

# New Ways of Living

➤ Can the way we design homes help us be future-ready?

**= il prisma =**  
DESIGN HUMAN LIFE



# ➤ 1. Can the way we design homes help us be future-ready?

This paper presents our Design Line, *New Ways of Living* [NWL] — an internal framework developed by Il Prisma's Business Unit "Cityscape" as a result of our research and interpretation of the evolving landscape in residential design. Rooted in our extensive expertise, the NWL framework draws on a blend of trend analysis, client needs, and our lived experiences — both as designers and residents — to offer a strategic lens for addressing the growing diversity of housing needs.

Written by:

Ariela Valverde, Strategist Il Prisma

The framework categorizes contemporary housing into three main typologies: Standard Living, Shared Living, and Short-term Living—each reflecting distinct lifestyle values, user needs, and occupancy models. Standard Living upholds traditional values of stability and permanence, supporting long-term living in both *Build-to-Rent* and *Build-to-Sell* models. In contrast, Shared Living centers on collectiveness, affordability, and community-driven formats—such as co-living and senior housing—designed for medium-term occupation. Finally, Short-term Living reflects the fluidity and flexibility required by digital nomads, tourists, and transient populations, offering adaptive solutions for temporary stays.

This categorization aims to support Cityscape's design thinking process, align project development with emerging lifestyles, and enrich our understanding of how people inhabit space today. In this context, the *New Ways of Living* acts not only as a cultural reflection of the modern concept of "home", but also as a living compass— open to evolution as the world, and the way we live, continues to change.





## 2. Introduction to The New Ways of Living

*From traditional dynamics to uncharted ways of living life.*

In today's evolving landscape of contemporary living, we are witnessing a rich mosaic of lifestyles—from long-standing traditions to emerging, uncharted ways of living life.

As we navigate a time in which these diverse lifestyles coexist and evolve, it becomes essential to observe and rethink how we design and build homes. By exploring how people are reshaping their everyday lives, we unlock new possibilities at the intersection of tradition and innovation—offering a fresh perspective on the spaces we call home.

In response to this complexity, we at Cityscape II Prisma developed the *New Ways of Living* (NWL)—one of our core Design Lines, born from our research and interpretation of the evolving landscape of residential design. Created through a reflective process that blends global trend analysis, client insight, and our own lived experiences—both as designers and residents—the NWL framework serves as a strategic tool that guides our team in navigating current residential dynamics and anticipates those yet to emerge. It reflects our ongoing commitment to understanding human needs and translating that knowledge into purposeful, future-ready spaces grounded in the real lives behind the brief.



The NWL framework categorizes contemporary housing into three main typologies: Standard Living, Shared Living, and Short-term Living—each capturing distinct lifestyle values, user needs, and occupancy patterns. Together, these typologies form a living compass that helps us respond more meaningfully to the diverse ways people choose—or need—to live today, while remaining open to evolution as life itself continues to change.

Through this paper, we unpack the thinking behind our framework, outlining its structure, purpose, and how it actively informs our design approach, with both client and user experience in mind—hallmarks of II Prisma's approach to spatial innovation.





### 3. What's Shaping Contemporary Life?

*Strategically Navigating Global Forces and Lifestyle-Driven Shifts*



Designing residential spaces today means more than offering shelter—it is about creating environments that resonate with people's aspirations, preferences, identities, and evolving lifestyles. As we navigate a fast-paced, interconnected world, forces such as climate change, technological leaps, demographic transitions, and cultural shifts are significantly reshaping how we define “home” and what we expect from it.

Some of these drivers are broad and systemic—like the climate emergency or the disruptive rise of artificial intelligence—while others are more personal and nuanced, including generational shifts in values and lifestyle choices. Together, they call into question long-standing assumptions in residential design and challenge us to reimagine homes that are resilient, adaptable, and human-centered —homes that remain relevant in a world in constant flux.



So, how do we approach this challenge? At Cityscape, we believe this task requires more than reaction—it calls for design with intention. To navigate a landscape saturated with trends, data, and conflicting narratives, we developed an internal trends research system: a strategic lens that helps us filter key signals, analyze shifts, draw insights, and create design solutions that are not only grounded in the realities of today but also anticipate the needs of tomorrow.

Let's dive into how this system empowers us to make informed decisions and drive innovative, meaningful design solutions.



## ➤ 3.1. Between Global Pressures and Micro-Realities

Perhaps the most well-known global pressure today is the Climate crisis—no longer a distant warning, but an everyday design challenge. From rising temperatures and energy insecurity to erratic weather and water scarcity, environmental stressors are reshaping architectural developments at its core. Homes are being reimagined as protective ecosystems that ensure comfort, resilience, and well-being.

Urban air quality and indoor environmental health have become central concerns, reinforcing the role of the home as a controlled, wellness-oriented environment. As architects and strategists, we must design not only for beauty and function but for safety, restoration, and longevity. At the same time, the rise of “climate poverty”—where vulnerable populations lack access to adaptive solutions—raises an urgent question for our field: how can we design residential spaces that are both high-performing and accessible at scale?



Following this thread, global migration patterns keep amplifying two parallel narratives regarding accessibility. On one end of the spectrum, forced displacement from conflict and crisis continues to expose the fragility of housing systems. On the other end, the rise of mobility among remote professionals and global talent is driving demand for more fluid, tech-enabled housing options. Housing today must stretch between extremes: permanence and temporality, affordability and premium value, safety and freedom. In this context, housing is becoming less about ownership and more about adaptability, flexibility, and access. At Cityscape, we see this as a challenge that creates space for experimentation and evolution.

This duality is further amplified by the ongoing geopolitical instability. Conflicts, inflation, energy volatility, and shifting democratic norms are destabilizing global frameworks and migration flows—and with them, the urban and housing landscape. Disrupted supply chains and economic uncertainty are impacting the viability of new developments. Yet within this volatility, housing remains one of the most powerful tools of agency and resilience. These complex considerations help us to navigate emergent market realities that continue to unfold. In this way, we must ask ourselves: how can our spaces support human flourishing in the face of systemic uncertainty?







Zooming in, Urbanization continues to intensify. By 2050, nearly 70% of the world's population is expected to live in cities, a shift that places enormous strain on infrastructure, mobility, and housing systems, where affordability, land scarcity, and climate pressures collide. However, this mass migration brings not only constraint but also opportunity. Urban areas continue to grow as innovation hubs for both economic and professional development. Within this tension lies the need for radical housing innovation: modularity, circularity, low-carbon construction, and mixed-use adaptability.

Housing affordability remains a defining challenge across markets. We can observe this in two contrasting contexts. In many parts of the Americas, speculative housing models, high-interest rates and limited public investment have widened access gaps, especially for younger and lower-income groups.



Meanwhile, some European countries have benefited from decades of social housing and more accessible credit conditions. Even so, pressures from aging populations, outdated housing stock and rising sustainability standards are testing the system's limits.

Yet globally, a pattern around affordability continues to emerge: lower acquisition power no longer equates to lower aspirations. In the era of digital culture, younger generations—shaped by curated lifestyles and content online—seek homes that not only meet basic needs but also express identity, offer lifestyle value, and create rich, personal experiences—even within tight budgets. Since traditional housing models alone can no longer bridge this gap, developers and designers are opting for solutions that are not only affordable and adaptable but also desirable, with a continued rise of co-living, modular housing, and flexible leasing models.

This signals a deeper lifestyle transformation, particularly among Millennials and Gen Z, where housing is no longer merely a product, it becomes an extension of self. Remote work, hyperconnectivity and *digital-first* spaces are reshaping the idea of home. Cultural ideals around sustainability, wellness, and community are becoming central to decisions about where—and how—to live. As individuals continue to prioritize flexibility over permanence and experience over ownership, housing solutions must adapt and respond to these evolving values.





This opens the door for innovation in modularity, subscription-based housing, digital nomad hubs, and brand-led residential experiences. It also repositions design as a cultural tool—not just to solve problems, but to spark imagination and reflect evolving aspirations.

*Demographic shifts* further reinforce the need to design across lifespans. As birth rates continue to fall and life expectancy rises, a new “silver generation” is emerging. Active, independent, and socially engaged, these seniors are not seeking traditional care homes, but instead housing that supports autonomy, vitality and social connection. This shift presents an opportunity for us to rethink how we design for purpose and belonging at every stage of life.



Finally, *Artificial Intelligence* is transforming how we live at an unprecedented pace. Unlike past technological revolutions that unfolded over decades, AI is transforming our everyday dynamics and environments in real-time. The home is now a hybrid space—a studio, a classroom, a retreat and a hub for play. As AI accelerates how we interact, design must prioritize what makes us human: emotion, adaptability, and lived experience. Whether through smart systems, sensory interfaces, or spatial flexibility, we see AI as a partner—not a threat—in creating homes that are more responsive, intuitive, and alive.





## ➤ 3.2. Turning Insights into Action

The global forces and micro-shifts we've explored are not abstract; they are actively reshaping how people live today and will continue to do so in the near future. For Cityscape, the implications for residential design are clear: homes must be adaptable, flexible, and resilient—capable of responding to diverse generational needs, evolving lifestyles, and changing socio-economic contexts.



This reality calls for moving beyond generic, one-size-fits-all solutions. Instead, we must carefully balance global awareness with contextual relevance—aligning with emerging trends while delivering coherent, competitive solutions tailored to our clients' needs and grounded in our firm's strengths and vision.

To meet this challenge, we are committed to continuously evolving our methodologies: innovating how we search, analyze, and develop ideas as a central strategy to stay ahead of the curve. This is precisely why our Business Unit has taken on the challenge of building a *responsive* system that keeps our teams informed, aligned, and equipped to make strategic decisions.

Looking ahead, the next step of this journey is to turn these insights into meaningful action within our residential practice. In the following section, we'll explore how we apply these findings in our work and turn them into tangible, impactful outcomes.

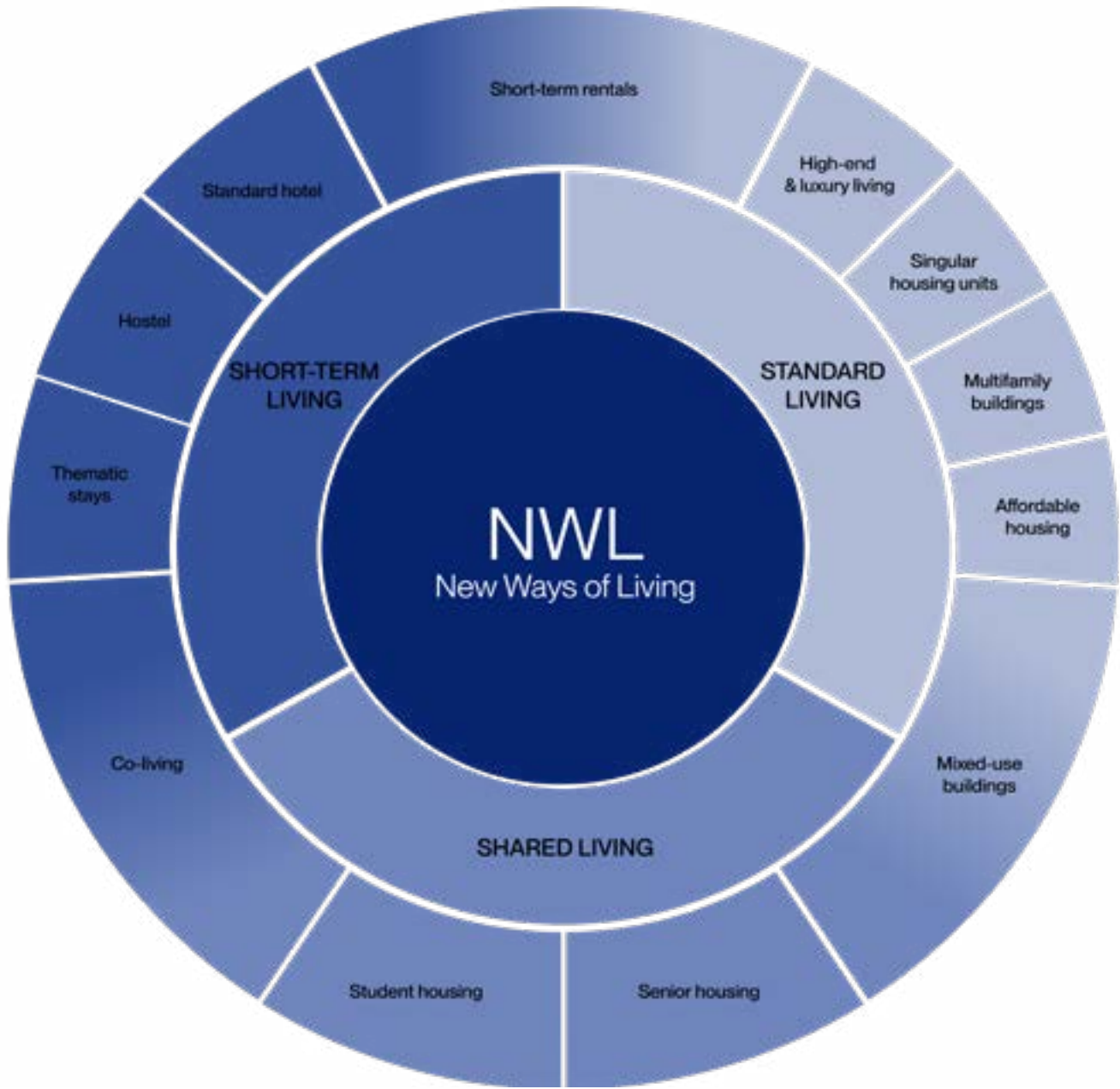


# 4. Cityscape's goal— A Living Framework for Guiding Residential Design



After navigating the global shifts impacting contemporary life, we focused on understanding their effects on people's lifestyles—and how these shifts should inform residential design. That is, translating our findings into actionable strategies. To steer this process, we developed an in-house framework that brings clarity and coherence to our design decisions. It emerged from a blend of thorough research, firsthand experience with clients, and our own perspectives—not only as designers, but also as residents of homes ourselves.

This is how *New Ways of Living* Framework came to life: a flexible, living compass that bridges our trends research with our design practice. Its purpose is to guide us in understanding the needs of today's residents while anticipating those of tomorrow, helping us create homes that can adapt to the ever-changing landscape of contemporary life.



Developed as a gradient wheel, the framework allows us to classify residential units along a spectrum—from more traditional housing models to more innovative or impermanent ones. It includes three typologies: Standard Living, Shared Living, and Short-term Living—each defined by distinct stay durations, lifestyle values, target users, and development models. These typologies are further divided into sub-typologies that reflect the increasingly nuanced and diverse ways people choose—or need—to live today.

One transversal principle is that these categories are not fixed; they are designed to evolve as life does. Continuously informed by our trends research, the framework remains responsive to emerging shifts in culture, technology, and generational values.

Let's take a closer look at how it works.



## ➤ 4.1. About Standard, Shared and Short-term living

### ➤ Standard Living

**Headline:** “Traditional Living”

**Keywords:** Tradition & Stability.

**Development model:** Build-to-Sell (B2S) & Build-to-Rent (B2R).

**Target users:** Individuals or families pursuing conventional lifestyle dynamics, often seeking medium- to long-term housing.

**Sub-typologies:** Mixed-use buildings, Affordable Housing, Multifamily buildings, Singular housing units, High-end & luxury residences and Short-term rentals.

Standard Living embodies the classic vision of “home” — a space grounded in tradition and shaped by the values of stability, privacy, and long-term investment. It speaks to those who find comfort in continuity and embrace conventional lifestyle dynamics.

Yet, this typology is far from static. It spans a broad spectrum, from affordable housing that champions accessibility to luxury residences that exemplify exclusivity and distinction. Mixed-use buildings play a pivotal role in enriching neighborhoods by integrating residential living with retail, workspaces, and communal amenities—true catalysts for dynamic placemaking. Meanwhile, singular housing units provide intimate, private retreats tailored to individual or family needs. Short-term rentals also find their place here, such as Airbnb-style models that balance evolving demands for mobility and flexibility with comfort and the sense of home.



From a development standpoint, Standard Living balances *Build-to-Sell* models with the flexibility of *Build-to-Rent* options, effectively addressing a diverse array of lifestyle preferences and market demands. This typology is a classic, reliably—timeless, versatile, and rooted in tradition, yet responsive to the evolving needs of today’s residents.

A recent residential project in Milan illustrates how the Standard Living typology can activate peripheral areas through context-sensitive design. Developed across two distinct neighborhoods on the city’s edges, the project responded to contrasting conditions—one with limited services, the other within a denser urban fabric.

In both cases, Cityscape designed multifamily buildings that emphasize spatial efficiency, privacy, and wellbeing. Biophilic elements, outdoor terraces, and visual buffers helped transform underused plots into livable, welcoming environments. Designed within a *Build-to-Sell* model, the project meets the needs of residents seeking affordable, yet high-quality homes close to the city, an important challenge in Milan.

It shows how Standard Living, while grounded in tradition, adapts to diverse urban contexts through reliable, future-ready solutions.







# Shared Living

**Headline:** “Share, care & belong”

**Keywords:**  
Collectiveness & Convenience.

**Development model:**  
Build-to-Rent (B2R)

**Target users:** People open to shared spaces and social living—students, young professionals, seniors, or anyone seeking community and affordability.

**Sub-typologies:** Mixed-use buildings, Senior housing, Student housing, and Co-living.

Shared Living is about stepping out of individual comfort zones to embrace a broader cultural shift—toward connection, community, and shared purpose. At its core lies the belief that living together is not just a matter of convenience or splitting costs—but an intentional way of life. This typology reimagines the home as a social catalyst, where individuals share not only space but also experiences, values, routines and mutual support.

From student housing designed around the rhythms of academic life, to senior communities that foster active aging, to co-living formats tailored to young professionals, each sub-typology plays a distinct role in shaping a broader culture of belonging. Even mixed-use buildings—also present in Standard Living—take on a new layer here, further amplifying this communal spirit: dynamic hubs that embed residential life within vibrant urban ecosystems where residents live, work, and socialize seamlessly.

Delivered through *Build-to-Rent* models and typically oriented toward medium-term stays, Shared Living balances the intimacy of private space with the richness of collective experience. It offers a compelling alternative to solitary living and serves cities as a tool for advancing affordability, inclusion, and urban vitality.



# Short term Living

**Headline:** “Home for a While”

**Keywords:**  
Exploration & Temporality

**Development model:**  
Build-to-Rent (B2R)

**Target users:** Digital nomads, remote workers, seasonal workers, and tourists.

**Sub-typologies:** Short-term rentals, Hotels, Hostels, Thematic short stays, and Co-living structures.

Short-Term Living speaks to the needs and aspirations of those who are constantly on the move—curious, adaptable individuals seeking meaningful experiences and temporary homes that support their dynamic ways of live. In a world where work and lifestyle are not necessarily tied to geography, this typology offers something essential: the feeling of home, even if only for a while.

From hostels and hotels to thematic retreats, these formats are more than transient shelters—they offer environments that elevate the temporary through welcoming and practical spaces, thematic design, and curated amenities. Short-term rentals and co-living structures are also included in this category through hybrid models that support travel, work, and study without compromising comfort or belonging.

Typically delivered through *Build-to-Rent* models, this typology enables short stays with professionalized management, optimized turnover, and experience-driven amenities. It’s an agile response to evolving urban flows—one that meets the needs of global citizens while energizing the local context.

Together, these typologies offer a dynamic framework for understanding the contemporary residential landscape—a living compass that charts the many ways people inhabit space today, shaped by global trends, local demands, and the evolving aspirations of modern life.







## 4.2 Bringing the Framework to Life

As previously outlined, at Cityscape, the New Ways of Living (NWL) framework is more than a classification system—it's a strategic tool that guides our residential practice from the initial brief to final delivery. By integrating it into every stage of the project lifecycle, we ensure alignment with client needs, market demands, user expectations, and our own design vision. It allows us to act with clarity, build consistency across phases, and stay grounded in the real-world contexts that define our work.

### Guiding Strategic Development

As established in the previous point, once the typology and sub-typology of the project are identified, this becomes the lens through which we analyze site-specific context, market trends, and target user needs. It helps us develop valuable strategic insights that inform further planning and design decisions—ensuring the concept is not only visionary but grounded in relevance. For example, in the case of a Standard Living / multifamily development, we would explore relevant real estate trends, how these relate to the contextual analysis, and examine dominant themes such as urban affordability, privacy, proximity to services, and spatial flexibility.



### Shaping Project Development

These strategic insights are then translated into design principles and architectural choices. This ensures consistency between the project's strategic intent and its formal expression, making each proposal not just well-designed, but credible and distinctive in a competitive market. This is where the framework acts as a compass: guiding choices such as layout, façade design, amenities, and materiality. Each design decision reflects earlier insights and supports both user experience and commercial performance.

### Delivering Added Value

Ultimately, the NWL framework enables us to create solutions that are not only innovative and high quality but also aligned with market trends and client goals. It allows us to generate measurable value—for clients, by aligning with market potential and business needs, and for users, by responding to real lifestyle priorities. It also enhances internal clarity, streamlining decision-making, reinforcing consistency across teams, and ensuring a coherent narrative from vision to execution.



## 5. Evolving with change

### Crafting future-ready solutions



In a world defined by rapid shifts in how we live, work, and connect, static models are no longer enough. To remain relevant, we must design with agility, empathy, and forward-thinking. The New Ways of Living was developed with this in mind: as a flexible tool that evolves in step with social, economic, and cultural change. Rather than offering fixed answers, its strength lies in providing a structure that can grow with change—anticipating needs, embracing complexity, and delivering spaces that remain meaningful over time.

#### A Flexible, Interdisciplinary Tool

At Il Prisma and Cityscape, we understand that meaningful residential design begins with people: their needs, behaviors, and aspirations. Building on this insight, our NWL Design Line is grounded in a framework that responds both to market demands and human-centered design principles. Drawing on a multidisciplinary foundation, including real estate insights, urban planning, architecture, trend mapping, and user experience design—this framework empowers us to prototype human experiences, not just buildings, enabling us to actively shape future-ready solutions.



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## ➤ Contacts

Per maggiori informazioni, si prega di contattare:

Michela Lucariello, Sales Leader, Il Prisma

[mlucariello@ilprisma.com](mailto:mlucariello@ilprisma.com)