedia, 2025



**5 new parks in New York City serve as natural and social  
infrastructure, promoting community wellbeing and climate  
resilience while closing equity gaps in access to green spaces.**

Source: NYC Environmental Protection, 2024



LIFEWORLDS  
02 LIVING ENVIRONMENTS

# RURAL LEAPFROGGING

WHAT IS DESIRABLE?

Decentralized technologies unleash talent and innovation in rural areas, creating transformative growth to benefit both city and countryside.



*"The internet in rural areas solved the teacher problem. A teacher in Mumbai can now do a video class remotely, which was a tipping point in education. Now, a lot of talent comes from rural areas."*

Gurmit Singh, India



# RURAL LEAPFROGGING

### Unlocking talent

Remote learning and AI tools that can be adapted to the local context are equipping rural youth with future-ready skills.

### Financial inclusion

Mobile tools like digital wallets and payments are boosting inclusion, especially for women and informal workers long excluded from financial systems.

### Rural entrepreneurship

Fueled by tech-enabled micro-enterprises and nomadic creator economies, rural innovators are emerging as economic contributors.

### Frontier of experimentation

Rural communities could leverage their proximity to natural systems and long tradition of resourcefulness to pioneer regenerative business and circular economy solutions.

*“In the coming years, rural communities are poised for further progress and prosperity – they are on the move, and they will continue to advance with greater spending power.”*

BV Anand, India



**JOY (Jobs Open to the Youth) boosts rural youth employment opportunities via integrated agribusiness hubs throughout West, Central, and East Africa.**  
Source: Procasur, 2025

# \$1.1T

in transactions were facilitated by  
**Africa’s digital payment networks in 2024.**

Source: World Economic Forum, 2025

# 80%

of the EU’s untapped  
**renewable energy potential lies in rural areas.**

Source: European Commission Joint Research Center, 2024



**UK healthcare logistics firm Apian partners with autonomous delivery leader Zipline to expand NHS drone delivery of medical supplies to hospitals, GPs, and care homes.**

Source: Zipline, 2024



*“The digital wallet had a positive impact, especially on women who didn’t have easy and affordable access to banks due to different limitations and challenges.”*

Hiba AlShareef, Jordan



**LIFE  
WORLDS**

How will we want  
to care for our  
bodies, minds, and  
souls?

**EMBODIED  
HEALING**

**AGE-POSITIVITY  
& INTEGRATION**

**03  
HEALTH  
&  
WELLBE  
ING**

How will we  
want to care  
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bodies,  
minds, and  
souls?



LIFEWORLDS  
03 HEALTH & WELLBEING

# EXPANSIVE HEALTH

The institutionalized obsession with peak health put us in constant optimization or coping mode. In response, we are embracing healing practices, generosity, and a broader recognition of trauma, sadness, loneliness, and aging as part of human experiences.



*From brain-only to full-body intelligence*

*From coping to healing*

*From suppression to integration*

*From forever young to aging with grace*

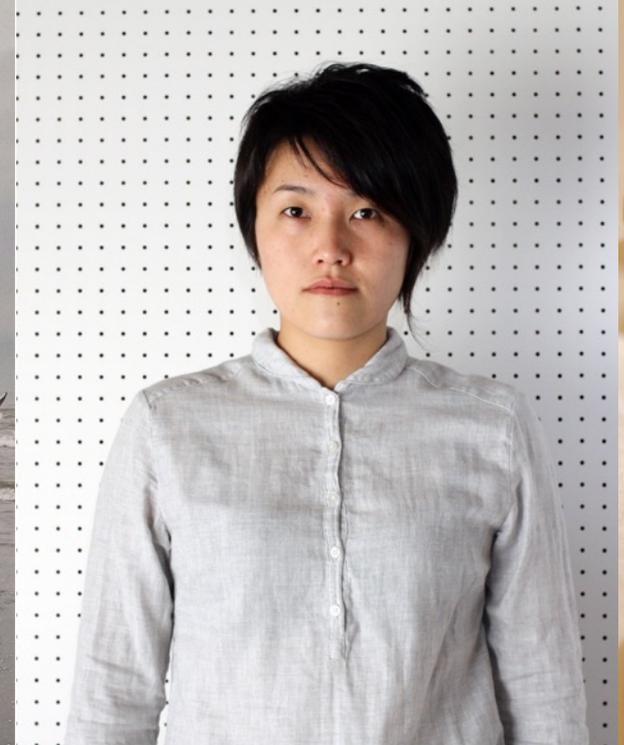
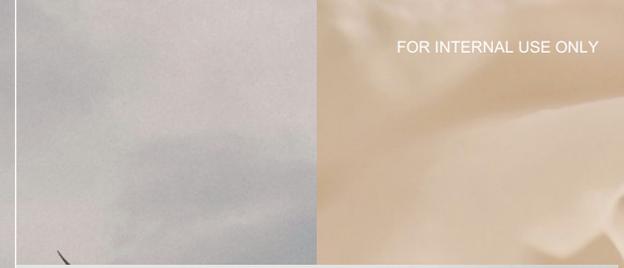
WHAT IS SHIFTING?



# EMBODIED HEALING

WHAT IS DESIRABLE?

We want to restore our body awareness and reconnect with the innate resilience, healing and embodied wisdom that is deeper than rational thinking.



*“Walking at a comfortable speed creates a natural rhythm with our body, our heartbeat, our breathing.”*

Hiroko Shiratori, Japan



# EMBODIED HEALING

## Reclaiming full-body awareness

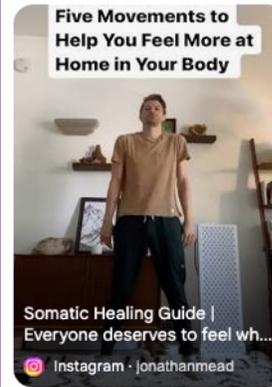
Reconnecting with our physical presence and embodied intelligence means re-learning to inhabit our body as an intuitive, perceptive guide for experiencing the world.

## Breath of life

Body-based practices like breathwork and movement are reclaimed as vital tools of resilience, helping regulate the nervous system while offering calm, insight, and grounding in an overstimulated world.

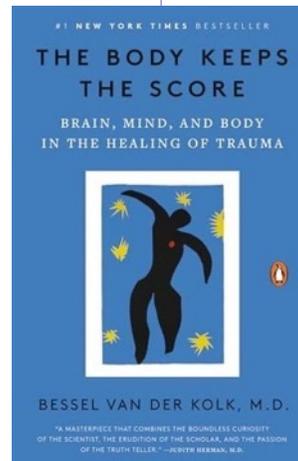
## Breaking the trauma loop

Embodied healing helps us confront and transform personal, social, and generational trauma, breaking cycles that unconsciously channel pain through relationships and culture.



Somatic practices are booming on social media and wellness apps, as consumers turn to body-mind techniques like mindful movement and breathing for accessible, effective self-care and trauma healing.

Source: Instagram #somatichealing, 2025



As of September 2025, "The Body Keeps Score" has been on the New York Times Paperback Nonfiction Bestseller List for a record-breaking 355 weeks (almost 7 years).

Source: New York Times, 2025



Start-up Moonbird offers a breathing exercise device that helps users regulate their stress response and improve sleep.

Source: moonbird, 2025

# 70%

of the world's population have been exposed to a traumatic life event.

Source: Global Collaboration on Psychotraumatic Stress, 2025

*"As a Native American, I became aware that my life was shaped by a 500-year historic trauma."*

Dina Gilio-Whitaker, USA



*"We spend all this time in school learning about the brain but nothing about the body as our filter for how we experience the world – that is mind-blowing."*

Yasmin Eichmann Datta, USA

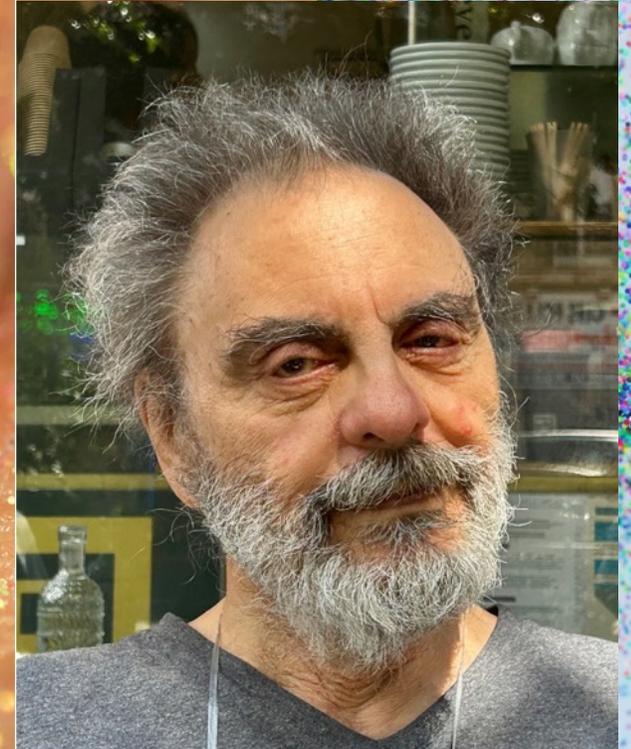


# AGE-POSITIVITY & INTEGRATION

WHAT IS DESIRABLE?

Facing massive demographic shifts, we aim to build societies that embrace the life-years gained through longevity as vital to making society stronger and more vibrant.

↓  
*Further Reading*  
Hot Topic Space | **THE FUTURES OF LONGEVITY, 2025**



*“Anti-aging creams won’t solve the existential dimension of aging. What we need are new narratives, new cultural models that actually resonate with what aging means today.”*

Raphaël Lellouche, France





LIFEWORLDS  
03 HEALTH & WELLBEING

# AGE-POSITIVITY & INTEGRATION

## New age literacy

We need new, realistic perspectives that dismantle ageist biases by redefining social 'value' and 'contribution' beyond the narrow ideals of eternal youth and peak productivity.

## Age-integrated communities

Creating spaces where generations participate together could break down age segregation while strengthening mental health and social cohesion.

## Learning across generations

Meaningful collaboration between age groups enables knowledge transfer from elders to youth while fostering mutual learning and collective resilience by deepening intergenerational bonds.

## Self-determination in aging

We must support older adults in defining their own pathways of aging, rejecting discriminatory standards in favor of personalized choices about meaningful later life.

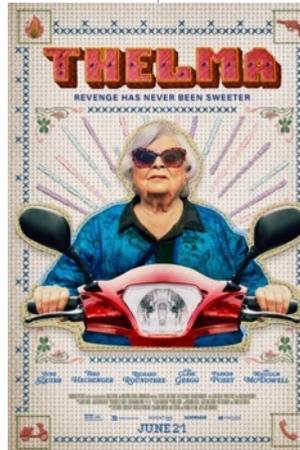
**Over 1/3**  
of older  
populations  
globally  
has depression.

Source: Science Direct, 2023



*“At my age, I’ve entered a phase where letting go becomes a form of clarity. It’s not about giving up – it’s about choosing what matters. I keep the essential: beauty, connection, knowledge. It’s liberating.”*

Perla Servan-Schreiber, France



TV series and movies like "Thelma" starring 96-year-old June Squibb, Ted Danson's "A Man on the Inside", and "The Thursday Murder Club" that reframe the aging experience are having a pop culture moment.

Source: IMDB, 2025

**1 in 6**  
people will be  
over 60 by 2030.

Source: WHO, 2024



Creating a more inclusive workforce: 500+ UK employers have signed the Age-friendly Employer Pledge, a program to recognize the importance and value of older workers.

Source: Center for Aging Better, 2025

*“The biggest mistake society makes is treating older people as if they have nothing left to offer. That’s not just unfair – it’s a waste of intelligence.”*

Alain Cayzac, France



**LIFE  
WORLDS**

How will we want  
to communicate  
and deal with  
information?

**DANCING WITH  
THE DOPAMINE  
MONSTER**

**DIGITAL SELF-  
DETERMINATION**

# 04 INFOR MATION SPACE



How will we  
want to  
communicate  
and deal with  
information?



LIFEWORLDS  
04 INFORMATION SPACE

# RECLAIMING ATTENTION

We are growing intolerant of harmful information systems designed to exploit attention and control narratives for corporate profit or state power. Instead, we envision digital spaces where we set the terms, reclaiming agency over our connections and conversations.



*From addiction to engagement*

*From echo chambers to knowledge communities*

*From surveillance to sovereignty*

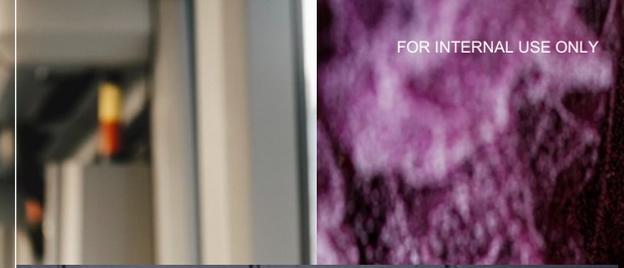
WHAT IS SHIFTING?



# DANCING WITH THE DOPAMINE MONSTER

WHAT IS DESIRABLE?

We are redirecting how we navigate digital spaces with greater intention and resilience, creating a new sense of ease online.



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*“Perhaps this whole cell phone addiction is an incredibly intelligent system for young people who are preparing themselves for a completely different world.”*

Christian Mio Loclair, Germany



# DANCING WITH THE DOPAMINE MONSTER

## Curated digital presence

People are navigating a fragmented infosphere by using big platforms strategically for visibility and reach while turning to niche and encrypted spaces for safety, openness, and genuine connection.

## Post-addiction media literacy

Digital natives are developing emotional resilience and filtering skills, which could evolve into complex information-processing abilities as they learn to handle overwhelming stimuli, preparing them for AI-saturated environments.

## Freedom and the many voices

People envision digital platforms as spaces of agency and freedom, where they engage across perspectives, explore multiple sources of truths, and form their own opinions without censorship or manipulation.

## Beyond the scroll

As attention-driven platforms devour themselves in sensationalism and eroding trust, social media as we know it may be approaching its limits, opening the way for more nuanced, values-based networks built on regulations, ethics, and trust.

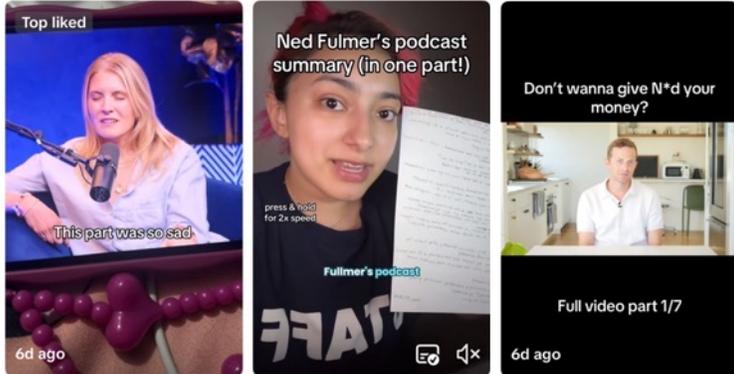


*“Social media and the net are becoming sensationalist in order to keep users, shareholder value, and advertising value. They are devouring themselves completely. They seem to be wallowing in themselves one more time before we really need something new.”*

Christian Mio Loclair, Germany

**8 in 10**  
US Gen Z are  
limiting social media usage.

Source: Harris Poll, 2024



#nedfulmer I'm tearing up for our girl Ariel 🥹...  
#nedfulmer what a lovely use of my lunch...  
Ned fulmer and Ariel fulmer rock bottom po...

When famous Youtuber Ned Fulmer released a podcast about his affair scandal, the internet found other ways to get the information without giving him their clicks – like screen recording the video or making their own summaries and posting them on TikTok.  
Source: TikTok, 2025



*“In the future, it’ll be self-regulation. The world is evolving. The reader wants to know the truth, the opinion, whatever it is good, bad, or ugly.”*

Gurmit Singh, India

**5–20**  
users  
is the average server size on Discord despite the platform's massive size of 200M global users.

Source: ContentGrip, 2025



Pinterest launched an in-app prompt for students, reminding them not to get distracted during school hours. In tests across the US and Canada, over 1.3 million teens clicked on it in less than a month.  
Source: Pinterest, 2025



# DIGITAL SELF- DETERMINATION

WHAT IS DESIRABLE?

We want to build a citizen-centered, ethics-first technosphere that is grounded in democratic principles and values. Europe has a critical window to redefine digital sovereignty around these goals and lead by example.

↓  
*Further Reading*  
Hot Topic Space | **ALTERNATIVE FUTURES, 2025**



*“The European perspective on technology should be seen as the ‘first way’, not a ‘third way’ compared to China and the USA – we’re the only ones putting human rights at the core of digital strategy.”*

Ferdi van Heerden, South Africa



# DIGITAL SELF- DETERMINATION

## Civic digital sovereignty

As alternatives to state-owned and corporate-controlled models, people aspire to civic digital sovereignty, where data is citizen-owned and rights-driven rather than exploited for power or profit.

## Ethics as infrastructure

People want future digital systems and AI models to embed fairness, consent, and transparency into their design, turning trust and accountability into in-built structural features rather than afterthoughts.

## European digital confidence

Europe can define its own technological path, advancing a visionary model that shows progress can align with democracy, rights, and values.

## Plural technosphere

Digital self-determination takes different pathways worldwide, as many emerging economies pursue tech sovereignty with optimism to drive economic growth according to their own cultural values, moral priorities, and political imperatives.

*“The corporate world needs to have real reckonings about who they are and the rules that they’re playing by.”*

Dina Gilio-Whitaker, USA

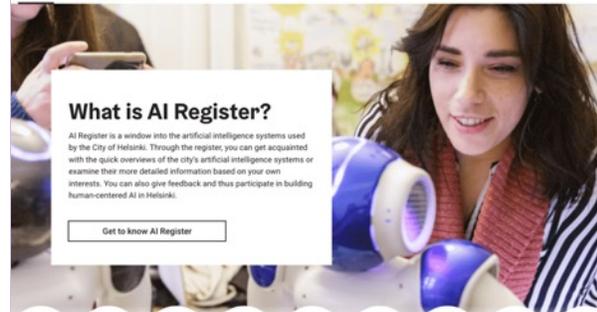
## €920M support to Europe’s chip future

The European Commission approved state aid to build a new semiconductor plant, reinforcing Europe’s technological sovereignty.

Source: Reuters, 2025

City of Helsinki AI Register

AI Register Get to know AI Register



**Helsinki has an AI register where citizens can inspect and give feedback on the government-run AI systems.**

Source: City of Helsinki AI Register, 2025

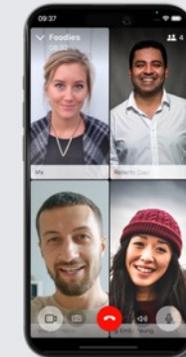


*“Countries are investing in sovereign AI to protect their national interests. This is as much about politics and security as it is about innovation.”*

Ziad Taoud, UAE

**68%**  
of Germans believe Germany is too dependent on the US and China in the field of AI.

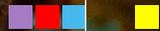
Source: Bitkom.org, 2025



**Across Europe, new privacy-first tech alternatives are emerging to challenge US platforms – from Threema, the Swiss end-to-end encrypted WhatsApp rival, to French start-up Mistral AI with its open-source chatbot “Le Chat,” and Proton’s expanding suite designed to counter Google’s ecosystem while prioritizing data protection.**

Source and Image: Threema, 2025  
Source: Mistral Le Chat, 2025  
Source: Proton.me, 2025

# HOW DO WE WANT TO LIVE IN 10 YEARS? UNDER THE ASSUMPTION OF POLYCHANGE



FORESIGHT ACADEMY 2024 - 26



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For more than 15 years, gravity has partnered up with clients in the automotive, banking, pharmaceutical industry, as well as start-ups, to design better futures for people to enjoy while improving our clients' businesses.

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Central Presentation

10.2025

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