



Pub of The Future

Exhibition design for the Pub of the
Future Workshop and Exhibition

About Pub of the Future

Presented by:
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As part of Melbourne Design Week 2020, the Pub of the Future workshop and exhibition brought people together to explore how Australian pubs could adapt in order to stay relevant in a rapidly evolving social, technological and environmental landscape.

The three part event started with a [panel discussion](#) where experts from the fields of music, urban design, and climate change came together with publican Joel Morrisson of The Old Bar, to discuss the role of pubs as culture keepers, their place in local communities while also sharing the challenges and opportunities arising from that role.





Guests were then invited into the exhibition space where we shared emerging trends and other provocations across the following four key themes identified during our research.

Not Wasted

Sustainability: The pub and the environment.

The Local

Urban Design: The pub as part of the local landscape.

Creative Incubator

Creative Ecologies: The pub as a cultural incubator.

The Scene

Socialising: The pub as a place for meeting.



These workshop materials, helped participants speculate the role of pubs for the future in context and visualise exciting ideas which were then added to the exhibition.



[Get in on the workshop outcomes here!](#)





The Pub of the Future.



Pubs aren't just purveyors of pints and parmas. They're places where communities come together, people socialise and performers start. As the world changes at how can pubs adapt to thrive in beyond?

Cultural Incubator

Creative Ecologies



The Scene

Socialising

