



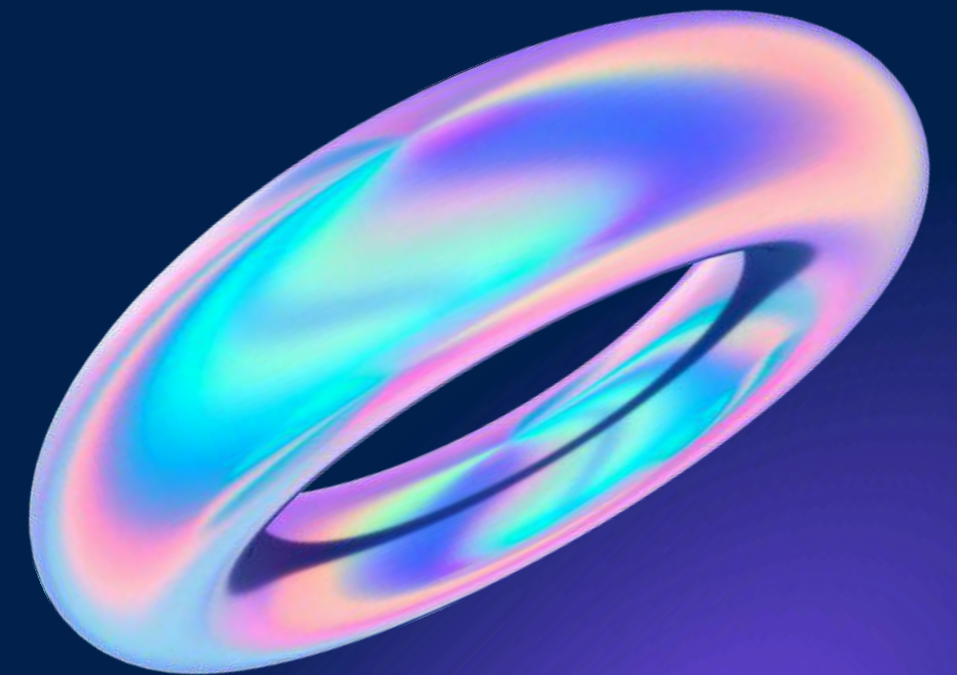
# MOBILITY AND CULTURE

Oussama KADMI  
Bianca ROTA  
Anthony ALVES  
Romario MUCA  
Yasaman NEDJATI  
Emma ROS



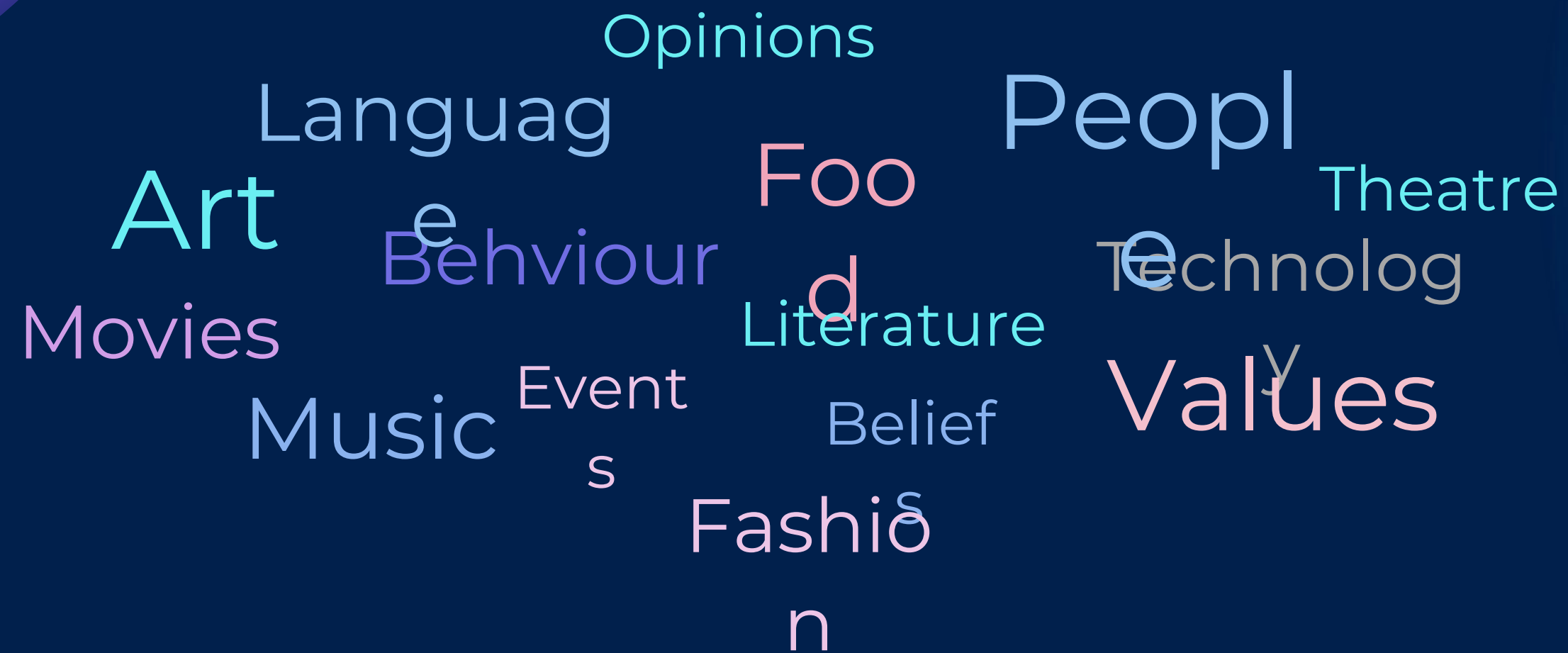
**Have you ever wanted to share your  
experiences in a deeper/clearer way?  
To have more just words in a  
conversation?**

**Let us show you how.**





# What is culture?



A word cloud of cultural elements on a dark blue background. The words are arranged in a cluster, with some appearing larger than others. The words include: Opinions, Language, People, Theatre, Technology, Values, Belief, Fashion, Events, Music, Movies, Art, Behaviour, Literature, Food, and e. The background features a large, glowing purple sphere on the left, a colorful, iridescent ring on the right, and a glowing cyan pyramid at the bottom left.

Opinions  
Language  
People  
Theatre  
Technology  
Values  
Belief  
Fashion  
Events  
Music  
Movies  
Art  
Behaviour  
Literature  
Food  
e



# How is culture related to mobility?

Mobility of people



Mobility of information



# How is culture related to mobility?

Mobility of people



Mobility of information

# Trends



**Trends on  
Relationships**

**Trends on  
Isolation**

**Trends on Tech**



# Trends on Relationships



[www.wundermanthompson.com](http://www.wundermanthompson.com)

## Situationships

Gen Z is redefining the rules of the road for romantic relationships.



[www.wundermanthompson.com](http://www.wundermanthompson.com)

## Loneliness in gen Z

Younger generations are expressing a need for deeper engagement and more authentic social interaction, but can they find it online?



# Trends on Isolation



 [www.cbc.ca](http://www.cbc.ca)

## Lonely Together: The plight of urban isolation | CBC Radio

There have never been as many cities across the world as there are right now, nor with such high populations. Yet urban loneliness is a virtual pandemic, and one with huge social, medical and financial consequences. Why are cities the new capitals of is...

milo



 [venturebeat.com](http://venturebeat.com)

## How pandemic socialization trends have accelerated the move into virtual spaces

In "Breaking the Fourth Wall," panelists talk about how pandemic socialization trends are leading the charge into the metaverse.

milo



# Trends on Tech



www.livescience.com

## Device Can Read Emotions By Bouncing Wireless Signals Off Your Body

(Image credit: lassedesignen | Shutterstock.com) Emotions can be tricky enough for humans to read, let alone machines, but a new system can predict people's feelings with 87 percent accuracy by bouncing wireless signals off them, researchers say. The se...



fortune.com

## Synchron implanted its device into its first U.S. patient, here's what that means for its competitor, Elon Musk's Neuralink

Synchron's FDA approved human trial in the United States starts before Musk's Neuralink receives FDA approval to implant technology in humans



www.entrepreneur.com

## The Metaverse Is the Future of Business. Here's How to Prepare.

In the coming years, I believe at least 30% of business is going to come from a blend of metaverse experiences and Web3 technology implementation. Here's why.



qz.com

## Modern prosthetics go beyond artificial limbs- and into the human brain

Prosthetics of the future are increasingly focused on boosting the able-bodied (think: brain implants).



www.businessinsider.com

## Humans won't be able to control a superintelligent AI, according to a study

If an AI were educated using robotic laws, it might be able to reach independent conclusions, but that doesn't mean it can be controlled.

# Future thinking

**IN**

2040

**WE WILL**

experience innovation on  
the way we communicate

**FOR**

interchanging ideas and  
cultural learning

**BECAUSE**

people will feel a deeper  
need to express themselves  
in both the physical and  
digital world.



# Matrix scenario

Virtual world

Everybody will live in their own virtual world, being both physically and mentally isolated



[www.wundermanthompson.co...](http://www.wundermanthompson.co...)

### Loneliness in gen Z

Younger generations are expressing a need for deeper engagement and more authentic social interaction, but can they find it online?



[www.entrepreneur.com](http://www.entrepreneur.com)

### The Metaverse Is the Future of Business. Here's How to Prepare.

In the coming years, I believe at least 30% of business is going to come from a blend of metaverse experiences and Web3 technology implementation. Here's why.

Humans will efficiently lead their lives in the virtual space

Technology controls humans

Humans control technology

Humans will be physically close, but mentally isolated with technology



[www.cbc.ca](http://www.cbc.ca)

### Lonely Together: The plight of urban isolation | CBC Radio

There have never been as many cities across the world as there are right now, nor with such high populations. Yet urban loneliness is a virtual pandemic, and one with huge social, medical and financial consequences. Why are cities the new capitals of is...



[qz.com](http://qz.com)

### Modern prosthetics go beyond artificial limbs- and into the human brain

Prosthetics of the future are increasingly focused on boosting the able-bodied (think: brain implants).

Technology will be exploited by humans to enhance their characteristics

Physical world

# Matrix scenario

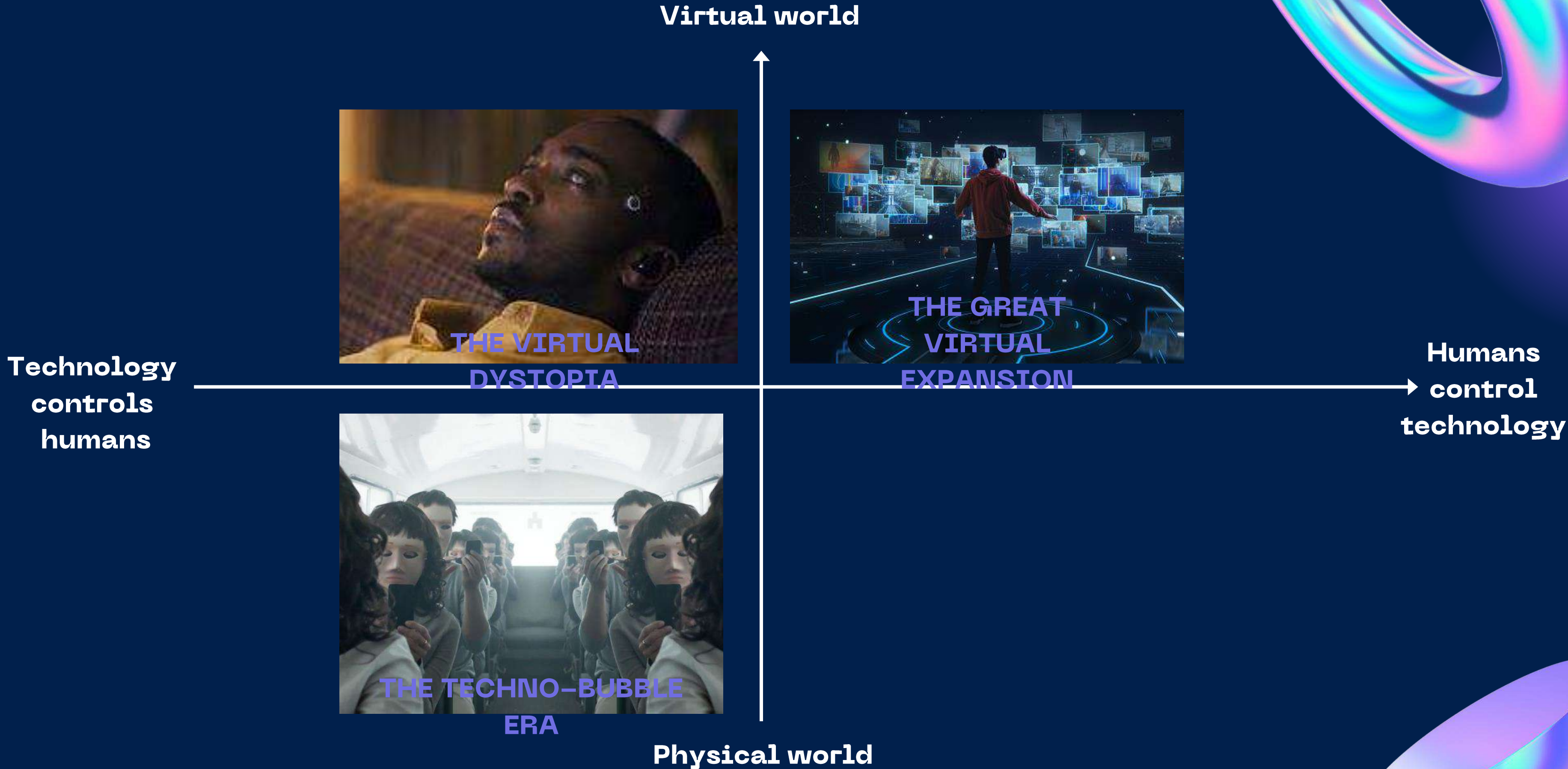




# Matrix scenario



# Matrix scenario



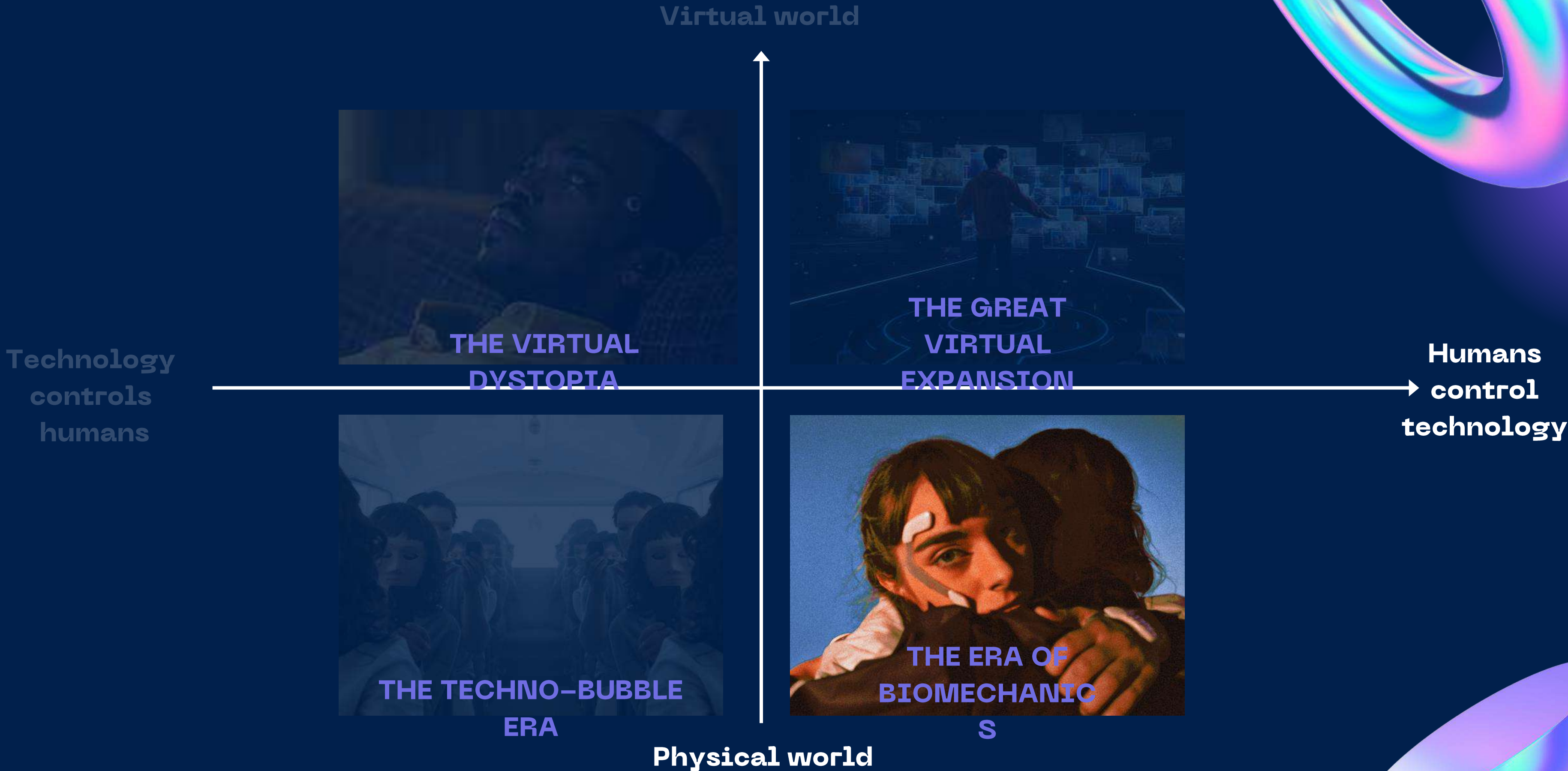


# Matrix scenario





# Matrix scenario





# Brainstorming ideas

## Device with a jewel



- Which accessory?
- Which design?
- How is it connected?

## Two products connected



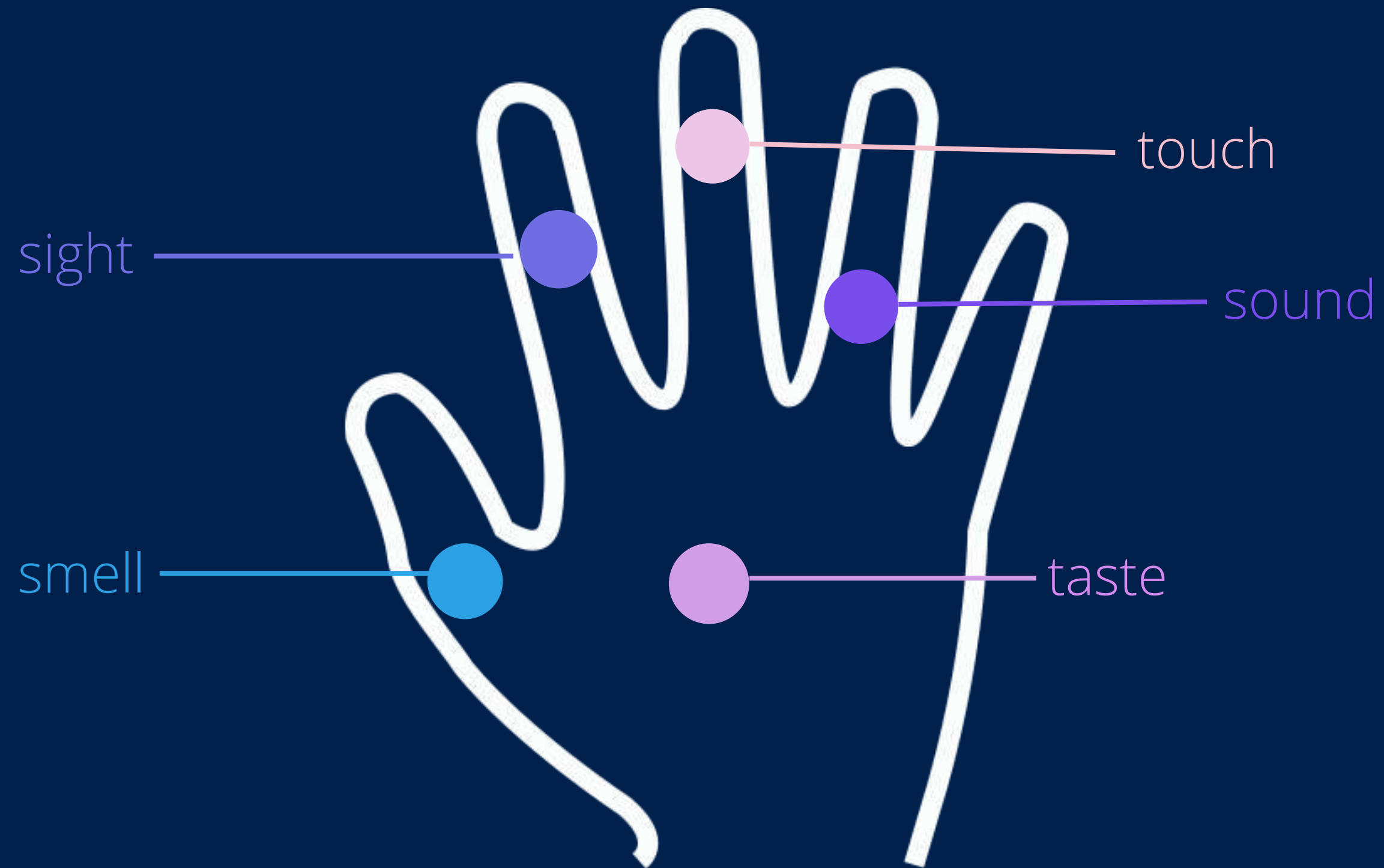
- They have to work in pair
- How are they connected?

## Finger projector



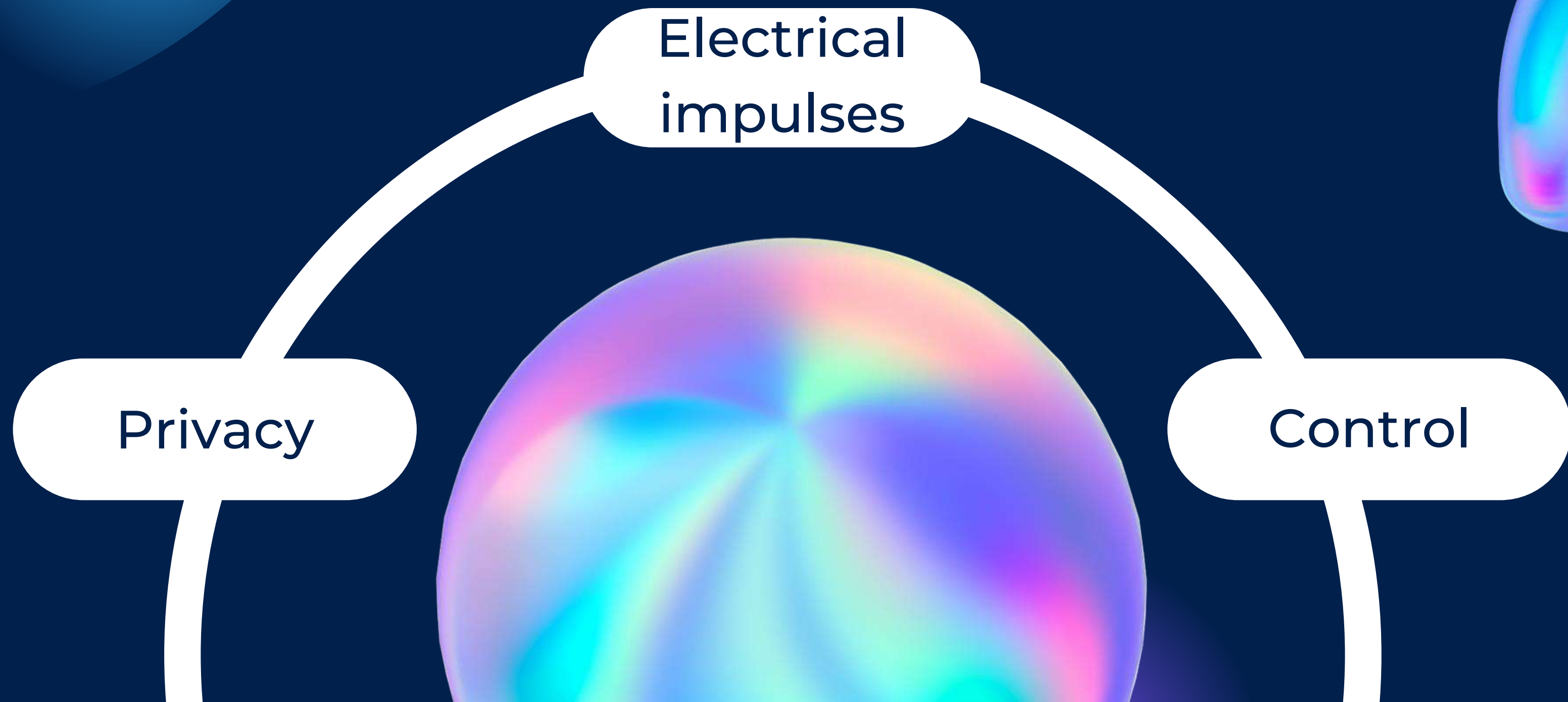
- Only one sense is used

# ...and then acupuncture

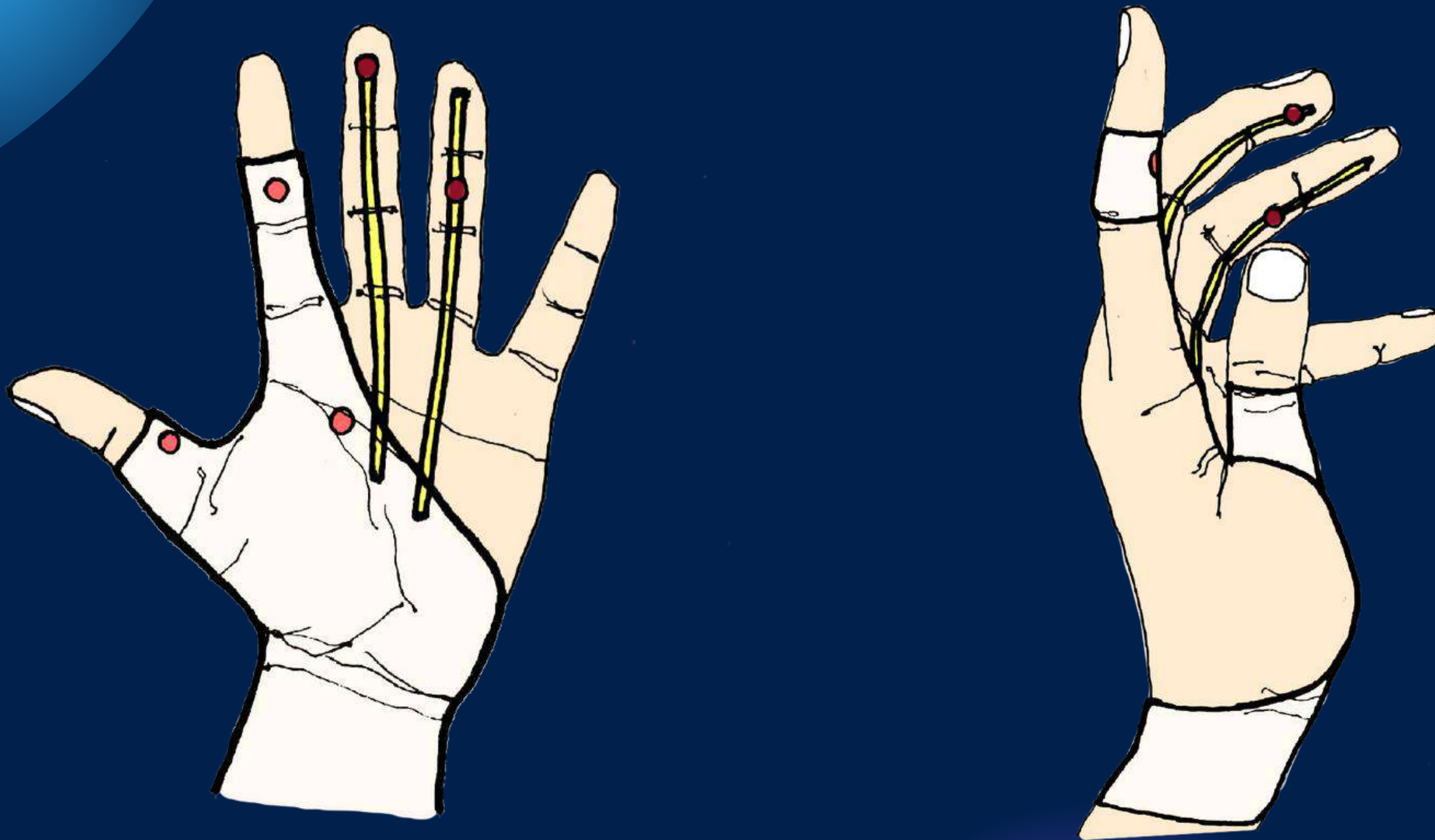




# Our vision



# The prototype: GUSTAV







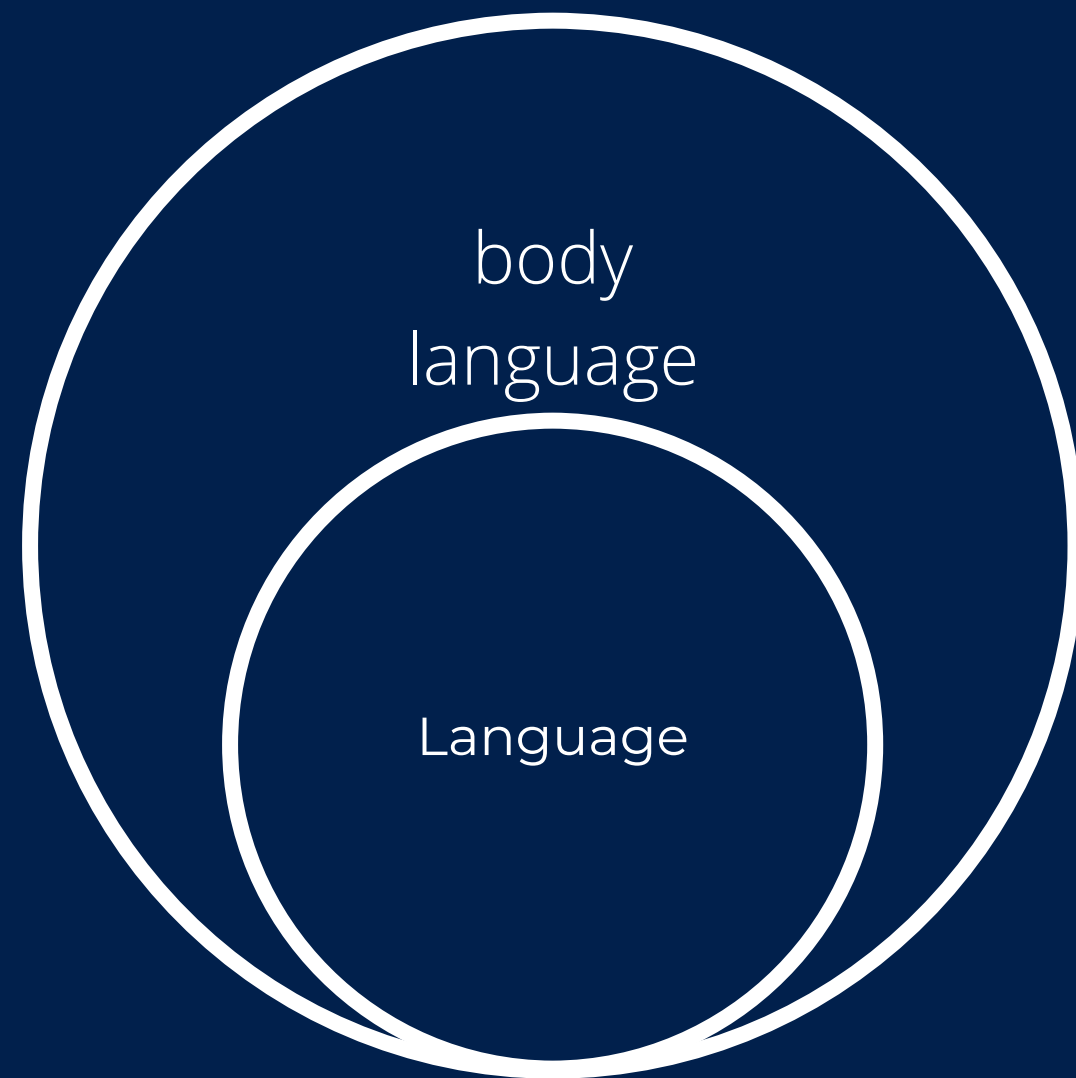
## Mobility of Culture





Mobility of Culture



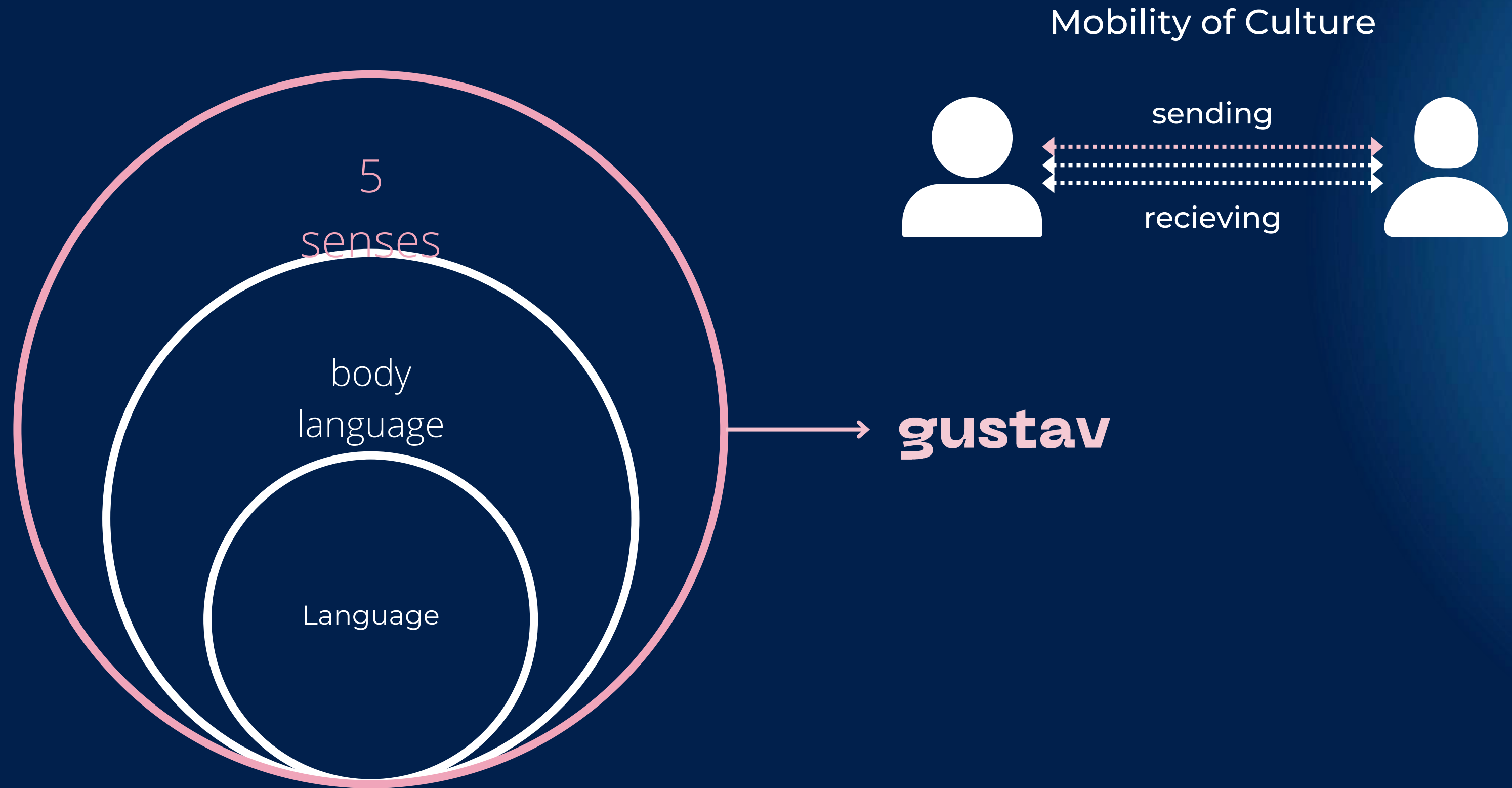


## Mobility of Culture

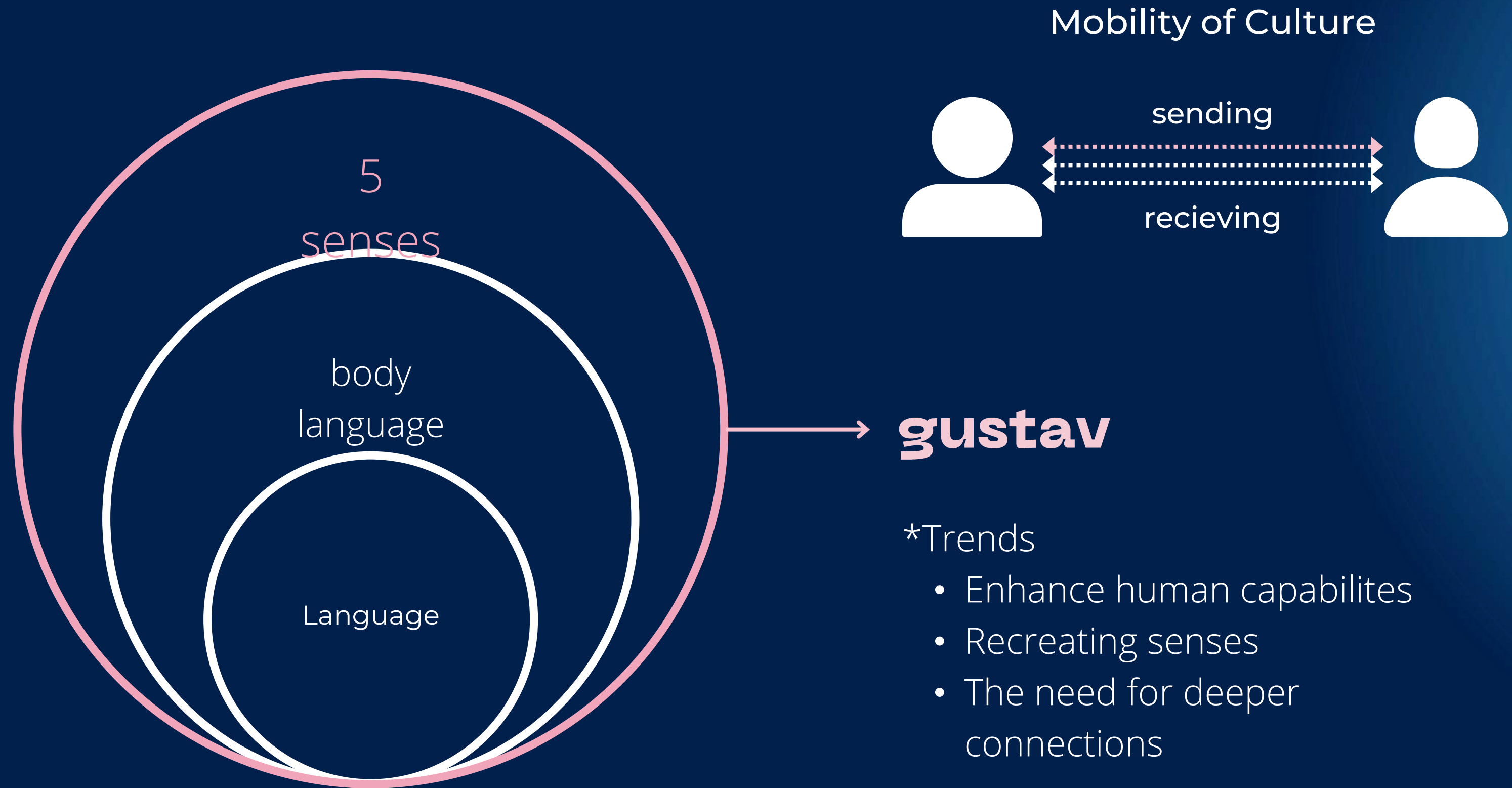




# Goal: enhance communication



# Goal: enhance communication





# Evolution of conversations

In the present

In  
2040

# Evolution of conversations

In the present

What do you mean by "it smells like butter?"

In  
2040





# Evolution of conversations

In the present

What do you mean by "it smells like butter?"

In  
2040

WOW! It smells amazing!



# Evolution of conversations

In the present

What do you mean by "it smells like butter?"

How sweet is it?

In  
2040

WOW! It smells amazing!





# Evolution of conversations

## In the present

What do you mean by "it smells like butter?"

How sweet is it?

## In 2040

WOW! It smells amazing!

Oh! it's delicious!



# Evolution of conversations

## In the present

What do you mean by "it smells like butter?"

How sweet is it?

What do you mean by "fluffy"?

## In 2040

WOW! It smells amazing!

Oh! it's delicious!





# Evolution of conversations

## In the present

What do you mean by "it smells like butter?"

How sweet is it?

What do you mean by "fluffy"?

## In 2040

WOW! It smells amazing!

Oh! it's delicious!

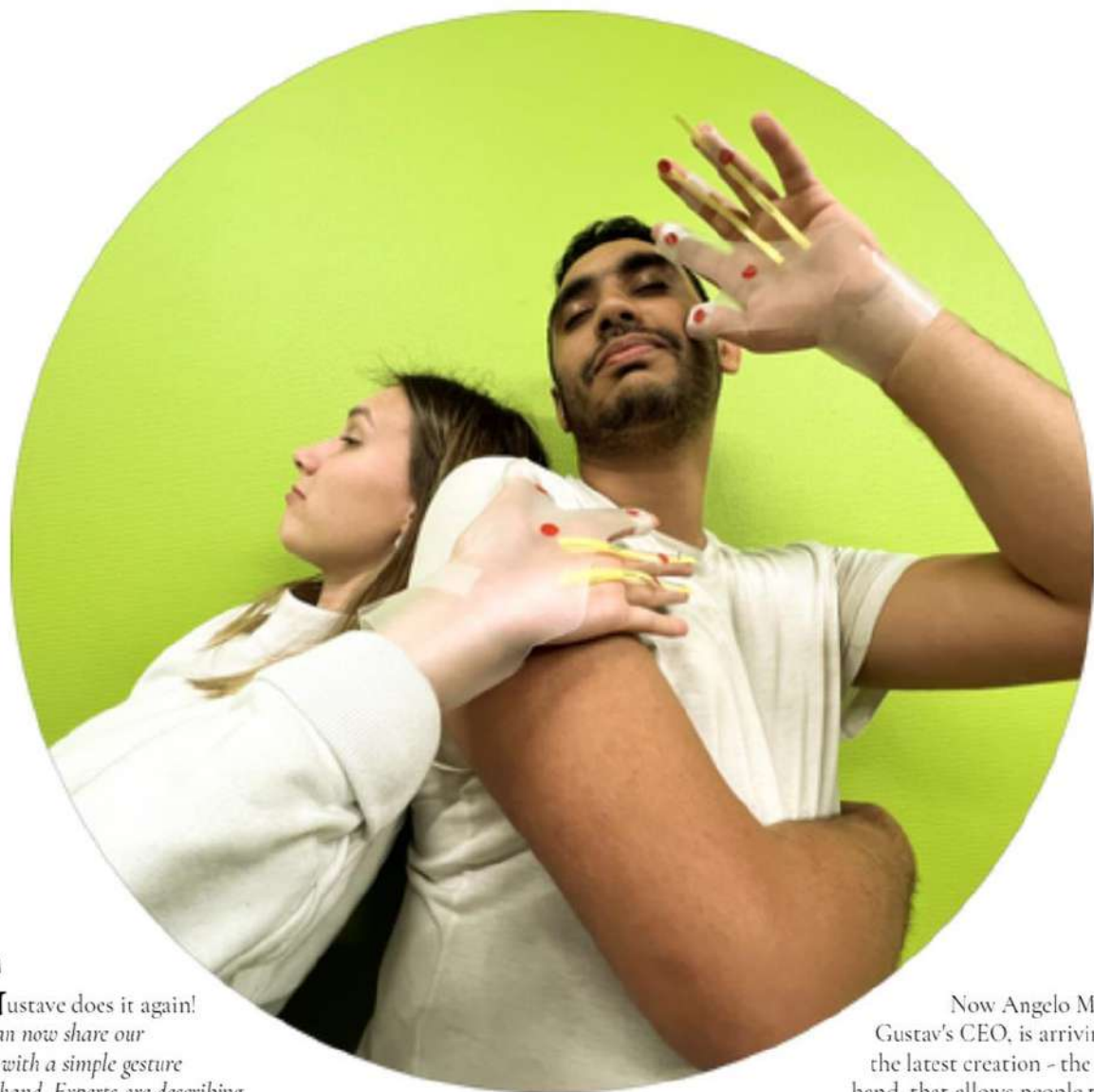
mmm! now I really wanna eat it!



Friday, November 4, 2040

# FASHIONOVA

---



**G**ustave does it again!  
*"We can now share our  
senses with a simple gesture  
of the hand. Experts are describing  
it as the next big step on Biomechanics."*

Looking back at 2035, the negative effects of a generation born with a screen on their face were evident. Everyone was more distant, always on the virtual world, and hardly ever going out. Why would we? Remote work and drone delivery services were already providing us with anything we needed. However, natality rates were on an all time low, around 1 child per every 5 couples.

More than 60% of the population admitted on that year's census to feeling very lonely, at least 4 times a week. Governments all over the world were worried about our mental health and the fading of cultural heritage to the virtual world. This, until that year's launch of Gustav, the company that since then has been blessing us with all types of bioenhancements. Super-velocity? No problem. Night vision contact lenses? You got it. Many new inventions that made us exit the house again and live a full life.

Now Angelo Messina, Gustav's CEO, is arriving with the latest creation - the Gustav hand, that allows people to share their experiences in a deeper and more meaningful way than ever. With a simple gesture you can now hit all senses. Sound, taste, smell, touch, images... you pick!

Experts predict that in just 2 years, more than half of the world's population will be using it.

Real-life love and friendships are being revived, and the future looks bright.

So, want to connect?

---





*"Communication leads to community, that is, to understanding, intimacy and mutual valuing"*

**Rollo May**