

A hand is shown holding a small, clear glass globe of the Earth. The globe is positioned in the lower right quadrant of the image. The background is a blurred, out-of-focus scene of several people, likely in a public space, with warm, golden-brown lighting. The overall composition suggests a global perspective and human impact.

MCM.

Society has been disrupted globally by Covid-19, what could the benefits look like post crisis?

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We're now entering week 7 of lockdown in the UK and the current crisis has raised a number of previously unasked questions of society. What felt like a normal way of life to many has severely been disrupted.

This begs the question ... 'was normal ever that normal'? Have we been given a golden opportunity to reset and establish a new future for ourselves and for those around us?

At MCM we've been giving the future a lot of thought. Learning from the disruption the Covid-19 crisis has caused to our daily lives, we are examining what societal benefits this pause has allowed for. Here are some thoughts on what a post-crisis world could look like:

1. Instant digital transformation of society.

Online consumption and communication quickly becomes the norm for all generations. Everything can be delivered for convenience putting less value on physical space with the only exception being spaces that offer face to face social connection. Spatial design changes across all sectors with large 'open plan' type spaces being avoided due to future virus spread. The focus on what actually attracts people to spaces shifts and experience becomes the deciding factor for visiting shops, restaurants, public venues & offices.

2. Absolute autonomy within limits.

For the areas of our life that aren't under government control, we have total control. The hours we work, how much and when we use leisure time. There has been a shift in respecting the family and social needs of each person. Post-Covid people choose to take more holidays and parental leave in order to spend more time with the people they love. This is of course offset by government restraint raising the challenge of how we deal with authoritarianism vs personal freedom. How much do we give up what we value to be kept safe?

3. Everyday people becoming role models/heroes.

A realisation of what key workers mean to our lives. Typically underpaid and overlooked, they have achieved a higher status in society. More people see it as a potential career with the government putting more emphasis on support for the health service. Individuals offering more of their time and money to charity and

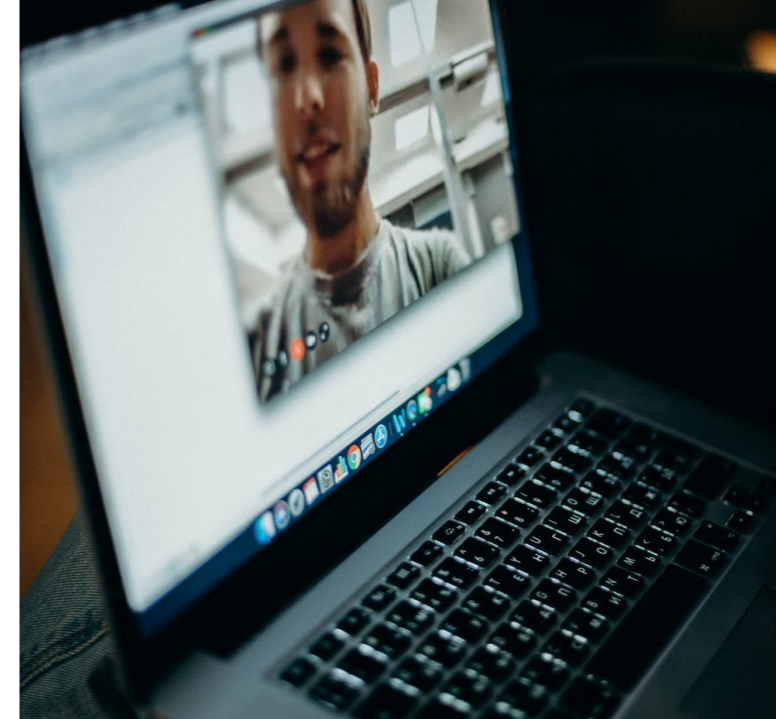
volunteering, more organisations offering volunteering days to staff and more people insisting on sacrificing time to help the wider society. It breeds a new type of celebrity, one that is revered because of their actions.

4. A balance between people and planet.

Climate Change continues to be the biggest threat to humanity despite the current short-term crisis. Covid - 19 has proven immediate global action can be achieved when required. The opportunity of rebuilding the economy by backing 'green' industry could provide a large number of jobs as well as help the UK reach it's climate targets. Cities all over the world have seen the benefit of reduced pollution and organisations reconsider the importance of air travel. We simply realise that continuing the way we did would never achieve the climate action required and we can live in a more sustainable future.

5. Remembering what being human is.

What we value has been reinforced. We are spending more time on ourselves both mentally and physically. Having gone through Covid-19 we now know each other more intimately, we've virtually seen each other's houses, interests and families. Communities are stronger, more people support their local businesses and we're willing to band together for better societal good. We hold Government more accountable for actions that affect people and through a greater level of societal resilience a new mindset has been reached where people no longer endure larger scale problems, they choose to act on them instead.



Of course we could all just go back to the daily grind. There will be a lot of advertisers and people who benefited from our former lives that will try to get us to retreat to this 'normal'...but do we really want to?

At very few times throughout history have we had the time to stop and think about the impact our travel, consumption & work patterns are having on us as a global society but it's up to us to decide if we're going to be brave enough to take the leap.



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