



INTRODUCTION

Through 2025, YourStudio's research initiative, 'Spaces that Feel', is exploring the future of retail and emotional connection through the lens of neuroscience, culture, and the arts. Our goal is to uncover how emotive brand experiences form lasting positive memories and brand success.

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As part of the 'Spaces that Feel' initiative, we were delighted to host an in person breakfast panel talk at our London studio, bringing together brilliant minds from neuroscience, the arts, cultural forecasting, and retail to uncover insights that will shape tomorrow's retail spaces.

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Helping Us Dissect This Topic Were:



Tom Philipson
Founder & CEO YourStudio



Divine Southgate-Smith
TransDisciplinary Artist



Dr. Hugo Spiers
Professor of Cognitive Neuroscience, NeuroDesign & NeuroArchitecture, UCL



James Kirkham
Cultural Futurist



SPACES THAT FEEL AFFECT OUR BRAIN CHEMISTRY

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“If they like a picture of a space, people tend to rate it as more coherent, homey, and fascinating. That’s what makes a space feel good. It’s coherence, hominess, and fascination.”

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Spaces that are designed for feeling engage our brain's systems linked to emotion, memory, and pleasure, leaving stronger emotional imprints and boosting marketing and brand affinity.

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Design elements such as playful forms, rich textures, and unexpected moments spark curiosity and deepen engagement with the retail environment, turning physical space into long-term brand equity.

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Dr. Hugo Spiers

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SNAP CREATOR STUDIO,
YOURSTUDIO, 2024

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LESS STORE, MORE STORY FOSTERS BELONGING IN RETAIL

“You want people to feel held, but also surprised—like they’re discovering something. That’s when emotion kicks in! Think about how people want to move, touch, share, record”

Divine Southgate-Smith

Blending commercial with emotional is no longer optional, it’s essential. People seek more intentional, human-centred retail spaces that offer meaning beyond transaction. Experiences that unfold like stories, inviting people to participate, connect, and feel a sense of belonging. Brands that build real-world destinations for community, reflection, and connection don’t just foster loyalty — they become part of people’s lives.

GOOGLE - MAKING THE INVISIBLE VISIBLE,
MILAN DESIGN WEEK, 2025





RETAIL BECOMES CULTURE WHEN MEANING REPLACES METRICS

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"I remember talking with Fred Perry about the role they play as a brand synonymous with subculture. They didn't do that. Culture did it to them."

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As the value of likes and surface-level engagement declines, audiences are seeking deeper connections with brands and experiences that offer meaning and cultural relevance. When a brand adds value to someone's life and reflects something they believe in, advocacy follows naturally. These are the experiences that build loyalty not through persuasion, but through participation, turning customers into advocates who spread the story for you.

— 0.6

Lisa Crutchley

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COACH SALT LAKE CITY
YOURSTUDIO, 2024

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THE UNEXPECTED AND WEIRD CAPTURE FLEETING ATTENTION

“We're missing the curiosity of search, the ability to find the nerdy weirdness. Going down a rabbit hole, understanding and learning rather than being fed sameness.”

Tom Philipson

Today, content consumption is like cultural roulette — TikToks, reels, news, and memes — tapping into different interests within seconds. This rhythm of rapid discovery also shapes how we engage with the physical world — seeking immersion, surprise, and stories that unfold.

Brands that build in unexpected, visceral moments capture this sense of discovery and stop us in our tracks. Spaces that lean into the weird, niche, or hyper-specific envelope us in surprise and wonder. Following up with micro-gestures, tactile corners, and playful twists creates depth, turning spaces into journeys of discovery.

HERMÈS,
MILAN DESIGN WEEK, 2025





RETAIL’S FUTURE LIES IN WHAT AI CAN’T FEEL

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“We’re all seeking out truth. We seek out what’s real and what’s physical. We’re craving it more than ever — truth, taste and anything with soul. Everything it is to be human.”

— 1.2

James Kirkham

— 1.0

As digital content loops into a synthetic blur, people are turning toward what feels real — spaces that offer presence, tactility, and community. Physical retail is poised to thrive as a space for culture, sensory depth, and emotional connection.

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While AI amplifies efficiency and unlocks new creative tools, the true value of retail will lie in what machines can't replicate: human nuance, emotional texture, and the soulful resonance of shared, in person moments.

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SPACES THAT FEEL PANEL DISCUSSION
YOUR STUDIO LONDON OFFICE, 2025

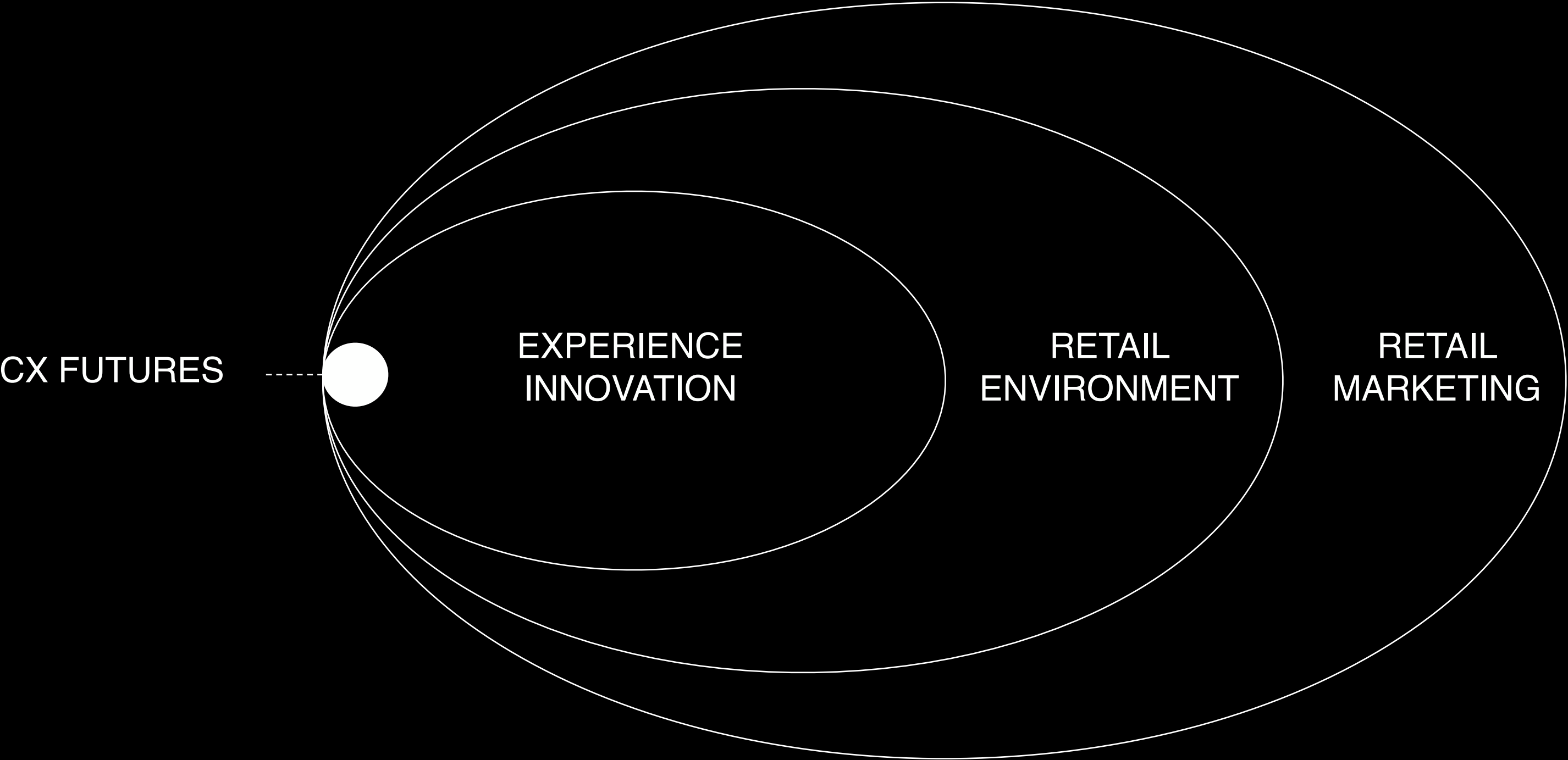
Spaces That Feel

2025 Research Initiative



OUR PRODUCTS

Our Exploration Into the Future Gives YourStudio our Unique DNA.



YourStudio

Unlock Emotional Impact in Your Spaces

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Reach out to explore how neuroscience and design can drive emotional engagement and business growth

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