

## **The Decade ahead for Design – and the role we want in shaping human experience?**

Think ahead 10 years: What role do you think experiential design will have on consumers connected to the design profession? Or the elevation of customizable and personal experiences built around individual behaviors and preferences? What about 5G technology and its ability to create and transmit massive amounts of new content while we're in constant motion and engaging – in real time – within the built environment? What other major disrupter will communities and the world face? Brad Lukanic will talk about our engagement impact within the built world, how it will not only be defined by what we see and feel, but with tailored experiences and information. Where and how far will the built and virtual environments become more integrated and seamless?

By the end of the session, participants will:

1. Be able to summarize how an architect's design influence can impact communities through the application of diverse and new trajectories.
2. Acquire knowledge to look at the traditional architecture industry from another lens, factoring experiential design, data and technology.
3. Explore how our engagement impact within the built world will be defined not only by what we see and feel, but with tailored experiences and information.
4. Learn how firms are sharing stories and demonstrate/connect how our work positively impacts the quality of life for our clients and their users.