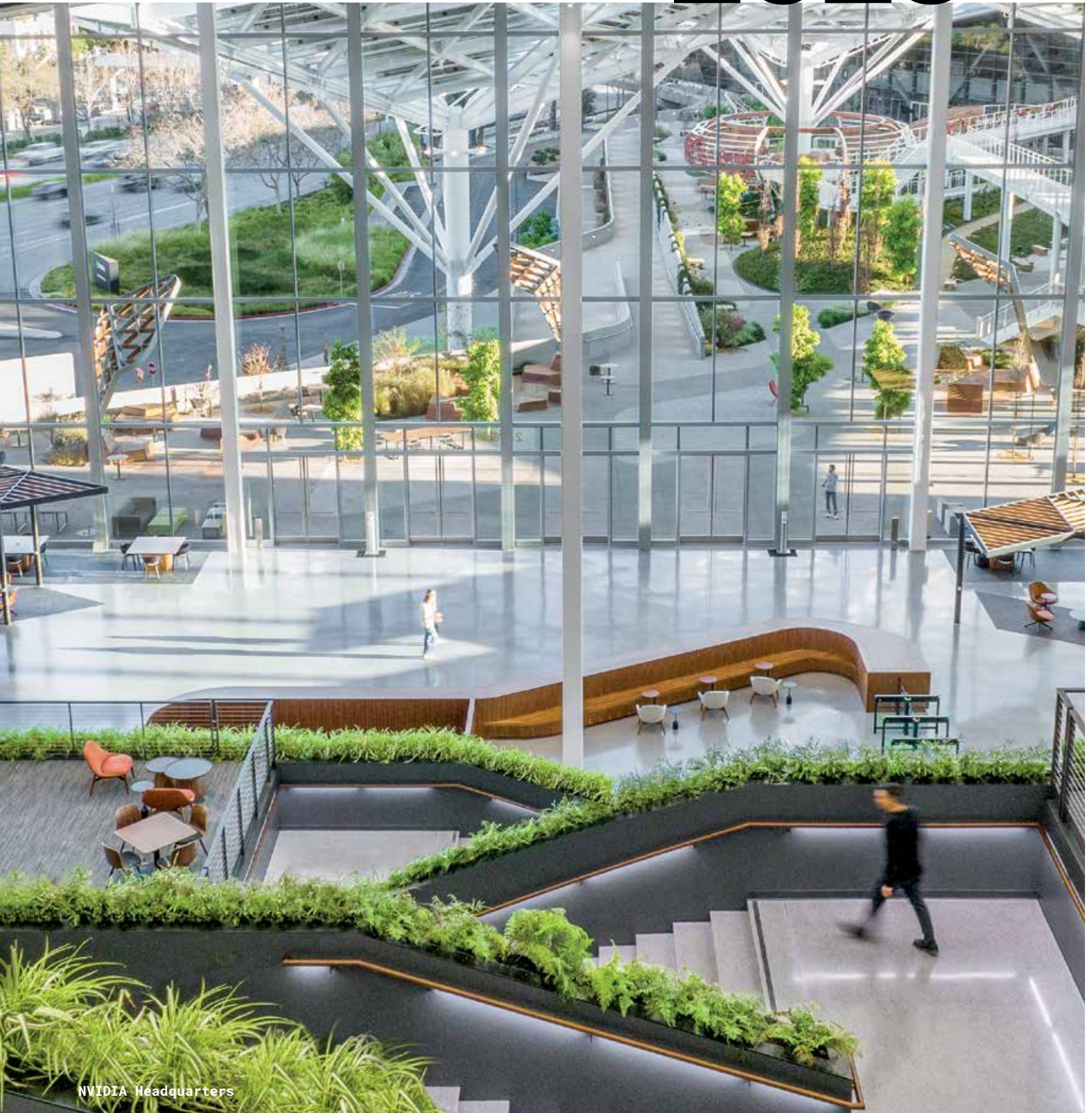


DESIGN FORECAST[®] 2025



NVIDIA Headquarters

A wide-angle photograph of the NVIDIA Headquarters interior courtyard. The space is characterized by a large, white, branching structural column on the left that supports a glass roof. A multi-level white metal walkway with glass railings winds through the space. To the left of the walkway is a circular wooden deck with tables and chairs. The ground floor is a lush green garden with various plants and trees. In the background, a large glass-walled office building is visible, showing multiple floors of workspaces. The lighting is warm, suggesting late afternoon or early evening.

EVERYTHING WE DO IS
GUIDED BY OUR MISSION:
TO CREATE A BETTER
WORLD THROUGH THE
POWER OF DESIGN.

CREATING DESIGN IMPACT WITH OPTIMISM & INNOVATION

At the start of 2025, we feel a sense of optimism and engagement about the future. Global inflation is cooling. Interest rates have eased and will likely continue to drop in 2025. The global economic outlook is generally positive, and because of that many of our clients are ready to get off the sidelines and make investments in new ways.

Again and again, we see that design can be a powerful tool for lasting positive change across organizations and communities. Design itself is inherently optimistic, and even more so when paired with the vision and drive to take action and create real-world impact.

Climate change, a global shortage of housing, the vacancy and security challenges of many of our cities, ongoing issues of equity and division — these types of pressing challenges demand creative new thinking and meaningful innovation from the design and architecture community. As the most influential design firm in the world, Gensler has a responsibility to lead the way with new ideas and design solutions. This is a watershed moment of transformation for our industry, and we are poised to create a more resilient future.

5 TRENDS FOR 2025

Design Forecast is our annual exploration of the most relevant issues facing the design and architecture industry, and a guide to help our clients stay ahead of the curve.

Filled with project examples, data insights, and interdisciplinary solutions, the publication identifies the top global design trends in all 33 of our practice areas that can help our clients take advantage of the positive changes in the market and create impact in their communities.

The key themes of this year's campaign — also known as “5 in 25: The trends shaping design in 2025” — represent the most important and actionable insights our clients need to know, now and in the year to come. They are a distillation of many of the themes and signals we're seeing across multiple industries.

INNOVATION AND IMPACT

Over the past several years, the profound challenges we've faced have been a catalyst for innovation and have crystallized the need to create meaningful impact in our communities.

The glut of outdated office buildings and the flight of office workers out of many cities has led to a boom in building conversions and a reimagining of central business districts into mixed-use lifestyle districts. Likewise, the growing risks associated with climate change have pushed the building industry to create more resilient structures while driving innovation in the types of materials with which we build. Finally, the emergence of AI and other technologies has unlocked promising new possibilities.

On all these fronts, Gensler has made important advancements. Our Conversions+™ by Gensler building analysis tool has become an industry-leading reuse model while the Gensler Product Sustainability (GPS) Standards™ allows our designers and the industry to specify low- or no-carbon interior finishes and furnishings. Advancements in AI, AR, and VR technologies at the firm are furthering our ability to use data to inform design.

LEADING INTO THE FUTURE

As the design industry and our clients' businesses transform to meet this unique moment in time, so too must our leadership platform.

For the past 20 years, Diane and Andy have led the growth of the firm to unprecedented heights. By passing the baton to Elizabeth and Jordan, we're embracing the next generation of leadership at Gensler. Together, we add a new depth of innovative perspective and ongoing deep dedication to the core values of the firm. We continue to work toward creating a better world through the power of design.

Thanks to the many strengths of our firm, we are poised for an exciting new era of growth. Together with our clients, we will lead our industry to a brighter future — one that is designed with and for our communities to create meaningful places that solve tough challenges and transform the human experience.



[L to R] Elizabeth Brink, Co-CEO; Jordan Goldstein, Co-CEO; Andy Cohen, Global Co-Chair; Diane Hoskins, Global Co-Chair

Gensler

DESIGN FORECAST[®] THE 5 TRENDS SHAPING DESIGN IN 2025

- 01 EXPERIENCE-DRIVEN LIFESTYLE DISTRICTS REIGNITE GLOBAL CITIES.
- 02 DEMAND FOR SUSTAINABLE DESIGN SUPERCHARGES INNOVATION AND VALUE.
- 03 DEEPLY DISCOUNTED BUILDINGS DRIVE A CONVERSION BOOM.
- 04 TALK TURNS TO ACTION ON ATTAINABLE HOUSING.
- 05 THE WORKPLACE OF THE FUTURE HAS ARRIVED.

EXPERIENCE-DRIVEN LIFESTYLE DISTRICTS REIGNITE GLOBAL CITIES.

01

Mixed-use lifestyle and entertainment districts will take center stage in 2025 as the new anchors for cities looking to drive community engagement and bring people together around visceral shared experiences. Hospitality, retail, sports, and residential spaces make up the mix of these experience-driven areas, whose rise is also driving demand for safe streets and reliable transit options.



Fifth + Broadway, Nashville, TN.
Brookfield Properties (OliverMcMillan)
Located in a prime location near downtown, this mixed-use lifestyle district blends retail, residential, restaurants, and live music.



ASM, Scottsdale, AZ
 Shade structures, water conservation strategies, and other sustainable design features help define this climate-friendly workplace.

DEMAND FOR SUSTAINABLE DESIGN SUPERCHARGES INNOVATION AND VALUE.

02

With organizations everywhere increasingly wary of climate risk, buildings designed with resilient and sustainable strategies are trading at premium values. This sustainable surge is also driving demand for game-changing innovations in construction processes and the materials industry. Adaptive reuse of old buildings, energy-efficient designs, weather-scenario planning, and other green techniques are anticipating local climate challenges while lowering waste and carbon. Solutions such as mass timber, low- or no-carbon interior finishes and furnishings, and zero-carbon cement are leading a materials revolution.



Pearl House, New York, NY. Vanbarton Group

The largest office-to-residential conversion in New York City converts 480,000 square feet of office space into 588 apartment units.

DEEPLY DISCOUNTED BUILDINGS DRIVE A CONVERSION BOOM.

03

With aging office buildings and other devalued assets trading at deeply discounted rates, the adaptive reuse boom is poised to create valuable new real estate beyond just office to residential conversion. As the cost of capital comes down, 2025 will usher in a new financial environment that will inspire developers to seek out creative conversions of all types, including retail to healthcare, retail to sports, office to senior living, office to science labs, and more.

TALK TURNS TO ACTION ON ATTAINABLE HOUSING.



1717 South Michigan Avenue, Chicago, IL.
CMK Companies

This 13-story residential development adds 149 apartment units in the heart of Chicago's cultural district.

04

Attainable market-rate housing becomes the number one priority for cities around the world in 2025 as new financial incentives and lowering interest rates converge with changes to zoning laws and building codes to create an attractive market for housing developments of all types.