

# EXPERIENCE INTELLIGENCE

BY GPJ

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Despite the acceleration of technology like AI, people continue to crave emotional, visceral experiences.



Extreme tourism enters the limelight



Generative AI art is spreading like wildfire



Dopamine decor is dominating the design discourse



Hollywood is on strike; this is why we should care



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# Extreme tourism enters the limelight

**Despite the potential dangers, demand for high-risk tourism adventures is growing.**

With the recent [Titan submersible disaster](#), extreme tourism has propelled into the limelight. Despite the apparent dangers, extreme thrill seekers are lining up—and [paying up](#)—for high-risk excursions such as [space travel](#), trips to remote destinations like [the Darién Gap](#) or [Antarctica](#), and more.

In fact, catastrophic events related to extreme tourism don't deter people from seeking out risky adventures, [they do the opposite](#)—but why? Maybe it's [exclusivity](#) and the opportunity to be [one of a handful](#). Or maybe, it's the [emotional gamble](#) of saying yes to an adrenaline-fueled experience.

## What it Means

Regardless of the motive at play, extreme tourism is on the rise. In a post-pandemic world filled with quickly evolving technologies, ideas and a yearning for connection, it makes sense that more and more people are seeking out [adventurous experiences](#) that elicit raw, visceral, emotions.

## Key Takeaway

Not everyone can afford to fly into space, but the growing demand for extreme tourism illuminates a growing desire for sensation-seeking experiences. Brands have an opportunity to lean into this trend by creating [intense](#) or [exclusive](#) experiences that evoke [awe-inspiring](#) emotions.





# Generative AI art is spreading like wildfire

**The democratisation of generative AI art tools is pushing imaginations to the limits.**

Recently, it's been almost impossible to go 24 hours without seeing some mention of [generative AI](#). In the world of [art](#)—visual, music, literature, and more—generative AI is expected to grow from \$212 million in 2022 to more than [\\$5.8 billion in 2032](#).

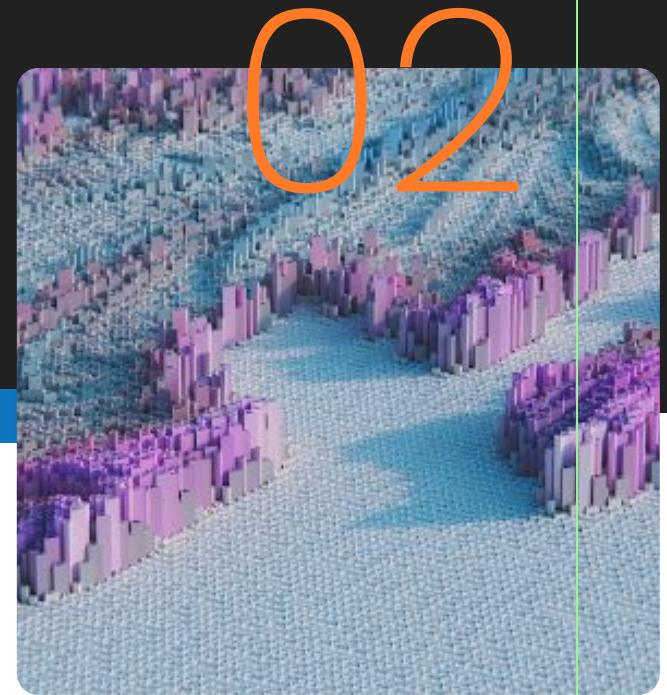
Creatives are using AI-enabled tools to push their imaginations to the limits—blending [concepts](#), [art styles](#), and [genres](#) to create [surreal](#) new ideas. Have you ever imagined what it would sound like if [Frank Sinatra wrote Gangsta's Paradise](#)? Or if [Wes Anderson created Star Wars](#)? Well, now you know.

## What it Means

With the democratisation of generative AI tools expanding so quickly, we're seeing real impacts of AI generated art across creative industries—including [ours](#). While some organisations are creatively working AI into [experiences and activations](#), others are using it to [power entire multi-day events](#).

## Key Takeaway

Artists of all disciplines and skill levels are experimenting with how to best utilise generative AI—and they're on the verge of [transforming industries](#). With a myriad of creative AI tools launching, experience designers can lean into these new artistic territories to help craft unique experiences.





# Dopamine decor is dominating the design discourse

**This feel-good design movement marks a seismic shift in the aesthetic preferences of millennials and Gen Z.**

Maximalism was labeled as *the* design trend of 2023, but it's [dopamine decor](#) that's making waves. With over [six million hashtags on TikTok](#), it's safe to say this “trend” is fast closing in on “movement” territory.

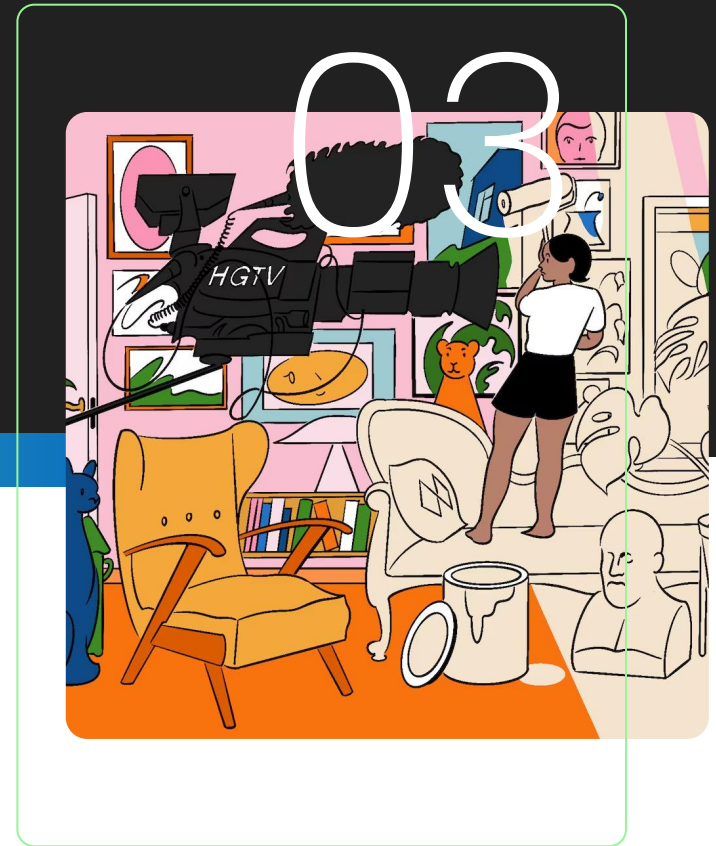
A stark departure from the [neutral greige](#) that's dominated mainstream design the last decade, dopamine decor embraces the ideology that more is more. [As seen in fashion](#), this trend celebrates pops of color, bold patterns, textures and trinkets create joyful environments and spark dopamine hits, allowing people the agency to leave their own unique mark on lived spaces.

## What it Means

At its core, dopamine decor is a platform for [personalisation](#). It transcends TikTok trend status by reinforcing the undeniable and growing appetite for customised and customisable experiences—especially among Gen Z, who are the primary drivers of the dopamine decor craze.

## Key Takeaway

Experience designers need to create meaningful ways for attendees to individualise their experiences. Not every experience should be dopamine decor-ified, but as younger generations become the primary audience for events, experiences must be nimble and flexible enough to respond to guests' evolving preferences.







# Hollywood is on strike; this is why we should care

**Writers and actors are fighting for new contracts with fair compensation and stronger AI protection.**

The Writers Guild of America (WGA) and the Screen Actors Guild – American Federation of Television and Radio Artists (SAG – AFTRA) [are on strike together](#) for the first time since 1960. The guilds are fighting for compensation packages reflective of the streaming phenomenon—but at its core, this is a battle over content creation.

Actors and writers want studios to agree to [stronger regulations](#) around the use of AI for writing. They're also demanding protections for their likeness and [assurances they won't be replicated with AI-versions](#) of themselves and used into perpetuity.

## **What it Means**

Writing and acting are [at the forefront](#) of the AI revolution, and the protections they seek could be a [blueprint for other industries](#). Events are already [feeling the effects](#), and their overall [economic impact is becoming undeniable](#).

## **Key Takeaway**

For the experience marketing industry there could be implications the longer the strike goes on—particularly from a talent perspective. **Paul Ermlich** of **G7 Entertainment Marketing** believes “when attempting to book actors, the SAG–AFTRA strike is going to make the impact more substantial for us.”





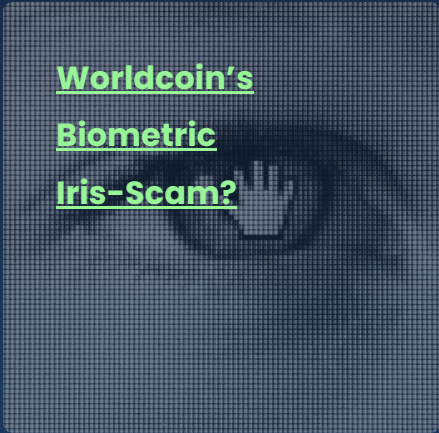
# OUT-THERE EXPERIENCES

People, brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.



## You Can Now Stay at Gwyneth Paltrow's Guest House

For one night only, Gwyneth Paltrow's guest house will be listed on AirBnB for \$0—and stocked with all the Goop essentials you'll ever need.



## Worldcoin's Biometric Iris-Scam?

In exchange for biometric proof you're not a robot, Worldcoin is offering \$60 worth of the world's newest cryptocurrency.



## Post Malone's 2.8 Million MTG Card

Magic the Gathering's (MTG) Lord of the Rings set sent fans and collectors, including Post Malone, on a manic hunt for one extremely rare card.



## Maximalist Fashion is the next hot, confusing thing

TikTok users are both mesmerised and furious at the "maximalist" fashion trend where users like @SubwaySessions dress in seemingly ridiculous outfits.