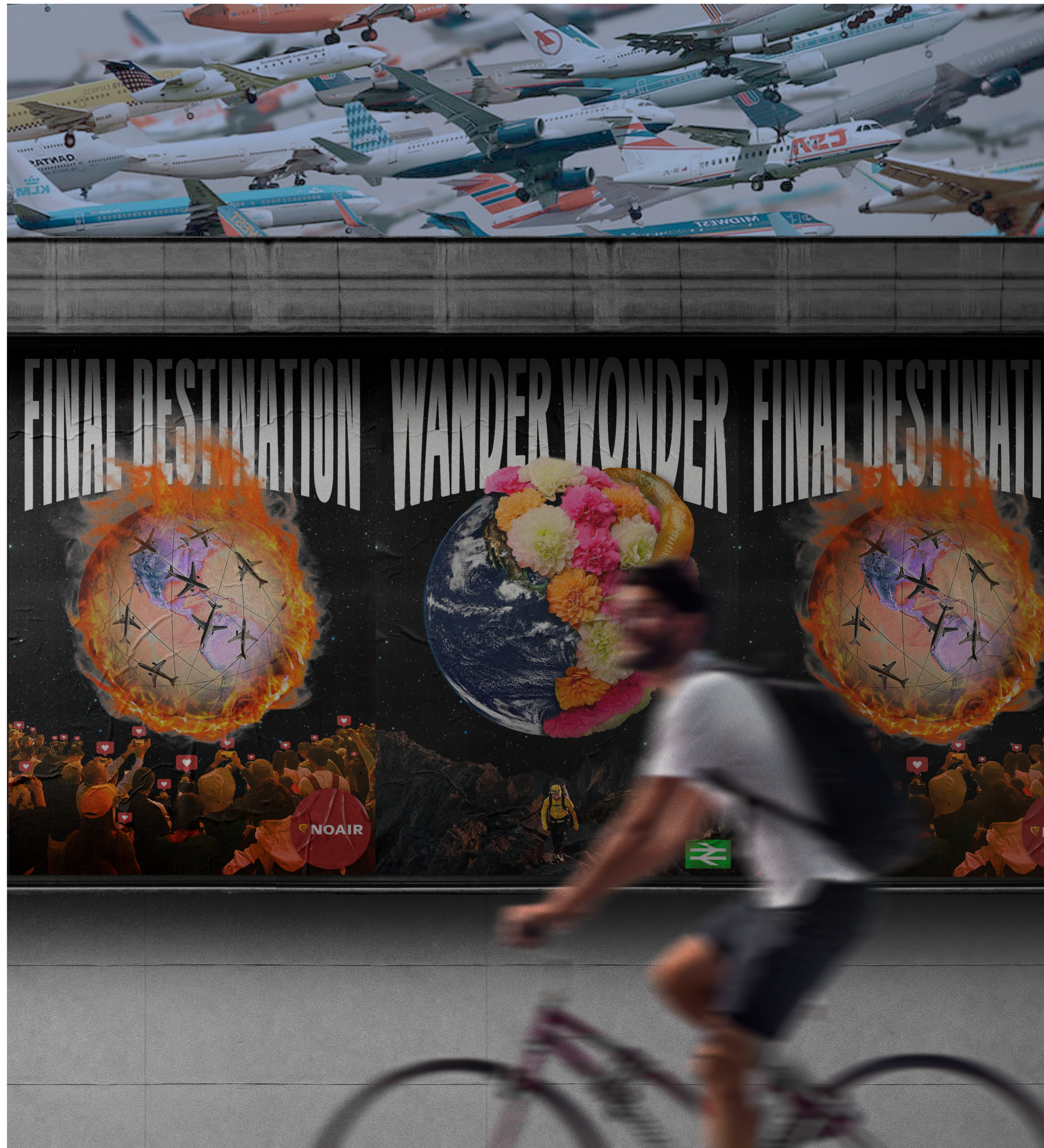


WanderLast

HOW CAN WE BE MORE SUSTAINABLE WHEN WE TRAVEL?

A PROJECT THAT AIMS TO AFFIRM THE NEW GENERATION OF ECO-CONSCIOUS TRAVELLERS. DESIGNED TO PHYSICALLY REPLICATE THE PROCESS OF BECOMING A GREEN TRAVELLER, THE SPACE ALLOWS VISITORS TO CHALLENGE AND QUESTION THE IMPACT OF THEIR JOURNEYS, DISCOVER NEW SUSTAINABLE ALTERNATIVES, AND SUPPORT THEM IN BOOKING THEIR NEXT ADVENTURE.



DUE TO COVID,
PEOPLE STARTED TO ENGAGE IN
REVENGE TRAVEL
AND MAKE UP
FOR THE TRIPS AND TIME LOST



Flying

THEIR EAGERNESS TO TRAVEL AND PERCEIVED
TIME PRESSURE LEAD THEM TO PICK
HIGH-POLLUTING MEANS OF TRANSPORT

712.39
million metric tons
of carbon dioxide
equivalent in 2021

14%
global greenhouse
emission (2019)
Flights within
Europe, between
both EU and non-EU
countries



Statista (2024)

The International Council on Clean Transportation (2020)

TOGETHER WITH THE PRODUCTION OF SOLID
WASTE, TOURISM FACES A "MULTITUDE OF
**SIGNIFICANT SUSTAINABILITY-RELATED
CHALLENGES**", SUCH AS:

- Energy and greenhouse gas (GHG) emissions
- Water consumption
- Waste management
- Loss of bio-diversity
- Effective management of built and cultural heritage
- Planning and governance.



Koh Phi Phi Don: 1970 vs 2022 cc Richard Barrow (2022)

CARRYING ON UNSUSTAINABLE
TRAVELLING PRACTICES THREATENS
TO DEplete COASTAL TOURISTIC
DESTINATIONS, WITH THE RISK OF
LEAVING **NO SHORELINES LEFT TO
EXPLORE.**

UNEP (2012)



LUCKILY
THESE CONCERNS HAVE STARTED TO INSPIRE THE YOUNGER
COMMUNITIES OF TOURISTS

Particularly Gen-Z

FOCUSED ON
"REDUCING ENVIRONMENTAL IMPACT WHILE
INCREASING THE POSITIVE CONTRIBUTION ON THE
TERRITORY IT OPERATES ON"

WGSN (2021)

THIS REFRESHING NEW APPROACH, DRIVEN BY THE NEXT GENERATION OF TRAVELLERS, IS
HELPING TO FORM A NEW PUBLIC STAND TOWARDS TRAVELLING

80%
out of +33k
travelers across
35 countries

believe that sustainable travel is important

Statista (2024)

BUT several challenges persist

- CHOOSING ACCOMMODATIONS THAT ARE SUSTAINABLE AND SOCIALLY CONSCIOUS
- LACK OF CONSISTENCY OF CERTIFICATION STANDARDS TO IDENTIFY SUSTAINABLE SOLUTIONS
- SCARCITY/INCONSISTENCY OF LOCAL CENTRALISED SUSTAINABLE TRANSPORTATION NETWORKS
- PERCEPTION THAT SUSTAINABLE OPTIONS ARE TOO EXPENSIVE FOR TRAVELLERS

Statista (2022)

Booking.com (2024)

World Economic Forum (2023)

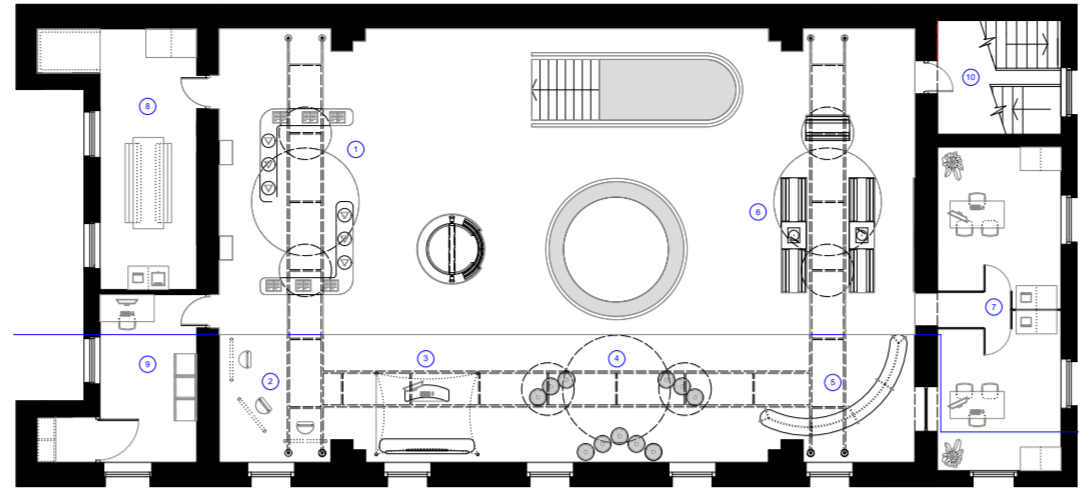


03

CALL TO ACTION



Travel Market



Ascending to the first floor, visitors arrive at the Travel Market, a practical space moulded upon the imagery of a town's main square that provides opportunities for visitors to take action.

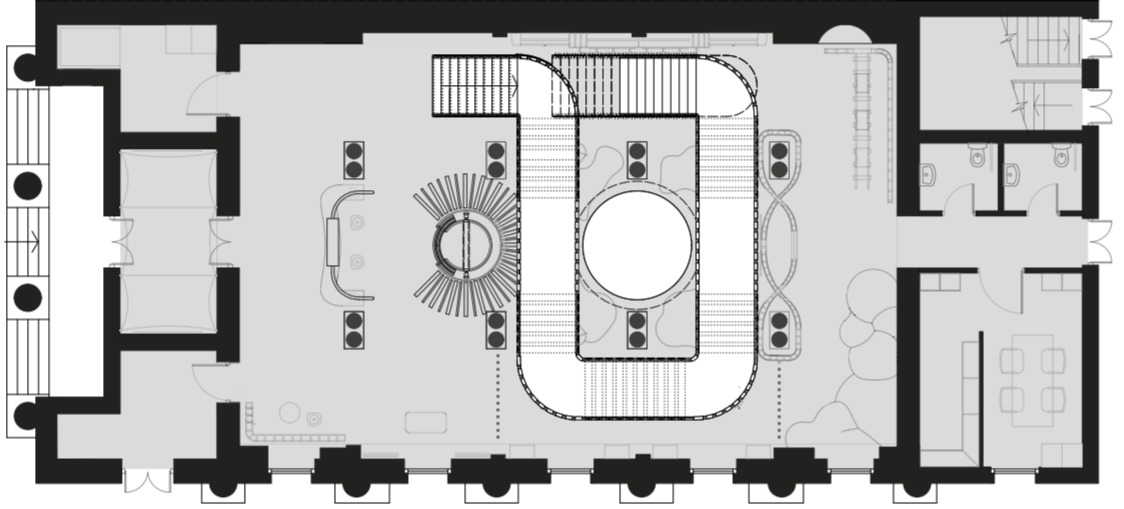


02

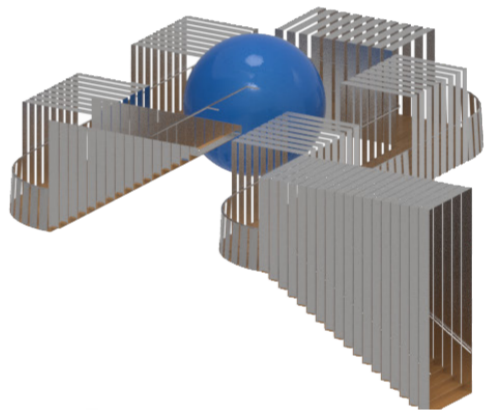
ENJOYING THE JOURNEY



VR Installation



Connecting the two floors, the Slow Staircase embraces the concept of slow travel. It allows visitors to slow down and take the time to experience the interactive globe up close, promoting the ideals of the added values that come from enjoying the journey as much as the destination.

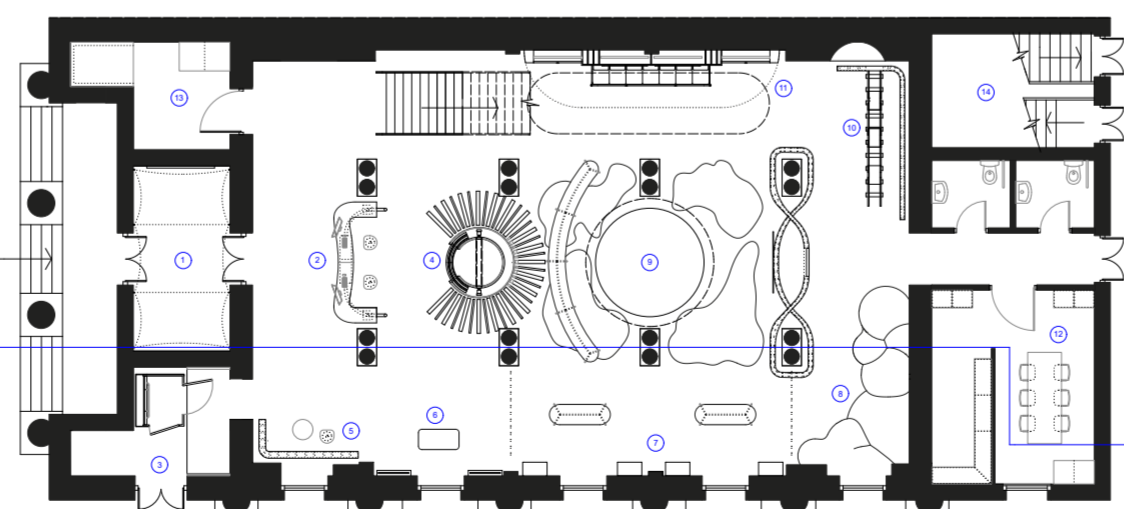


01

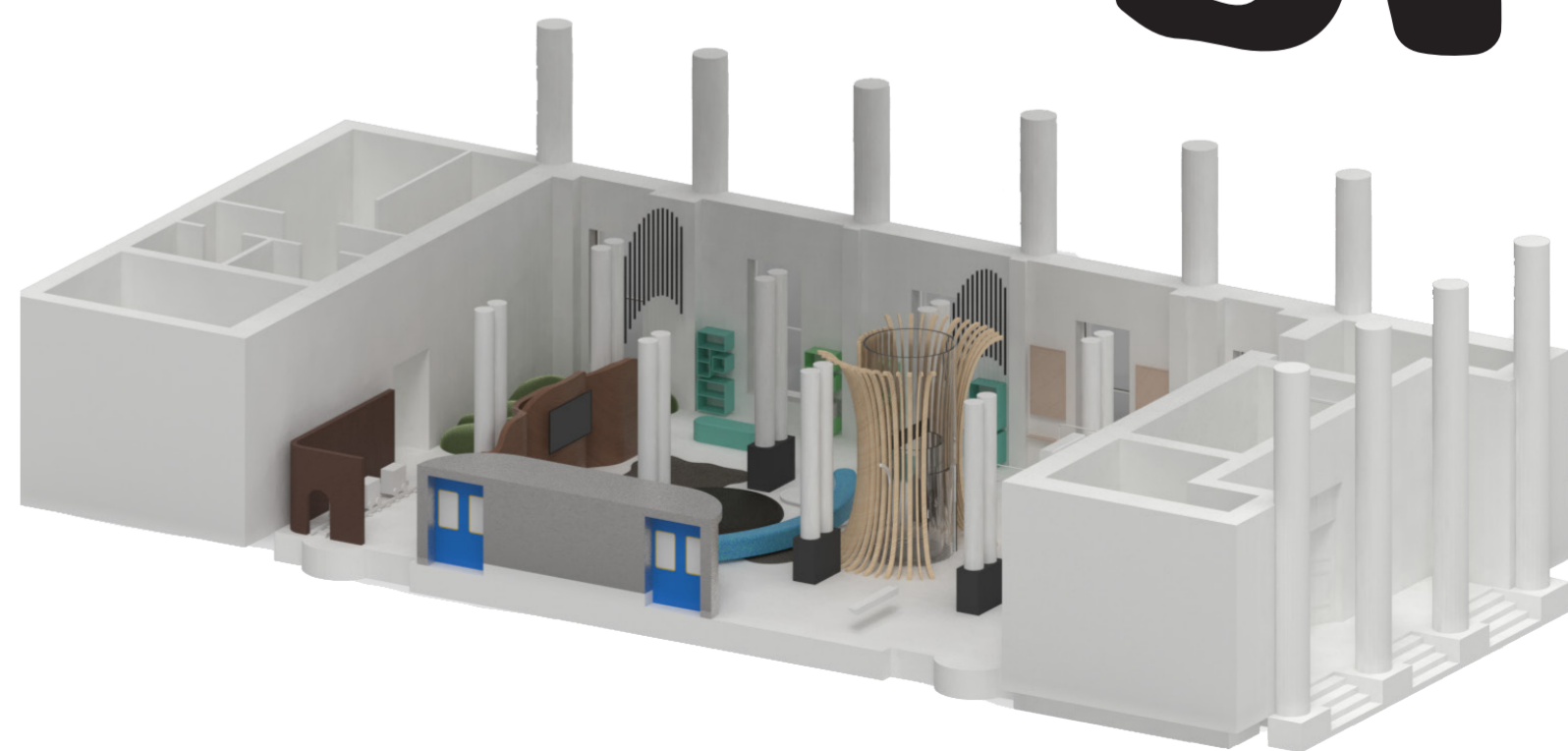
DISCOVERY



Talk & Workshop area



The Green Junction, on the ground floor, is designed as a cultural centre where immersive exhibitions, enlightening talks, and collaborative workshops foster a sense of community among eco-conscious travellers.



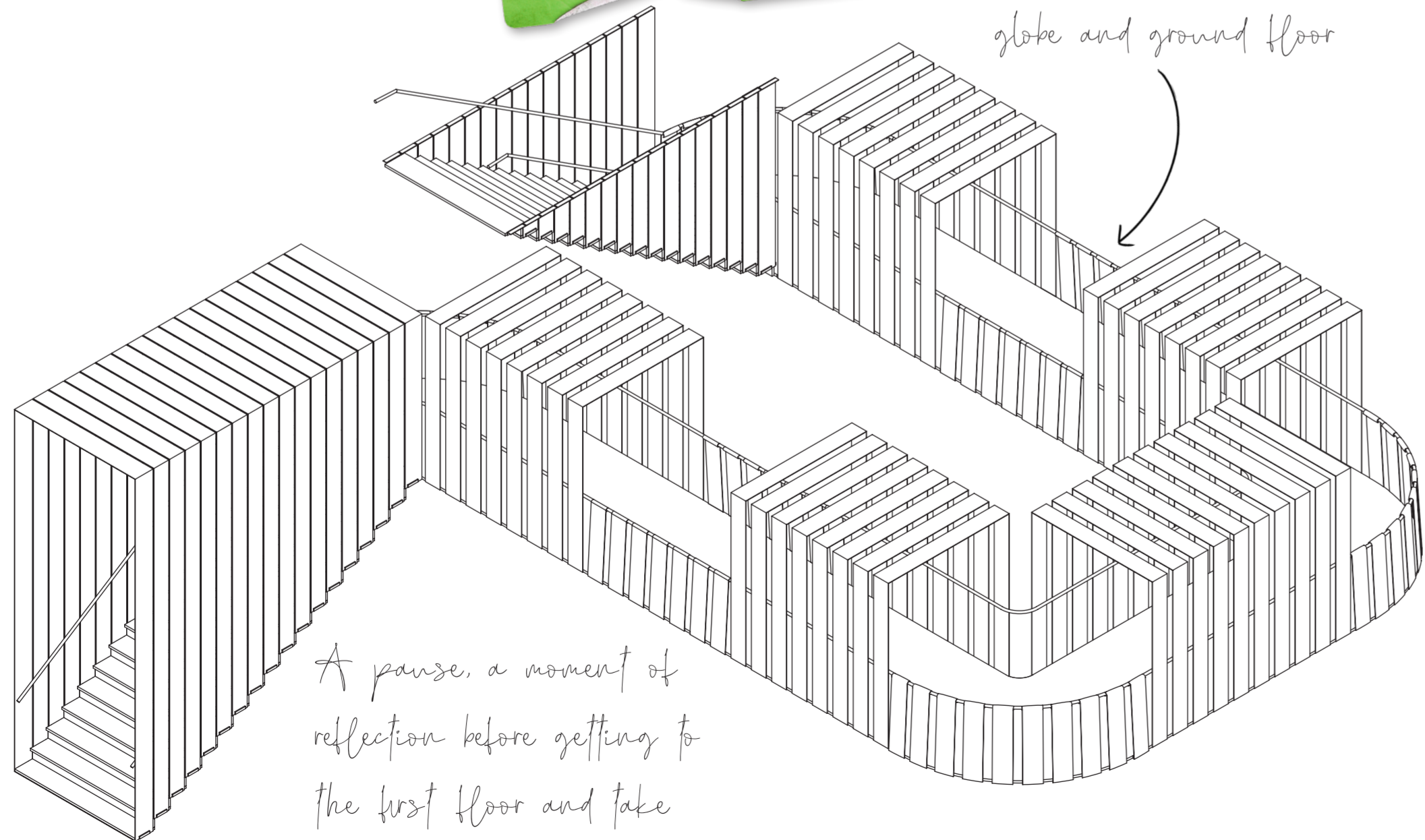
Reception



Interactive Globe

SLOW STAIRCASE

Advantage points on the globe and ground floor



A pause, a moment of reflection before getting to the first floor and take action

Allows visitors to take a moment to appreciate the benefits of slowing the pace and enjoying their surroundings.

THE CONCEPT OF

SLOW TRAVELLING

"An approach to travel that emphasizes connection: to local people, cultures, food and music."

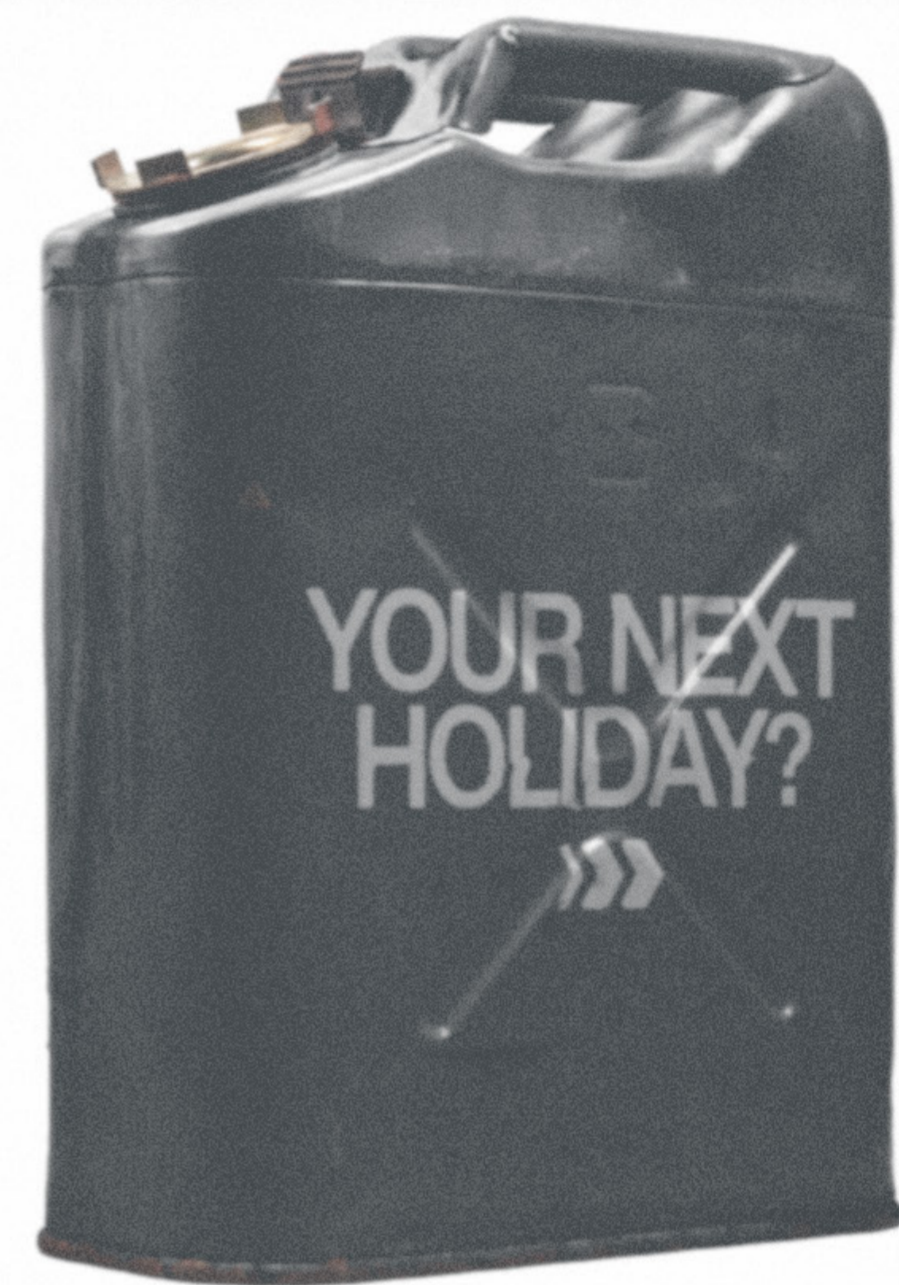
The same perspective, applied to travelling, makes it possible for people to explore the world sustainably whilst enriching their experience by visiting several locations on the way to their destination.



**ENJOYING THE JOURNEY
ONE STOP AT THE TIME**



**SO HOW
ARE YOU
PLANNING**



SCAN ME