THE FUTURE OF SAME-DAY DELIVERY: SAME AS THE PAST?

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"If the centre is the new edge, maybe mainstream will be the new radical, square will be the new hip, and - stay with me here - uncool will be the new cool. In other words, maybe there is hope for us all."

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The future is always hard to predict. The retail and hospitality industries have not changed much since they were first conceived as places to purchase goods. It is only through the advent of information technology and the Internet that the design of these spaces has adapted and changed. Consumers are now more likely to visit a brand's website to purchase clothes, or else order delivered takeaway from a restaurant's online menu, than spend the time visiting the store in person. It seems that today's society is home-bound, however the reason the majority of people turn to their computer to carry out everyday tasks is for efficiency, to create more time get out and share experiences with others.

Working with this theory, hospitality design in the future will maximise the experience of spending time with others. Already, bars, cafes and restaurants are featuring live bands and art exhibitions to create a more varied experience for patrons. The Lo Fi Bar in Sydney is already experimenting with this idea, providing culture and arts as an alternative to clubbing or gambling. Technology has aided this process; rather than reduce the amount of face-to-face time spent with others, online social networking sites like Facebook have instead promoted more real events to a greater number of people than traditional means by mail or telephone. Dolce and Gabbana utilise blogs and social networking to promote season collections, events, and promotions. Technology will not ruin the retail industry; instead, it helps to promote and encourage more sales due to the ease of browsing, comparing, and in the purchase and return of goods. More time will be spent creating a virtual experience incorporating the website's graphic design, and retailers will save money through eradicating the need to lease space and hire sales assistants. These savings in turn make it possible for the goods themselves to be reduced in cost, making brands more capable of competitiveness in the market.

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The LoFi exhibition space

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Dolce & Gabbana online presence