

*The Modern World is Always Rushing and Rushing;  
But it Knows Not Where it Rushes to.*



# Meaningful Consumption: The Future of Cities.

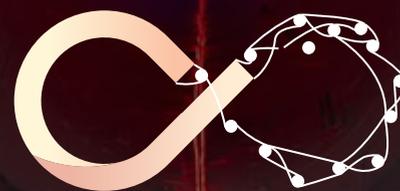
Created by T.Vienneau, B.Dawlatyan, and K.Hawley for Alexander Manu

# What is Meaningful Consumption?

Meaningful consumption strikes a compromise between the mind of business and tech with the heart of naturalism and philosophy to enhance our lives both Intelligent and emotionally.



THE  
**BORING**  Naturesto  
COMPANY



## Icon Meaning

The striking difference in the extremes of colors and forms serves as a reminder of the duality of our universe. A combination of Yin and Yang, Feminine and masculine, chaos and order, mind and heart, spirit and body. Neither one more important than the other, all in coexistence together.

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# Trend Analysis

To determine viable project opportunity for current and future markets we identified eight of the largest overarching trends in the frameworks of meaningful consumption. Based off these trends we made multiple combinations which led to the development of a compounded trend opportunity for The Boring Company



Community

Edge Computing

Naturalism

Corporate Transparency

Asceticism

Everyones an Expert

Privacy

Data Mining



# Naturesto

The increasing incorporation of tech in our day to day lives leaves many users questioning the ethics and concerns these possibly could leave in the future. While many embrace the new change of the tech era, the concern for its negative implications also grows.

# Naturesto

nāt / ər / ə' st / oh

Def noun. The propensity towards prioritizing human health and wellbeing as a response to perceived negative aspects of new technologies and systems and their widespread integration with society.

# Signals

Social Media Detoxes

Anti-Xenoestrogen

Carbon Taxing

Rise in Holistic Medicine

Environmentalism

Net Zero

Eco-Construction

Rise of Organics

Sustainability

Conservation

# Implications

The effects of technology are increasingly becoming a topic of concern and much discussion as we become conscious of the importance of “the natural order of things” – of us and our environment. As a result, Companies will increasingly feel a push to justify their products and tech along the lines of creating a “net positive” impact that will bring about more respect and appreciation from consumers.

# Applying Naturesto to a Problem

Modern cities namely in North America often suffer from a lack of aesthetic harmony and beauty. They are filled with inhuman oversized buildings, drab modernist facades and colors, it offers very little for The rejection of cultured and human centered design towards the simple and industrial has increasingly made our cities dull and lifeless, with no consideration of the human soul and spirit.

# Why The Boring Company is the Solution

The value of The Boring Company lies in its uniqueness and innovation; this is a forward looking company willing to take risks in envisioning the future. This future-concerned mindset gives the company image a certain gravitas and dignity: this is a company that wants to improve the world, genuinely, and so, people are more willing to trust it, accordingly. It's also worth noting, CEO Elon Musk is responsible for two other future-focused companies-- in SpaceX and Tesla--both of which have been very successful in achieving their stated aims with a high degree of quality and accuracy—a fact which compounds to further strengthen people's confidence in the value of The Boring Co.

# Boring + Naturesto

- 1.) Unlimited capacity: There are no limits to the layers and number of tunnels that can be built so anything is possible.
- 2.) Minimal land use: Tunnels minimize the use of valuable surface land. Tunnels also do not conflict with currently operating transportation systems, such as roads and sidewalks.
- 3.) Minimal surface impact: Tunnel construction and operation do not create any discernible surface noise or vibration: the operations are invisible, silent, and undetectable.
- 4.) Weatherproof operation: Rain, snow, wind, and surface temperatures do not affect system operation.

So What Can The Boring Company **Accomplish.....**

A foggy street scene at dawn or dusk. The sky is a pale, hazy blue. In the foreground, a black traffic light pole stands on the left, with a traffic light fixture hanging from it. A road sign, a diamond-shaped warning sign, is visible in the distance. The road is wet and reflects the light. The overall atmosphere is quiet and still.

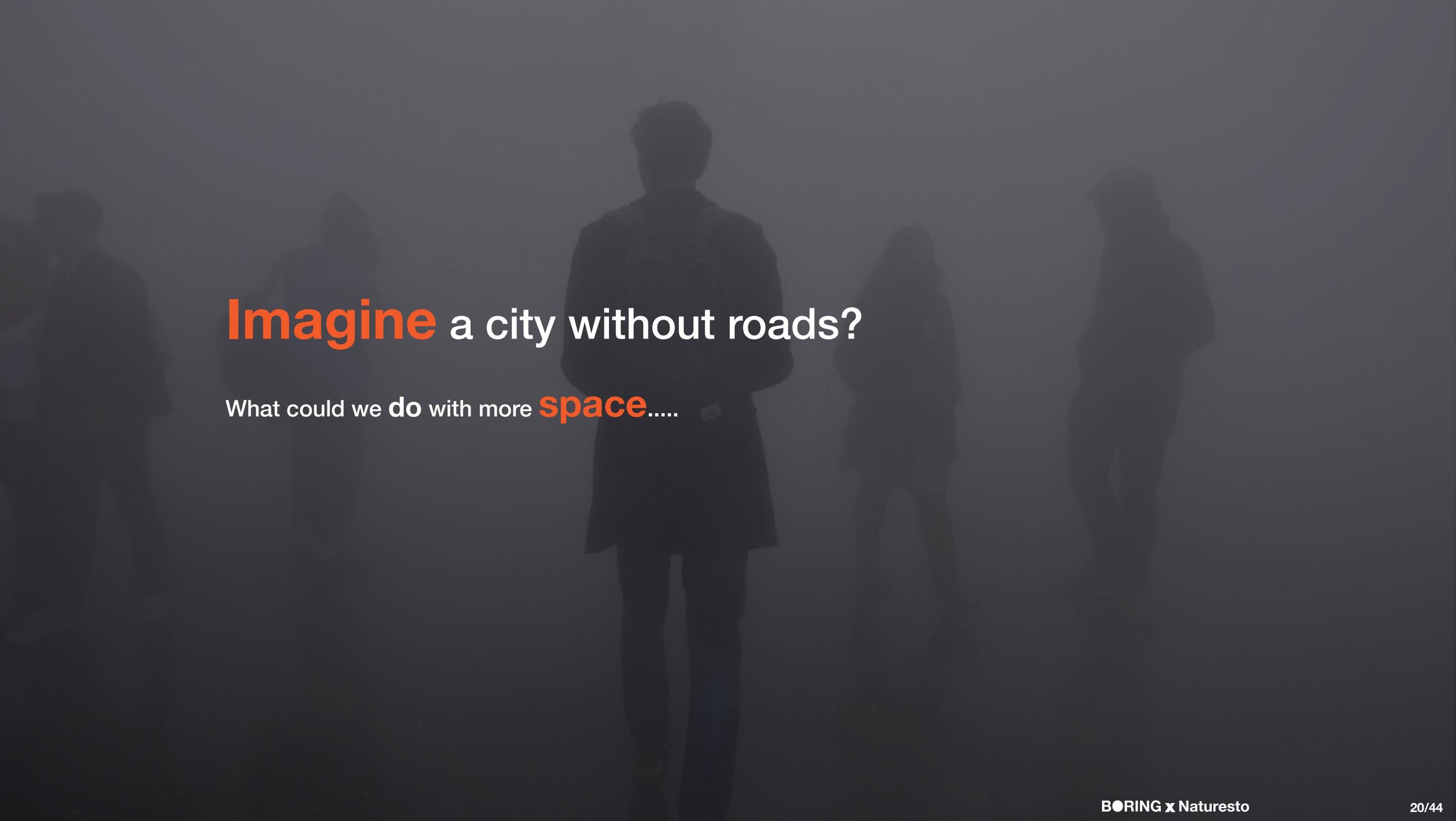
**Imagine** life without traffic?

What could you **accomplish** with more **time**.....

# Without Traffic

Imagine a world with far less stress, dread and frustration one in which distance, alone, would determine travel time; a world where travel becomes far safer.

A world where **travel** becomes **fun**.

The background of the slide features several dark silhouettes of people walking, creating a sense of movement and urban activity. The silhouettes are centered and spread across the width of the slide, with the most prominent one in the middle foreground.

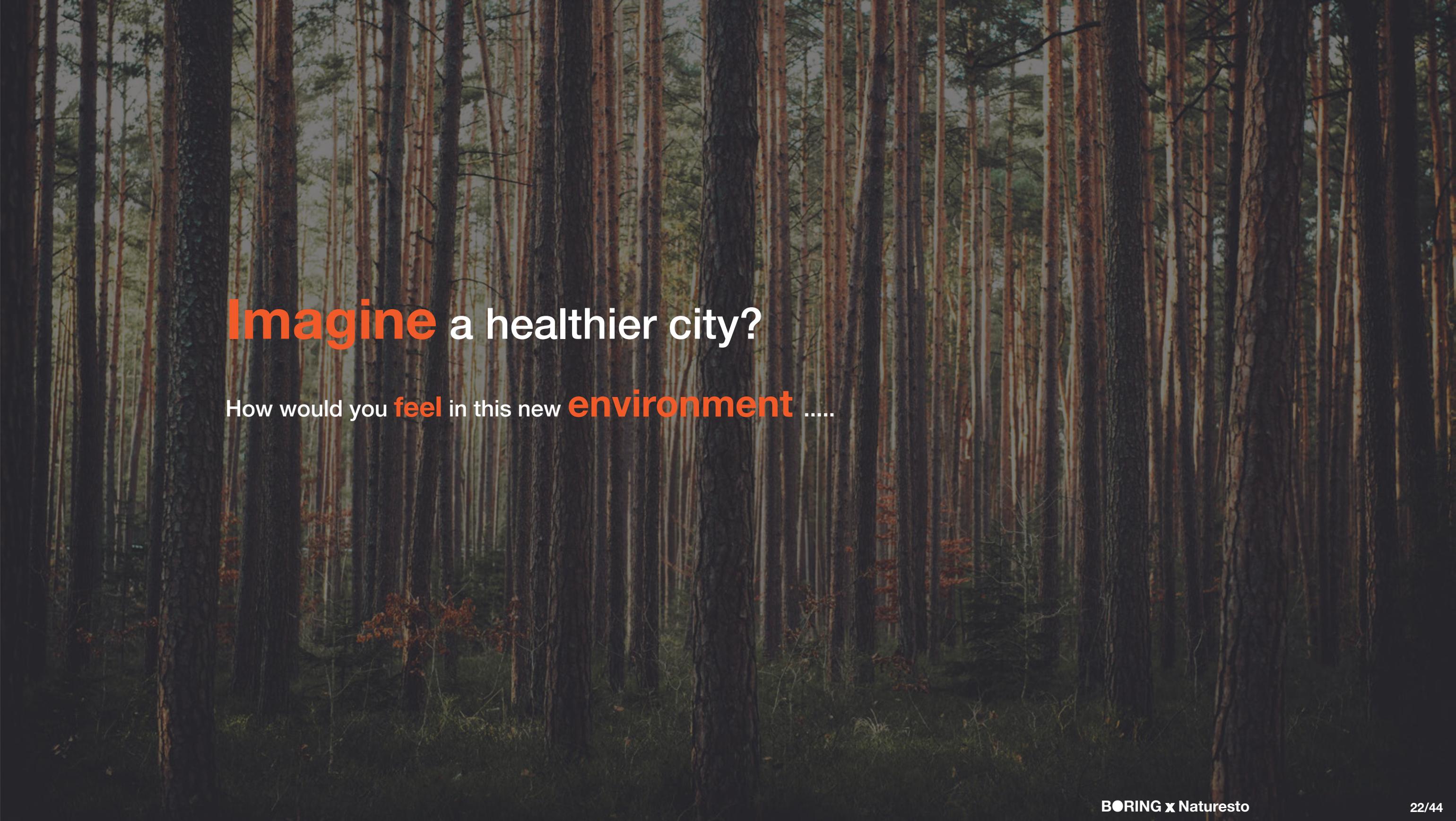
**Imagine** a city without roads?

What could we do with more **space**.....

# Without Roads

Imagine a city full of **opportunity** and innovation, a bustling community full of activity. A city of freedom, space and movement; A place for people who don't like the city.

Imagine a city that's more humane and beautiful; one that is quieter; that's peaceful; A city that **redefines** what a city is.



**Imagine** a healthier city?

How would you **feel** in this new **environment** .....

# A Healthier City

Imagine your trip to your work were to be replaced with trees and greenery everywhere, your path lined with flowers and shrubs.

Imagine Instead of crossing the road and the oncoming traffic, your path to your neighbors would be a simple walk across a clearing surrounded by your shared garden.

Imagine, your trip to the grocery will be complemented with natural herbs and plants, the walk across to the store will be lined with large trees shading the summer sun.

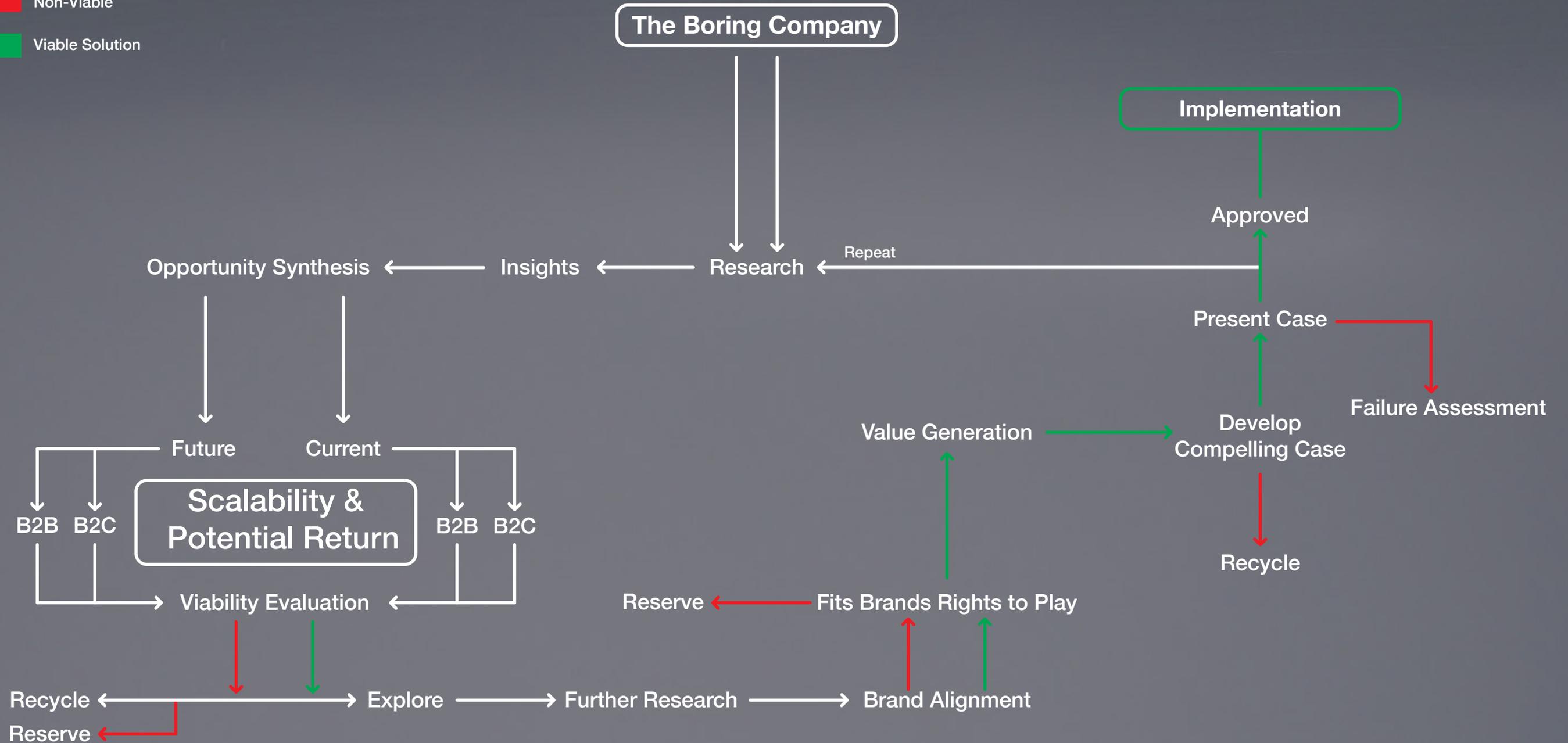
You look up and the air is fresh, you are immediately brought back to **nature**, and to **yourself**.

# The Vision

The future revolves around improving the lived experience of all humans. It is the goal of Boring to optimize your life and reduce the unnecessary stresses and barriers created by traditional transportation networks. Through incorporating the principles of naturesto we will also drive value synthesis via the re-imagination of our cities spaces, greater capacities in our surface use, and the integration of the natural world back into our lived environment. We will become healthier, happier, and more efficient as a society.

# Creating Value

- Non-Viable
- Viable Solution



# What is the Human Impact?

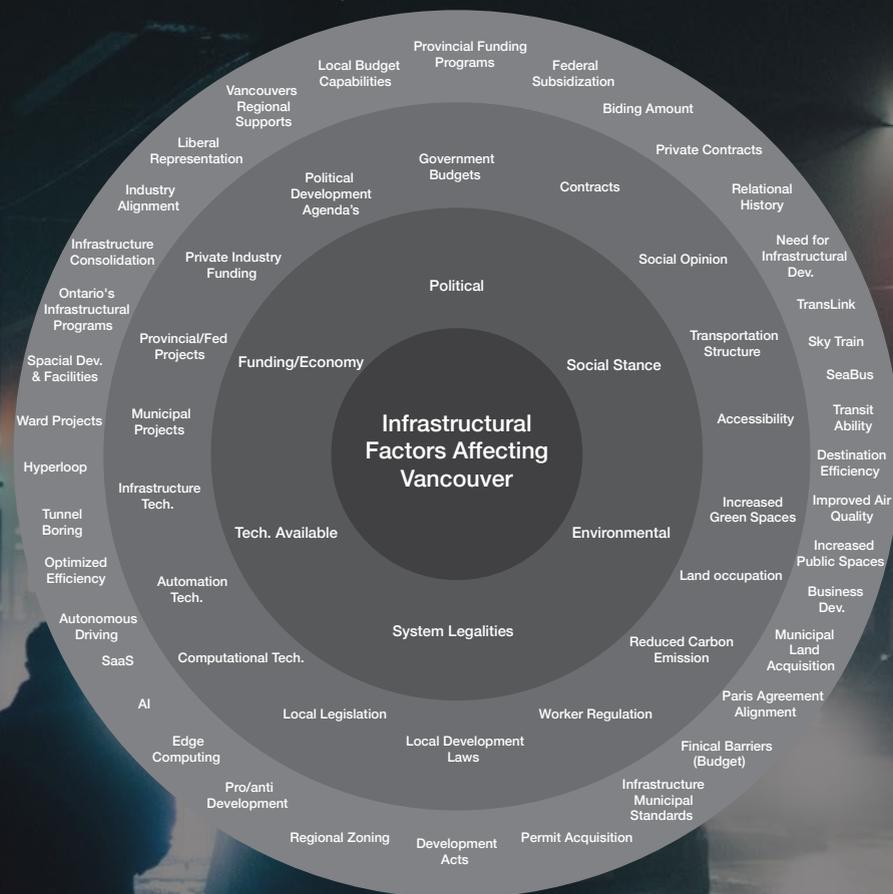
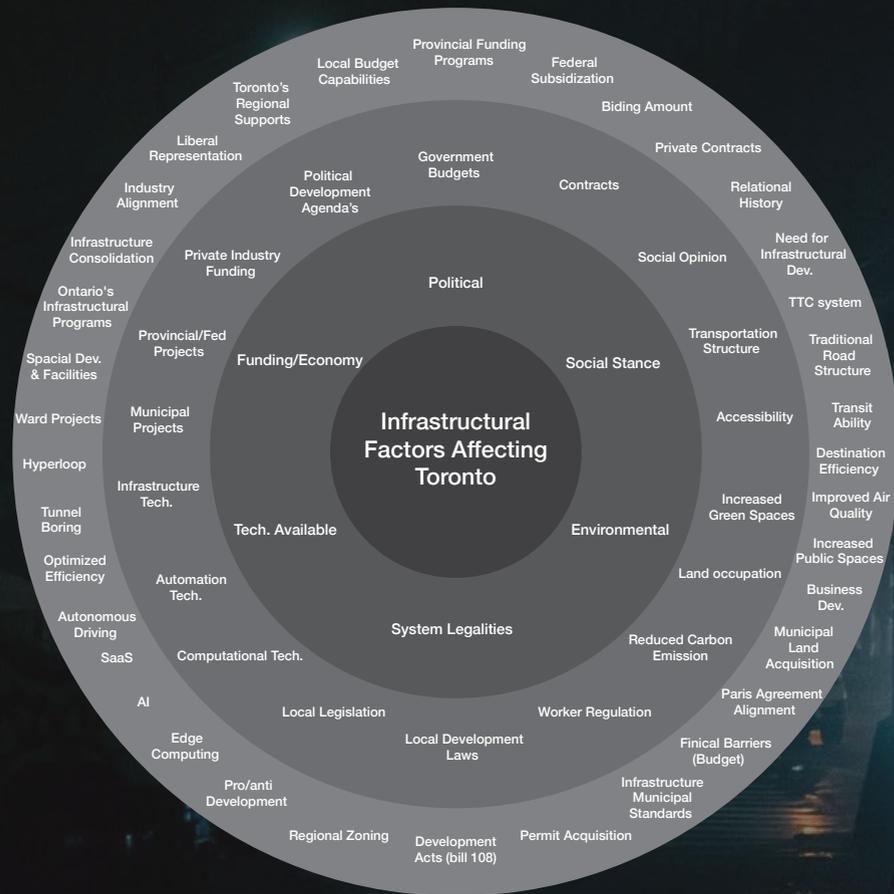
As the cities empty of busy roads and transits, the life and vitality of nature and humanity is once again brought into Urban living.

Your walk in the city brings peace of mind and clarity, the anxiety of the cars whirling and hurrying past is replaced by a slower and paced environment that brings your heart and mind back to itself.

The green environment where the roads used to be is a beautiful walk, you start wondering to yourself, this would be a great place to do yoga in.

The background of the slide is a dark, monochromatic image. It features the silhouettes of three people standing in a line, facing away from the camera. To the right, there are several thin, vertical tree trunks. The overall tone is somber and contemplative.

**Lets Apply the Frameworks to A City.....**





- Better Transit Systems for Commuters
- Safer Commuting for Pedestrians
- Better Quality of Life
- More Connection to Nature

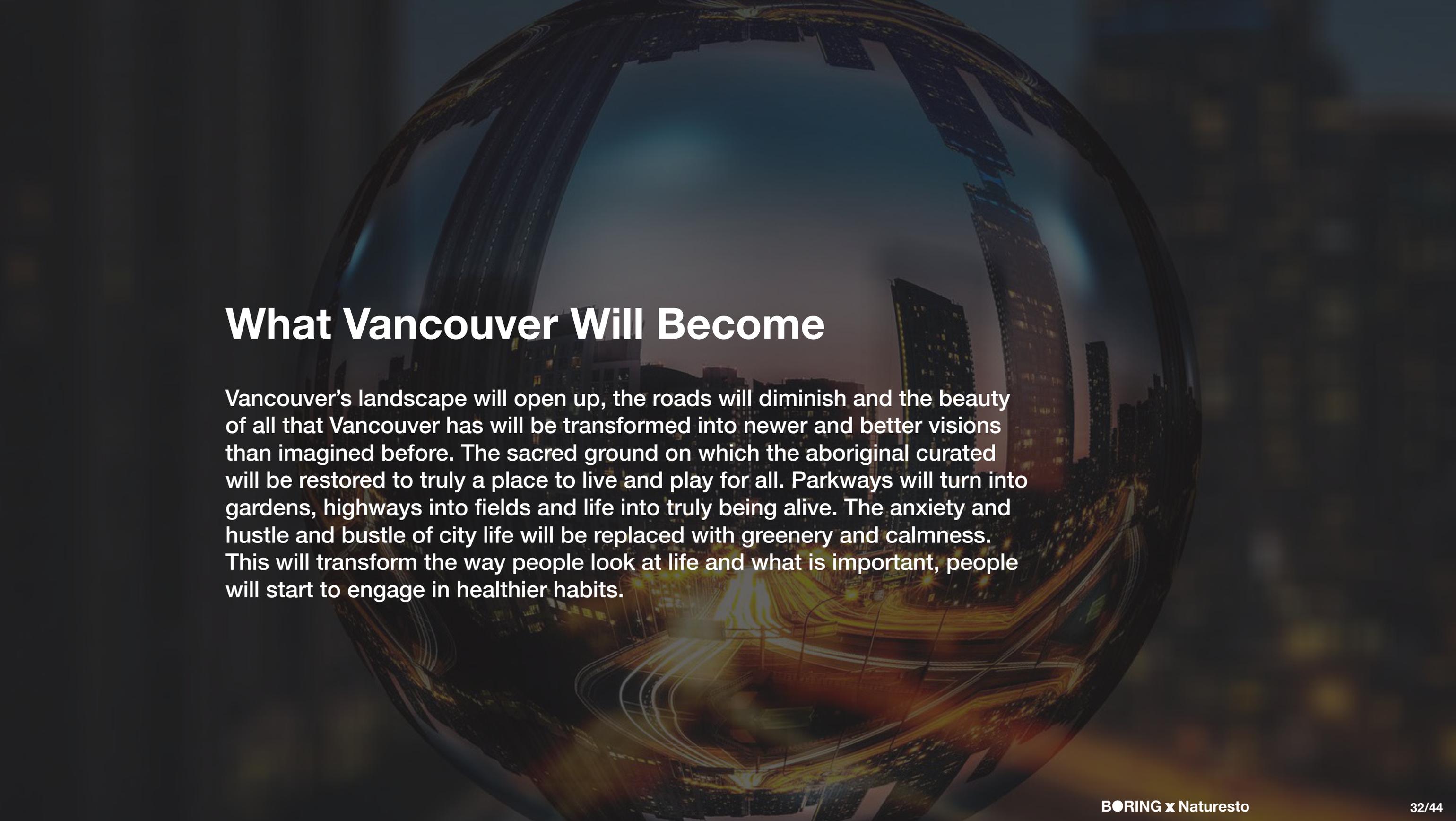
- Improved Reputation for Greener City
- Compliment the Culture & Structure
- Improved Outdoors & Activity
- Real Estate & Business Development

# Why Vancouver?

Vancouver is a bustling Urban City that has the bragging rights as one world's Greenest Cities. There are many commuting issues within the city and the City has Big goals of improving the city drastically such as the 2040 City Wide Plan. Vancouver is in the right frame of mind to develop and take on the Boring x Naturesto future to remove roads and develop its household name as the Green city it boasts to be. Not only do Vancourites express the desire for an improved quality of life within the city but the Current goals, political and social climate and the preparedness of the city makes it a great up and coming City to develop the Naturesto Manifesto.

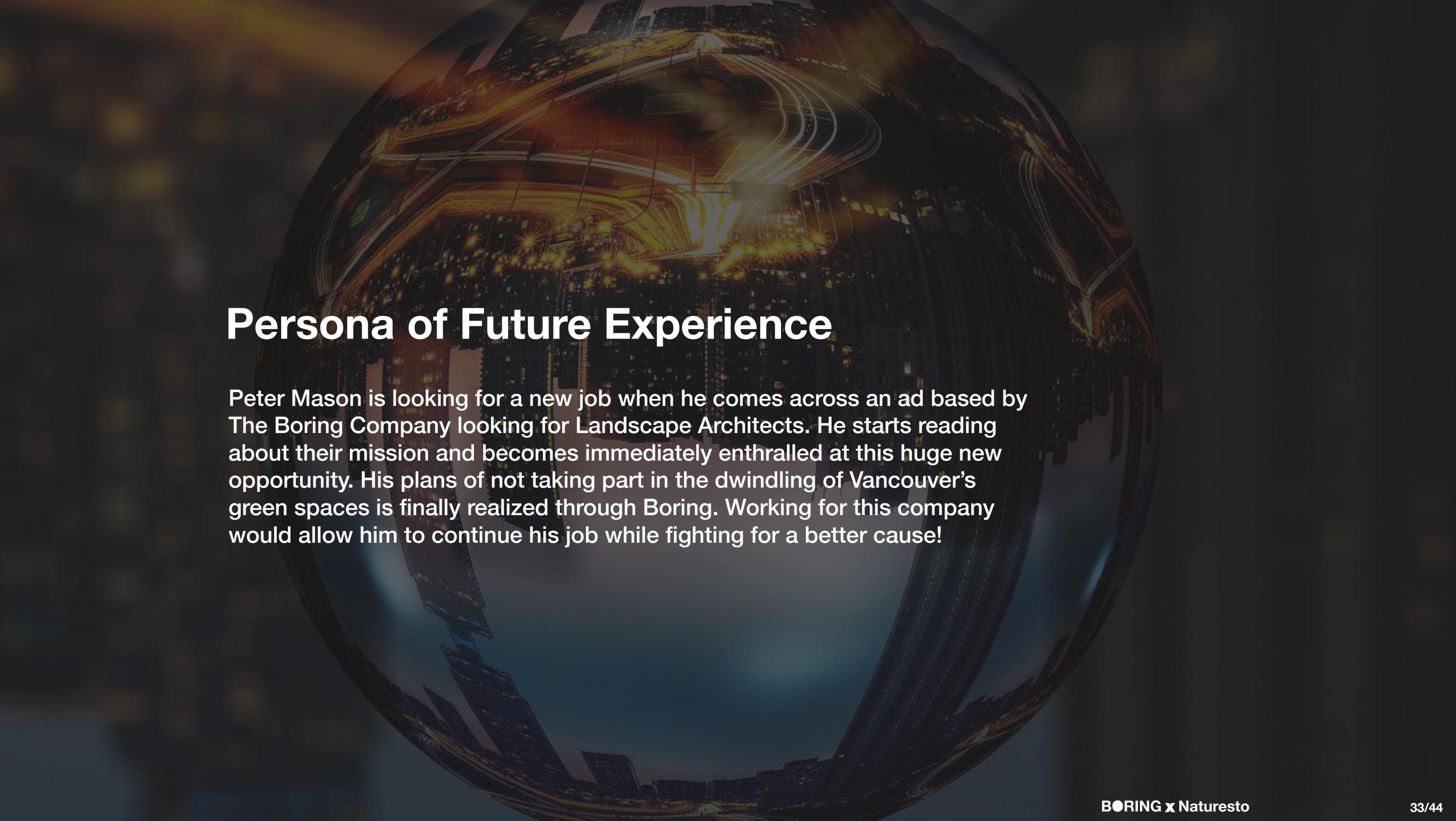
# The Current Experience

Peter Mason is a Tech Enthusiast and Environmental and political nerd that works for a Landscaping company as a landscaping Architect. He has worked on a few projects in Vancouver but is getting tired of the recurring projects that are affected or sourced from Road Development and the dwindling down of green spaces within and the outskirts of the Urban Core. He is torn between his job and the value he holds to improve Vancouver is a green city.



# What Vancouver Will Become

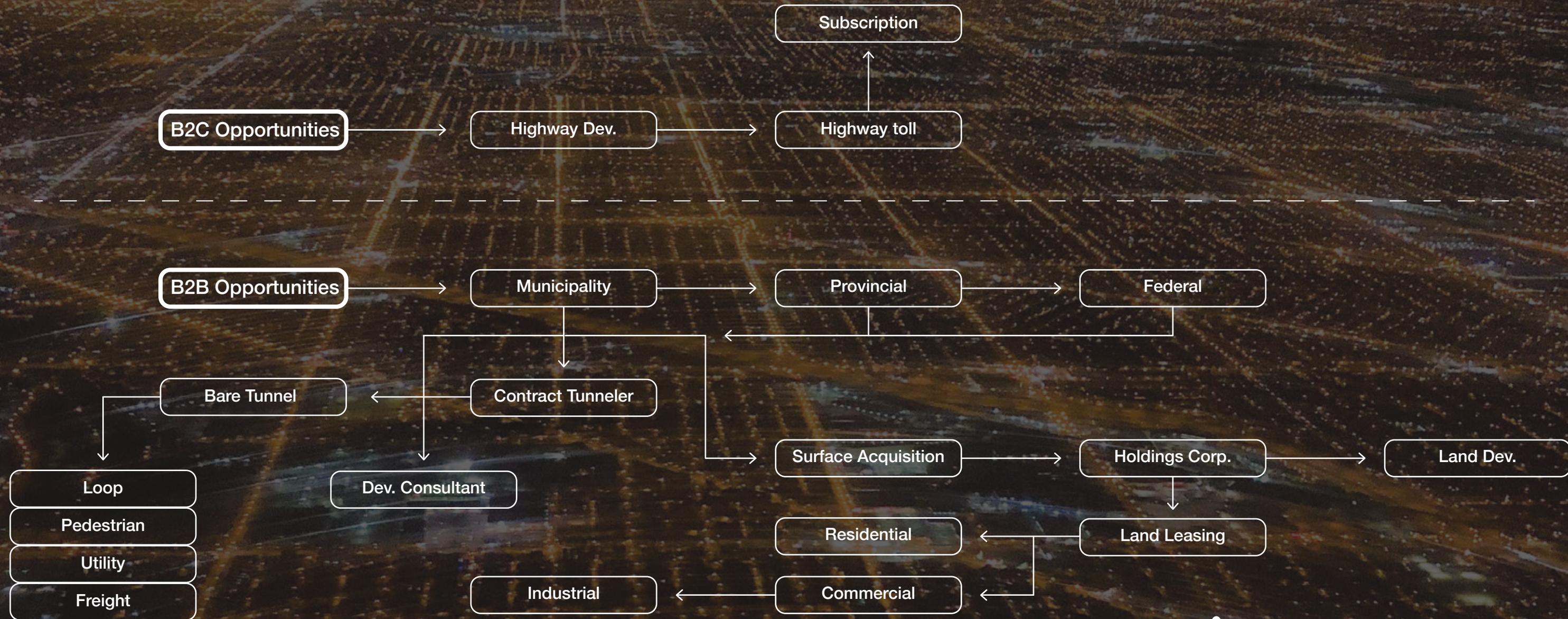
Vancouver's landscape will open up, the roads will diminish and the beauty of all that Vancouver has will be transformed into newer and better visions than imagined before. The sacred ground on which the aboriginal curated will be restored to truly a place to live and play for all. Parkways will turn into gardens, highways into fields and life into truly being alive. The anxiety and hustle and bustle of city life will be replaced with greenery and calmness. This will transform the way people look at life and what is important, people will start to engage in healthier habits.



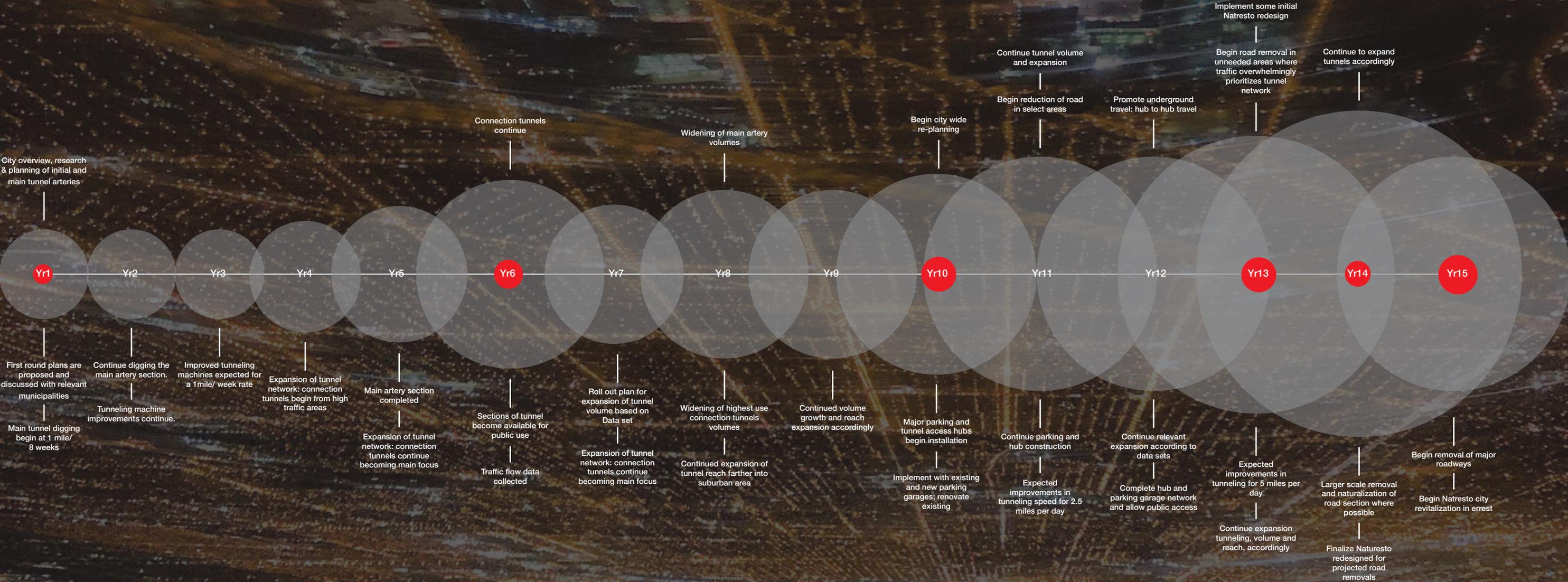
## Persona of Future Experience

Peter Mason is looking for a new job when he comes across an ad based by The Boring Company looking for Landscape Architects. He starts reading about their mission and becomes immediately enthralled at this huge new opportunity. His plans of not taking part in the dwindling of Vancouver's green spaces is finally realized through Boring. Working for this company would allow him to continue his job while fighting for a better cause!

# Visualizing Value



# Capabilities (Timeline)



● Major Event

A misty mountain landscape with dense evergreen forests and a lake in the foreground. The scene is atmospheric, with soft light filtering through the clouds and mist. The mountains in the background are layered, creating a sense of depth. The foreground shows a calm body of water reflecting the surrounding greenery.

*The Return of Nature into our Cities will Inspire  
the Return of Nature into our Humanity.*



**Thanks for Listening**

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