



## Chris Luebke

Architect, Engineer, Designer of the Built Environment

TOPIC: The Future

SUBTOPICS: Innovation; Design; Technology/Media; Environment and Climate; Business Strategy

### BIG IDEAS:

#### Drivers of Change

Chris outlines the meta-trends shaping our world based on results of workshops with more than 75,000 participants on five continents. The goal? To encourage deeper consideration of the forces driving global change and the role that we can play in creating a more sustainable future.

#### Innovation on Demand

This program explores Arup's initiatives to support a culture of innovation worldwide and examines the paradox of risk-free innovation.

#### Sustainable Urbanization

According to the United Nations, half the world's population will be living in urban areas in 2007. This presentation looks at some of the current global efforts to both design new cities and adapt existing cities to the new era of dwindling resources.

#### The Future of...

Chris has presented this talk in multiple categories as: Transportation of the Future, Hotels of the Future, Retailing of the Future, Schools of the Future, and Airports of the Future.

## BIOGRAPHY

Chris Luebke's wish is that everyone on the planet would not only know, but also be able to understand, the impact that his/her everyday life has on the planet. We should be able to consult our consumption indicator, showing us how much water, electricity, and paper-based products we use and dispose of daily. "How long will we continue to flush our toilets with drinking water?" Humankind is already exceeding the biosphere's ecological capacity to support our consumption habitats.

Chris runs the Global Foresight and Innovation initiative at Arup, a global design and engineering firm and leading creative force behind many of the world's most innovative projects and structures. He conceives new ways of building—recyclable buildings, reusable offices, and furniture that can decompose—and works with some of the world's largest companies to develop what he calls 'plausible futures' to better understand the opportunities that change is creating for them in the built environment.

*Drivers of Change 2009* looks at 50 important factors that will affect our world, arranged in a framework known as STEEP (social, technological, economic, environmental and political). Designed as a collection of notecards, the book provides a tool for developing business strategy, brainstorming, education, or simply to think creatively and holistically. The cards are designed to encourage deeper consideration of the forces driving global change and the role that individuals can play in creating a more

sustainable future.

Educated as a geologist, structural engineer, and architect, Chris has a background in both design and research. Before joining Arup, he studied in Switzerland and went on to become a faculty member of the Departments of Architecture at the Swiss Federal Institute of Technology, University of Oregon, the Chinese University of Hong Kong, and Massachusetts Institute of Technology. He works hard at remaining an informed generalist.

Chris has worked with advised the UK Government's Environmental and Physical Sciences Research Council on strategic matters relating to the Built Environment. He sits on the Innovative Manufacturing Centres Evaluation Panel and is guided the Five-Yearly National Research Review. In 2004, Chris was named a Senior Fellow of the Design Futures Council.

Chris speaks to the issues of sustainability and thoughtful design and applies the lessons learned in the design of the built environment to business. His keynotes, workshops, and strategy sessions are created for executives seeking better design sensibility for their products, services, and processes. Through his unique user-centric methods, Chris helps clients better understand the needs and desires of consumers, customers, and citizens.