



AI shopping centre

SHOPPING CENTRE DEBUTS VISION FOR THE FUTURE OF RETAIL



A UK group has presented an innovative concept of hyper-connectivity for the future of shopping centres.

UK based [Westfield](#) London has unveiled 'Destination 2028', an innovative concept of how retail environments will transform in the future. From smart loots to sensory gardens, Destination 2028 looks at innovation in every aspect of a retail destination. The panel of experts behind developing the concept include a retail specialist, fashion technology innovator, experimental physiologists and a futurologist.

Some of the features of the new concept are walking paths embedded with artificial intelligence, mindfulness workshops and a network of waterways. Quiet reading rooms will allow shoppers to escape the busy environment and spend time reading. Interactive retailing such as magic mirrors and smart changing rooms will enhance the browsing and buying experience for shoppers. Sensory greenery hanging inside gives shoppers a sense of peace by bringing the outdoors indoors. The dining experience will also be changing with the inclusion of allotments and farms. These will give visitors the option to select their own produce for their food. In addition, the concept predicts the installation of smart loots capable of detecting a user's hydration levels and nutritional needs.

As a whole, the concept innovates more than just the retail experience. It looks at transforming the entire retail destination to cater to visitors' wellness, entertainment, retail and leisure needs. The idea of 'retailtainment' will also expand to showcase the makers and processes behind products and brands. Westfield UK and Europe's chief marketing officer, Myf Ryan, notes: "We'll continue to work closely with brands to deliver innovative retail spaces that create the ideal environment for them and our visitors – including developing technologies that converge digital and physical shopping to enhance that Extra-perience in state-of-the-art surroundings." We have previously published retail

innovations including an **AI powered shopping trolley** and a **fully automated retail store**. Is the future of retail a wider vision than the shopping experience itself? What other technologies can shopping centres adopt to improve visitor experience?

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