

**THE  
FITTING  
ROOM**

# WHAT'S NEXT: TRENDS FOR 2021

15 MINUTE CITIES, TRANSCYCLING, BLURRED GAMING  
AND LAB TO TABLE





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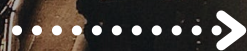
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# 15-MINUTE CITIES

US startup Reef is on a mission to build '15-minute cities' where everything people need can be found within a short walk or bicycle ride. The concept was popularized by Mayor Anne Hidalgo of Paris, where 15-minute cities are built from a series of 15-minute neighbourhoods, also known as complete communities or walkable neighbourhoods. The benefits prioritize people-first, car-free urban environments that boost wellbeing which strengthens local communities. This means that Reef will transform underutilized urban spaces into neighbourhood hubs that connect people to locally curated goods, services, and experiences.



*The 15-minute city requires minimal travel among housing, offices, restaurants, parks, hospitals and cultural venues.*