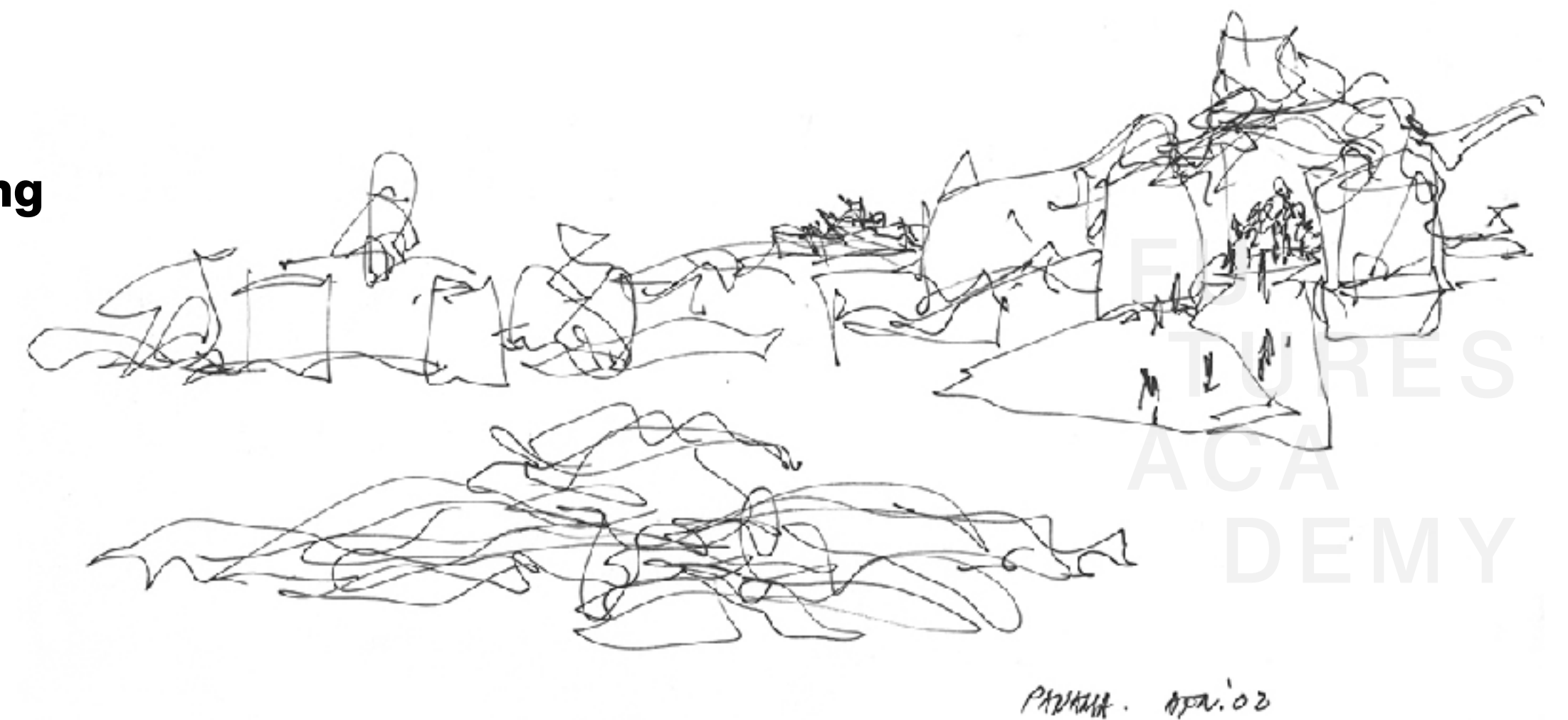


BREAKING CONVENTIONS

FOLLOW EMOTIONAL SHIFTS, NOT MARKET SHIFTS

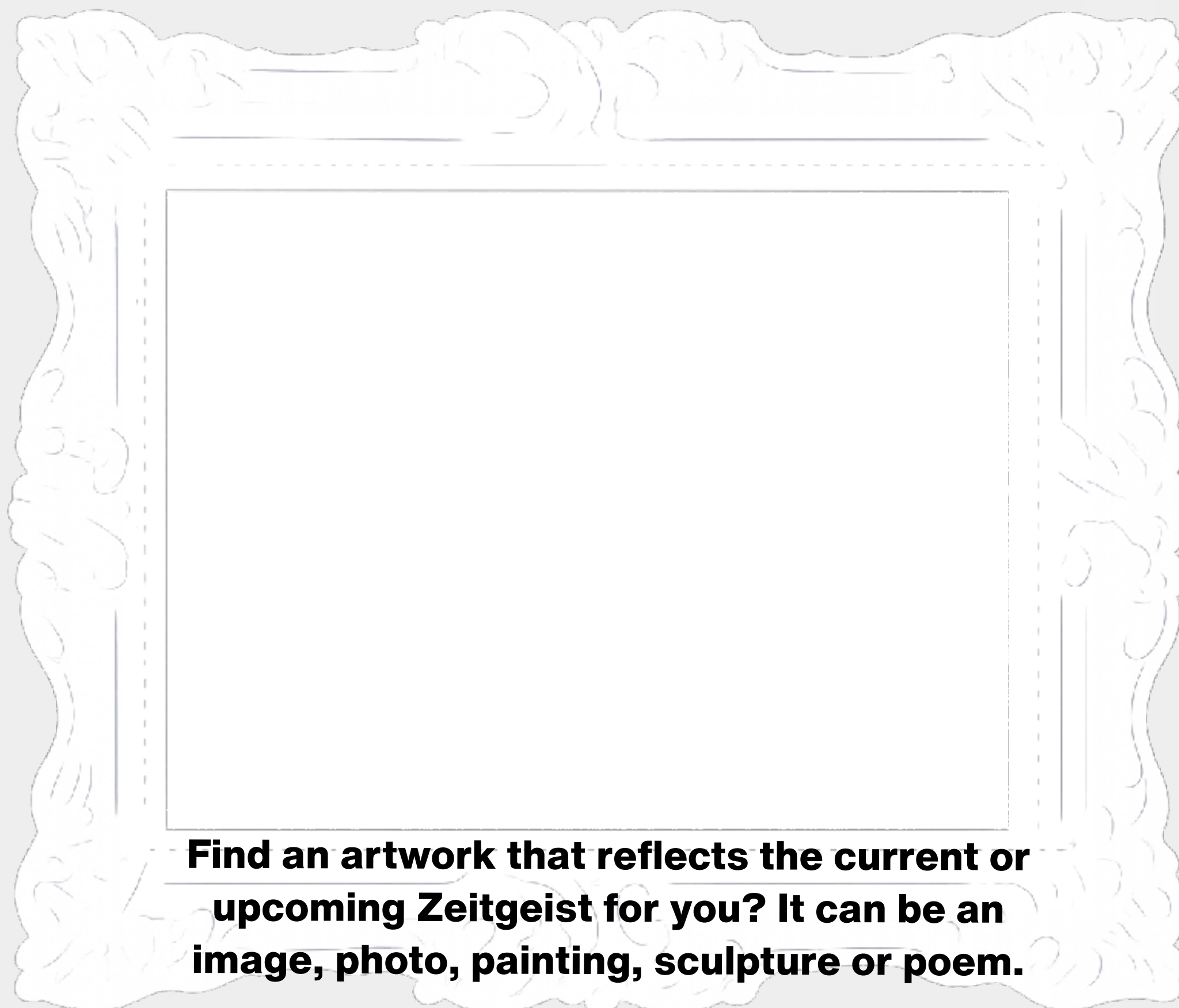
Frank Gehry's architecture studio is a globally influential design practice. As cities demand more human-centered spaces, digital tools reshape what can be built, and societies move through cycles of anxiety, optimism, and experimentation, Gehry's practice must continuously anticipate long-term shifts rather than respond to short-term design trends. The challenge is not predicting what buildings will look like in the future, but understanding how people will feel, behave, and find meaning in the spaces they inhabit.

Gehry's studio uses a highly intuitive, cross-disciplinary approach to sense the future. Instead of relying on forecasts or market reports. By treating art as early signal detection, materials as indicators of industrial evolution, and feelings as long-horizon foresight, Gehry's practice approaches strategy not through prediction but through deep cultural sensing—building architecture that resonates with the future before it arrives.



WHAT WOULD GEHRY DO?

1



Find an artwork that reflects the current or upcoming Zeitgeist for you? It can be an image, photo, painting, sculpture or poem.

What would be the key parameters or constraints to (re)generate your new service, product, concept or idea?



2

What are the deeper emotions involved with the usage of your product or service? Name them.