

Spaces, Reimagined

What is it? Space plays a fundamental role in building and mobilising communities. From the local church to the Reddit forum, communities have always needed meeting points to gather, galvanise and act together. But in recent years, our idea of what constitutes a “community space” has changed.

Why Should I care? As we enter a post-pandemic world, communal interaction has never been craved more. The winners in this new world will be those that find ways to use and design space to support the needs and values of their communities.



Designing for inclusion



Making use of forgotten spaces



Explore hyperlocal opportunities

So what?

How you think differently about ‘space’ as a way to create, grow, energise, and mobilise your communities?

How could hyperlocal help you connect to new communities and deliver impactful messages?

Where are your supporters gathering and how can you go to them?