

FEBRAURY 2026



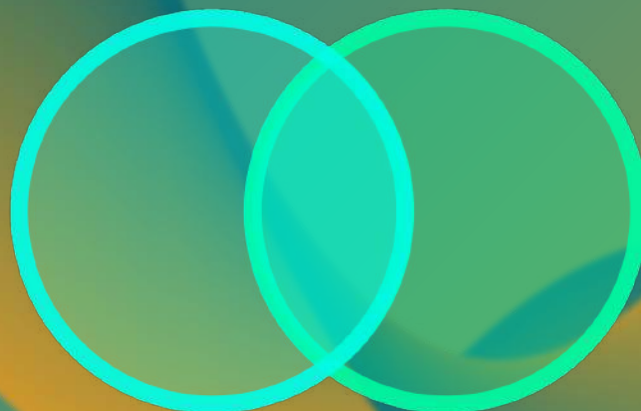
# Spaces, structures and ecosystems

Special Focus #10  
Social Media Observatory



Co-funded by  
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Data Scientists



Insight Strategists

Insight Scientists



LEVERAGING THE POWER OF THE EARLY ADOPTERS



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# AI-enabled Foresight

**Leveraging the Power of the Early Adopters**

## Unbiased Audience Insight

Our proprietary AI pinpoints **innovators** and **early adopters** on social media. This always-on, unbiased AI analysis uncovers emerging innovations before they reach the mainstream

**300K+**  
Early Adopters

**40+**

Countries (at global level)

**15+**

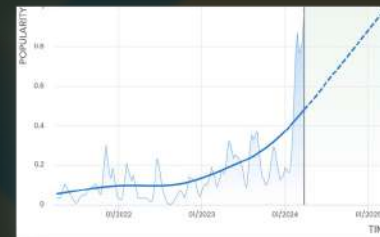
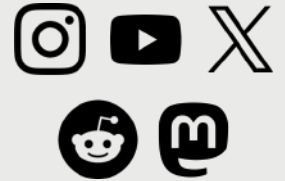
Analysed Languages



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## Perfect Balance of Sources

We sift through millions of social media posts across various platforms to identify potential new early adopters specific to each industry's needs.



## Discovering Weak Signals Before They Go Mainstream

We identify 'weak' signals of major market shifts to **uncover** untapped opportunities. We set up bespoke analysis based on advanced consumer segmentation and the use of bespoke taxonomies to **enrich** research outputs.

## Always-on Predictions

We generate and constantly track future trends and behavioural shifts, delivering **short, medium and long terms predictions** which are always up to date.



Engagement by Country

Country	Engagement by Country
France	83.9%
United Kingdom	22.2%
Germany	12.2%

Energyefficiency is predicted to steadily grow (+57%) over half a year

# Data Collection

## DATA SOURCES

The data acquisition process involves retrieving information from a variety of social platforms, including YouTube, Instagram, Twitter, and Behance, **leveraging their open APIs to ensure an efficient and transparent procedure.**

Additionally, there is flexibility to incorporate new data sources in response to the dynamic nature of the social media landscape, allowing for **ongoing adaptation and enrichment of the dataset.**

### YOUTUBE

- Global user base
- Video content & comments
- Cross-generational

### INSTAGRAM

- Worldwide diffusion
- Highly visual
- Cross-industry consumer conversations

### BEHANCE

- More than 10 million members, all pertaining the global creative community

### REDDIT

- Worldwide diffusion
- Interest-based micro-communities
- Specific vertical discussions

## GDPR COMPLIANCE

Nextatlas fully respects the privacy of all involved physical persons, as described in the **privacy policies** that are presented to its users, customers and stakeholders (see links below). The collected data has the purpose of enabling Nextatlas to provide its service, Nextatlas does not conduct additional investigations on the data it collects.

[Privacy Policy](#)

[Author Privacy Policy](#)

The activities of Nextatlas are fully compliant with the **Regulation (EU) 2016/679** ("GDPR", or General Data Processing Regulation):

- Measures are taken **against indiscriminate storage of unnecessary data or data retention for longer-than-necessity timespans** (in agreement with the data minimisation principles stated in Art. 25 of the GDPR),
- Data at rest is fully pseudonymised to **minimise leakage of Personally-Identifiable Information** in case of unwanted or malicious data leaks. **Pseudonymisation** of data at rest is achieved by always storing Personally-Identifiable Information in a pseudonymised form on the database. All machines holding the data do not know how to anonymise/deanonymise, a task that is kept strictly separated on machines which do not hold the data.
- Best-practice **system security measures** and **data leak response plan** are implemented to protect the servers from undesired or malicious access.



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# 01 CCIs Community

Social Media Observatory

# 02 Spaces, structures and ecosystems

Special Focus #10

# 03 Intentional Spaceshifting

Nextatlas Trend

# 01

## CCIs Community Social Media Observatory



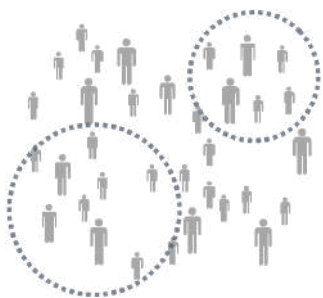
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# Our Methodology for ekip

## A. COMMUNITY CREATION

### 01. USER DETECTION

The community is formed by selecting pre-identified users from Nextatlas' early adopters, adding EU policy-related profiles, and then by analysing European creatives' profiles on Behance platform.



### 02. FILTERING PROCESS

User profiles undergo screening to ensure a higher quality of content within the community. To meet the criteria, profiles must not be spammers, should refrain from posting sponsored content, must ensure a substantial amount of content contribution to conversations, and must be located in Europe.

### 03. REGION ANALYSIS

Countries within Europe are segmented into the four identified macro-regions, and the presence of profiles is recalibrated to achieve a balanced representation across the different regions.



### 04. INDUSTRY ANALYSIS

The cultural and creative industry to which each profile belongs is determined.

### 05. FINE TUNING

Additional factors such as gender and the presence of voices representing macro and micro realities are evaluated to ensure diversity

## B. CONTENT EXPLORATION

### 01. CONTENT ANALYSIS

User-generated content within the community is scrutinised employing NLP techniques alongside a proprietary Computer Vision model. This approach allows the extraction of insights from both textual and visual elements.

### 02. CONTENT CLUSTERING

#### A. Top-down clustering

In the top-down approach, predetermined areas of interest are established by associating selected keywords and grouping related content accordingly. This technique aids in exploring the community's perceptions on specific topics.

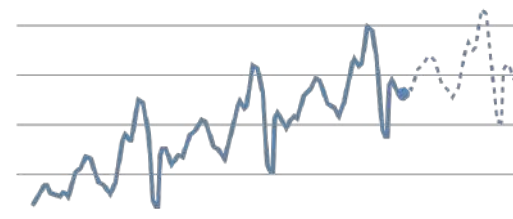
#### B. Bottom-up clustering

The bottom-up approach automatically groups content with similar keywords or shared topics, revealing spontaneously emerging themes from user conversations.

## C. EMERGING THEMES

### 01. THEME ANALYSIS

Upon identifying emerging themes, an in-depth analysis is conducted to pinpoint the key elements of conversations related to the analysed topics. This includes identifying the regions and industries most engaged with these topics.



### 02. INSIGHT GENERATION

Different kinds of information are gathered and subjected to human-curated analysis to unearth meaningful insights and identify compelling directions for further exploration.



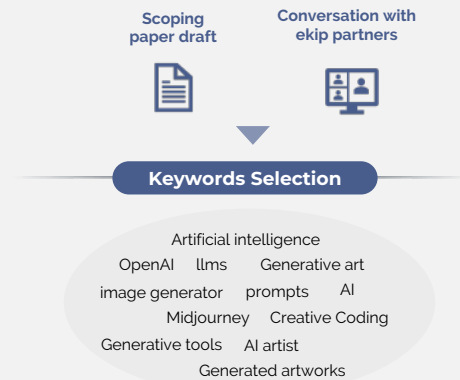
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# Our Methodology for ekip

## A. PREPARATORY PHASE

### 01. Keyword Selection

Once the policy area is chosen, a **structured list of keywords** is created to define the boundaries of the policy space. This is derived from **an initial ekip partners' list and preliminary documents**.



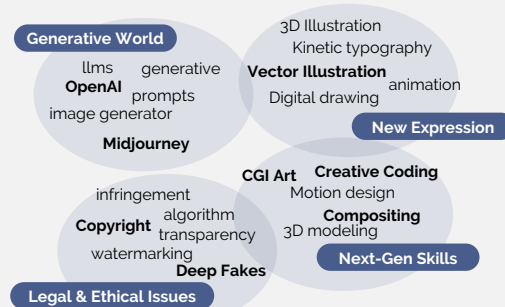
#### Industry-focused policy areas

If the policy area focuses on a specific industry (e.g., "Inclusivity in the Gaming Industry"), an **industry-based taxonomy** is created and applied as a filter for the topic-specific terms



### 02. Clustering

To refine the analysis, both **qualitative and quantitative clustering techniques** are applied to categorise discussions in a manner that best addresses the research questions.



These clusters represent **distinct yet interconnected subtopics** within the broader policy domain.

### 03. Data Filtering

Keywords are employed to filter and extract conversations that are relevant to the policy area.



## B. DATA ANALYSIS

Within each identified cluster, a data analysis is conducted to extract meaningful insights from user posts. Specifically, the analysis determines:

- User Information:** The regional provenance and CCI (Cultural and Creative Industries) sector of users engaged in discussions.
- Most Related Keywords:** Identification of the most frequently occurring keywords in conversations within each cluster.
- Sentiment Analysis:** Calculation of the average sentiment score of posts within each cluster, offering insights into the overall attitude (positive, negative, or neutral) toward the topic. This helps to highlight potential pain points or emerging needs.



- Post Selection:** A curated set of posts is extracted based on their relevance to the topic. The higher the number of selected keywords present in a post, the more on-topic it is deemed.

*AI-generated art is coming at us at a remarkable speed.*  
JOURNALIST, WESTERN

*Every AI product should have a label that allows anyone to know its origin.*  
JOURNALIST, SOUTHERN

# Our Methodology for ekip

## C. REPORT

### Qualitative Evaluation

The collected data is examined both in absolute terms (e.g., the most engaged CCI on the topic) and in relative terms (e.g., which CCI sectors are most relevant to specific clusters through **over-index analysis**). A qualitative evaluation is conducted to ensure that the insights derived are relevant to the overarching research questions.

For each cluster, 3 slides summarise the main findings and data

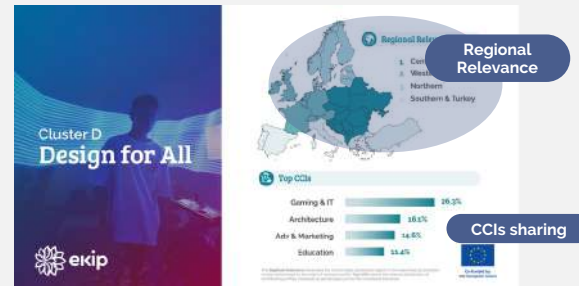
#### Slide A

The first slide contains a **concise summary** of the main findings of the cluster, designed to facilitate independent interpretation of the data.



#### Slide B

In the second slide, **regional relevance** and **top CCI** are illustrated



#### Slide C

Key conversations that highlight **emerging needs** or relevant viewpoints are combined with trending tags and sentiment analysis. This slide is designed to unpack the key insight.



## D. TREND CORRELATION

A **trend from the NextAtlas platform** is selected based on its values and significant implications for the analysed policy area. The trend data, derived from the NextAtlas community, provide an opportunity to explore **consumer perspectives**.

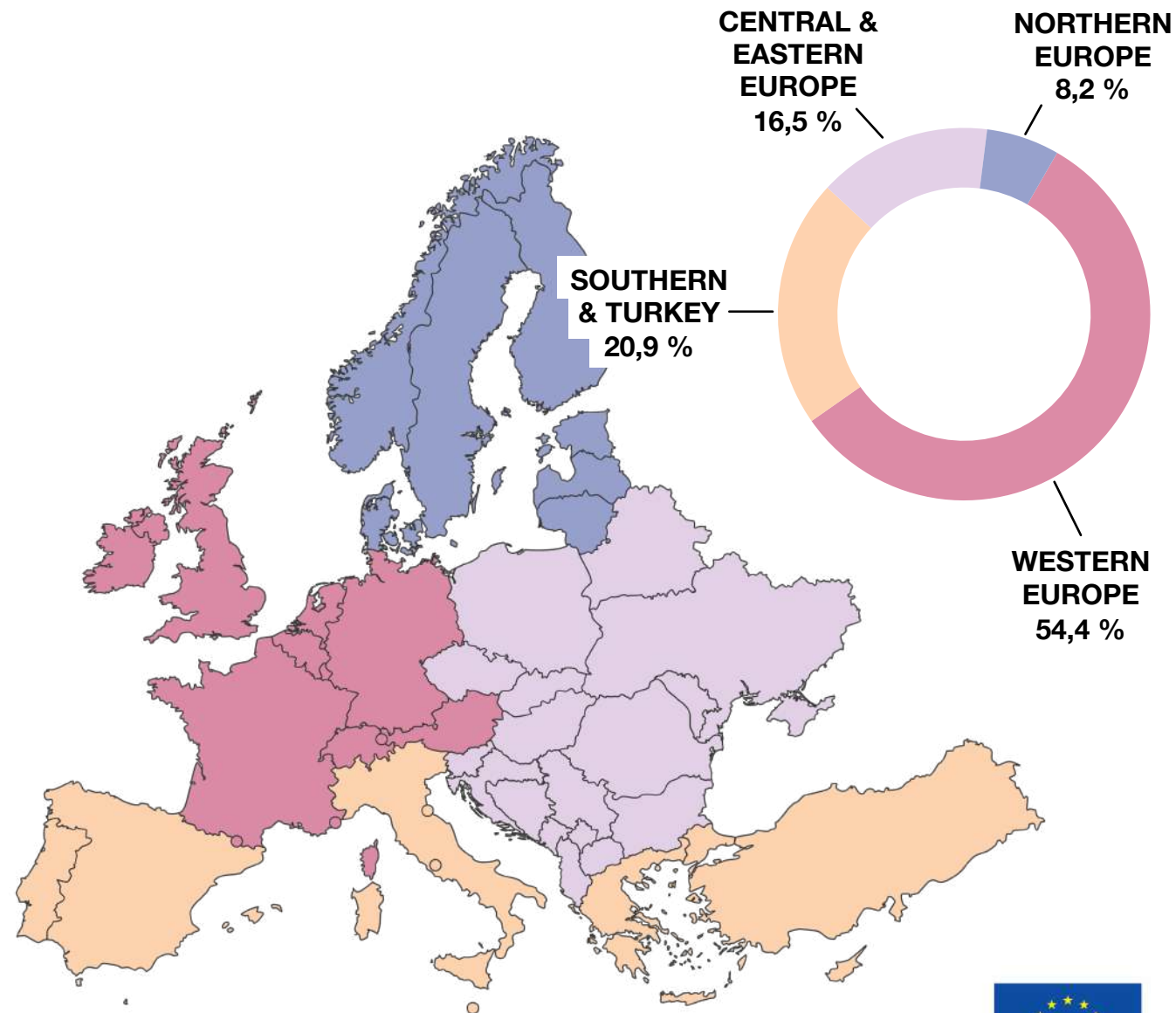
The following elements are reported:

- **Main Metrics:** Timeline of the trend, key components, industries involved, and top tags associated with the trend.
- **Business Case Studies:** Integration of real-world case studies relevant to the CCI industry, showcasing practical applications of the trend.
- **"What's New?" Section:** A synthesis of the main findings, highlighting potential future implications and emerging dynamics within the policy area.



# Regional Distribution

10K+ profiles observed across various platforms

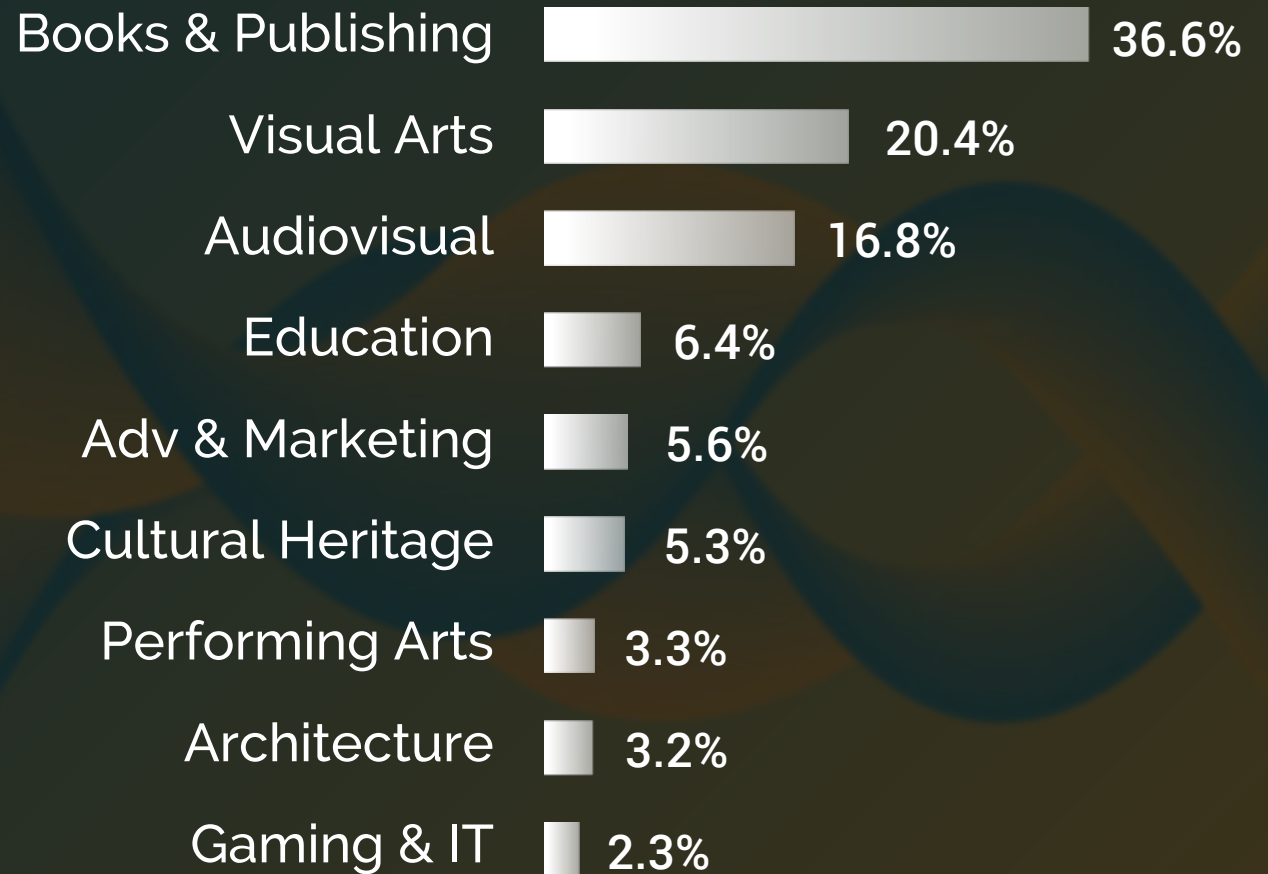


The "Regional Distribution" pertains to the profiles within the established creative community



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# Creative & Cultural Industries



The "Industry Distribution" pertains to the profiles within the established creative community



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# 02

## Spaces, Structures and Ecosystems

Special Focus #10



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# Spaces, Structures and Ecosystems

2023

2024

2025



The "Timeline" graph shows the relative interest in this topic in our creative community posts



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Creative Hubs  
Collective Workspaces  
Living Labs  
Makerspaces Fablab  
Shared Spaces  
Collaborative Infrastructure  
Innovation Districts

Ecosystem Proximity  
Community Spaces Networks  
Spatial Proximities  
Knowledge Peer-to-peer  
Transfer Social Innovation

# Spaces, Structures & Ecosystems

Creative Technologies  
Skill Transfer Prototyping  
Innovation Tools Testing  
Applied Experimentation  
Accelerators  
Digital Literacy

Innovation  
Recognition Funding  
Economic Value Public Value  
Funding Stability  
Structural Long Term Value  
Shifts Governance Models

Cluster A  
**Spaces and Places**

**Spaces,  
Structures &  
Ecosystems**

Cluster C  
**Technologies,  
Tools &  
Experimental  
Practices**

Cluster B  
**Social  
Ecosystem**

Cluster D  
**Funding, Value  
& Long-term  
transformation**

# Cluster A Spaces and Places



Conversations in this cluster revolve **around what creative practitioners actively seek from shared spaces**: the communities they hope to find, the tools they need, and the sense of belonging they expect. Discussions centre on concepts such as co-working venues, shared studios, and hybrid multi-use spaces, reflecting a **broad public debate about what creative infrastructure should offer beyond a desk and a roof**.

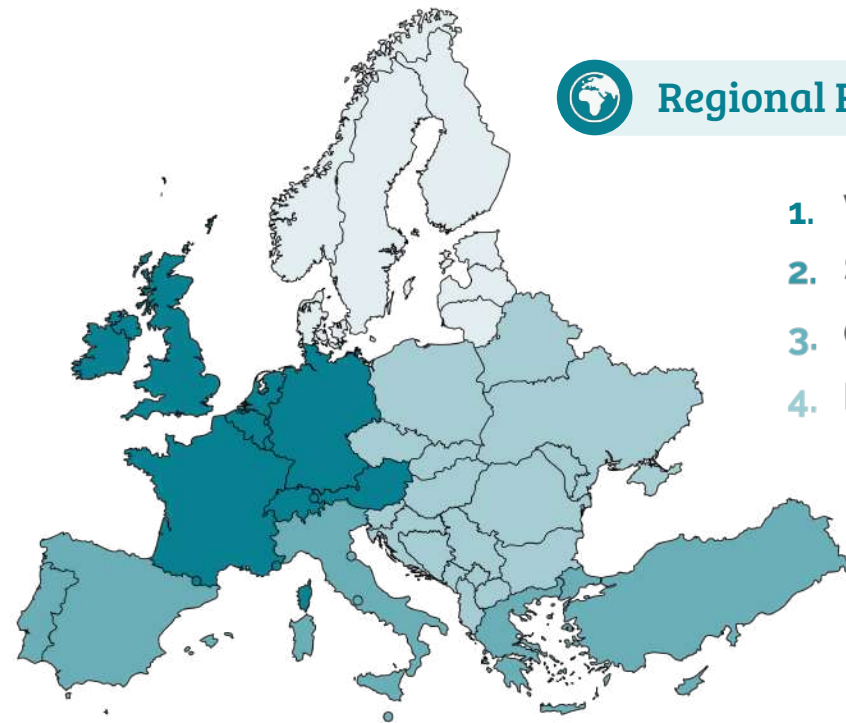
What emerges most clearly is that the challenge is not simply one of access, but of fit. **Practitioners articulate strikingly different needs**: some require dedicated, tool-equipped environments to work autonomously; others prioritise encounter, community, and cross-disciplinary connection. Existing spaces rarely serve both, pointing to a structural mismatch between how infrastructure is designed and the diversity of those it is meant to support.

**Architecture dominates the conversation**, given its natural proximity to questions of space and the built environment, with the debate most active in **Western Europe**, followed by Southern Europe,



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# Cluster A Spaces and Places

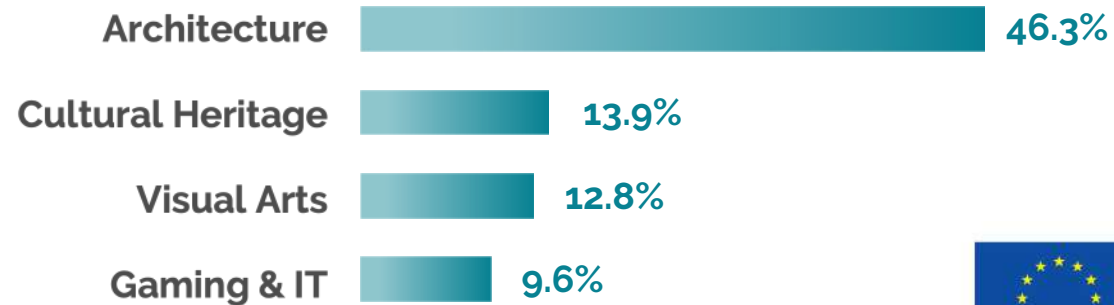


## Regional Relevance

1. Western
2. Southern and Turkey
3. Central and Eastern
4. Northern



## Top CCIs



The **Regional Relevance** showcases the most to least associated regions to the examined conversation cluster, determined by the origin of analysed profile. **Top CCIs** reflects the industry distribution of contributing profiles, displayed as percentages across the considered industries.



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## Cluster A

Creative spaces are not one-size-fits-all. Practitioners seek fundamentally different things from shared infrastructure, from dedicated personal workspaces with full equipment control, to social hubs for cross-disciplinary encounter and community building



### # Key Concept & Tags

Creative Spaces  
Shared Studio  
Fosters Connection  
Offering Space  
Hybrid Space

### 🧠 Posts' Sentiment



### 💬 Emerging Conversations

“ I love the idea of meeting other creatives, but **I ultimately need a space where I can setup my own tools and work on my products without other people** also using materials I purchased for my small business. I'd be happy to meet people and even collab on stuff, but I also need my own space with my own tools that are solely for my own use.

**MAKER, WESTERN**

“ Also, I attend life drawing/painting sessions, but I bring my clay and sculpt. So, there are many opportunities for meeting folks, and creatives are creatives. **Many are supportive even if they are not doing exactly what you're doing.**

**SCULPTOR, SOUTHERN AND TURKEY**

“ Me and my girlfriend are looking to get a membership somewhere, but I'm not sure which members club would be best for us. I am a writer, and she is in fashion/arts, so **we're looking for a club that caters towards creatives.**

We're primarily looking for a place where we can **socialise with others, build new connections.**

**WRITER, WESTERN**

*Key Concepts & Tags* are the significant keywords and concepts which occur in the posts related to this cluster of conversation. The texts of the relevant posts are analysed to measure how positive or negative the *Sentiment* of the post is. The chart shows the average sentiment of the relevant posts.



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## Cluster B Social Ecosystem



Conversations in this cluster shift from the physical to the social, **focusing on the people, communities, and relationships that give creative spaces their meaning and vitality.** Discussions gravitate around concepts such as **community spaces, social innovation, spatial proximity, and volunteer support.**

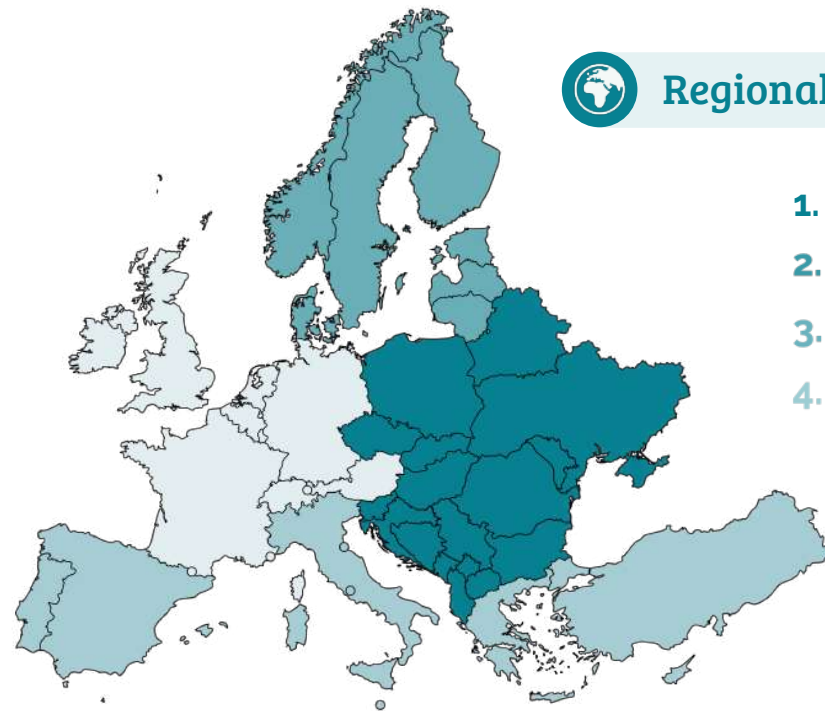
The central insight is that creative spaces do not sustain themselves through design or funding alone — **they are kept alive by the people who choose to invest their time, expertise, and care in them.** The human layer proves as critical as the physical one. When that commitment is absent or withdrawn, even well-resourced spaces tend to underperform.

**Architecture and Cultural Heritage** lead the conversation, the former bringing a professional lens on how spaces are activated, the latter reflecting a growing debate around how heritage institutions can evolve into living community anchors. Geographically, the cluster is most active in **Central and Northern Europe.**



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# Cluster B Social Ecosystem

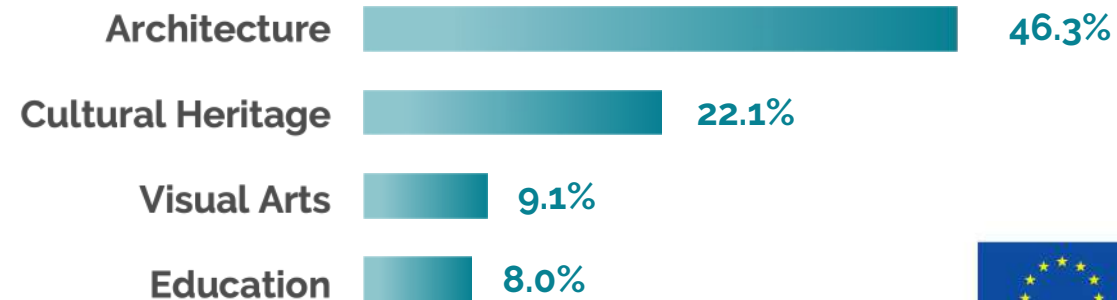


## Regional Relevance

1. Central and Eastern
2. Northern
3. Southern and Turkey
4. Western



## Top CCIs



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Cluster B  
Community creative spaces rely on the energy of the people who steward them. Their success is less a question of infrastructure than of human commitment and care



## # Key Concept & Tags

Community Space  
Serve Local  
Live Community  
Ecosystem development  
Volunteers Support

## 🗣️ Posts' Sentiment



## 💬 Emerging Conversations

“ In my personal experience, it definitely works much better if there are **dedicated people overseeing it, helping people, doing programs, etc.** Left to its own devices, it is usually underused, and appointments and charging will make it less used.

**MAKER, WESTERN**

“ British Textile Biennial is fundraising to help [...] to match donations - but it only works if **we get enough people on board.** so we're looking **for support from our audiences** all over the world, but particularly within Lancashire

**INSTITUTION, WESTERN**

“ Congratulations to Fleur Sinclair for winning Leader of the Year! 🏆  
Championing inclusion and innovation, **our winner transformed a bookshop into a vibrant community hub** while inspiring booksellers through courageous leadership. 🙌

**BOOKSHOP, WESTERN**

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Cluster C

# Technologies, Tools & Experimental Practices



Engineering

Design

Material Lab

Lab & Toolshed

VHK Next Building

VCC New Office

Conversations in this cluster sit at the intersection of creative hubs and technology innovation spaces, exploring where **the worlds of cultural and creative industries and those of incubators, accelerators, and digital fabrication facilities begin to overlap.**

Discussions gravitate around concepts such as applied experimentation, creative technologist, digital fabrication, and virtual studios, reflecting a growing — if still tentative — curiosity about what these two ecosystems can build together.

**Yet the picture that emerges is one of two worlds still largely running in parallel.** The most consistent point of contact remains the prototyping workshop — a pragmatic, problem-driven environment where different logics are forced into productive negotiation, often through private-public collaboration rather than by design.

**Gaming & IT** leads the conversation in this cluster, reflecting the fact that the technology side of the equation is driving much of the discourse. Geographically, the debate is concentrated **in Western and Northern Europe.**



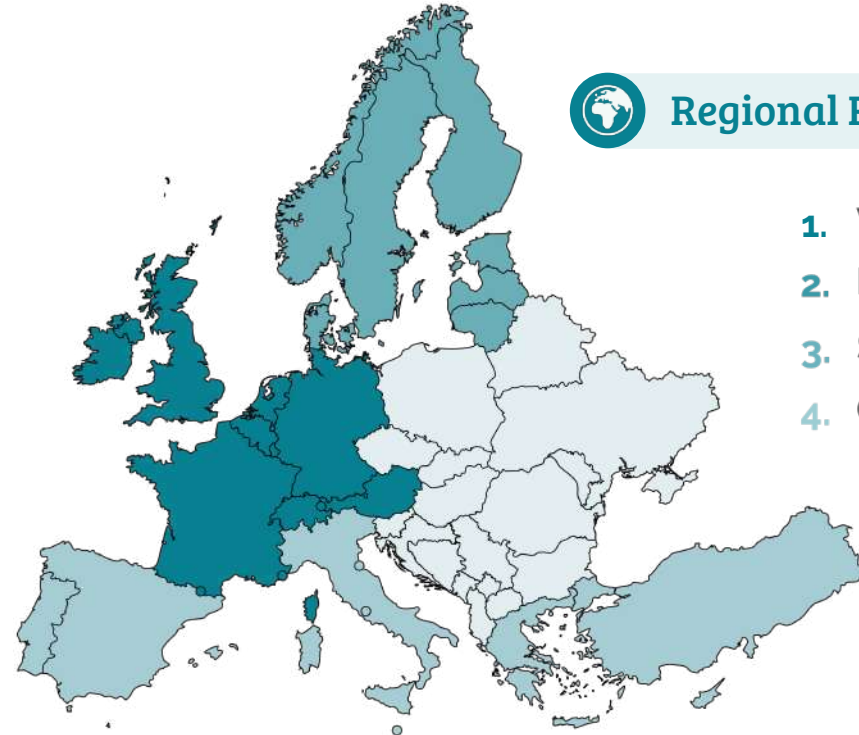
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Cluster C

# Technologies, Tools & Experimental Practices



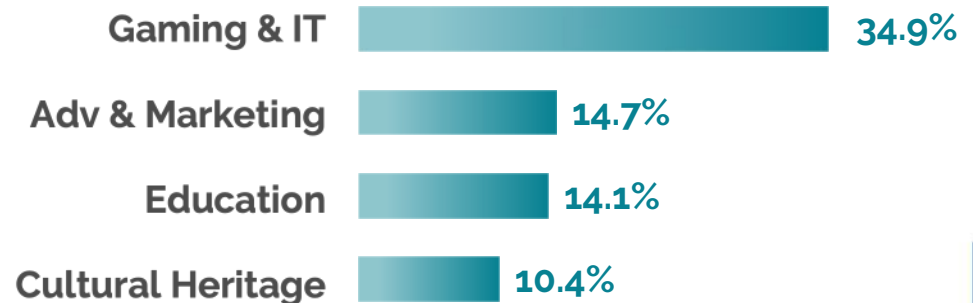
- Engineering →
- Design →
- Material Lab →
- Lab Test →
- VHK Next Building →
- VC Office ←
- Lab IQ ←
- Quality Test Zone ←
- Long & Short Stay ←
- Kindergarten ←



## Regional Relevance

1. Western
2. Northern
3. Southern and Turkey
4. Central and Eastern

## Top CCIs



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## Cluster C

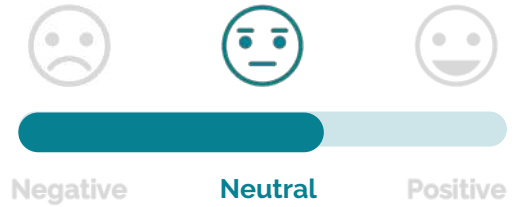
CCIs and tech innovation spaces still operate in parallel worlds. However, living labs and rapid prototyping environments are emerging as the first common ground, where they share pragmatic attitude, often catalysed by private-public collaboration.



### # Key Concept & Tags

Already Testing  
Prototyping  
Interdisciplinary Teams  
Virtual Studio  
Specific Solutions

### Posts' Sentiment



### Emerging Conversations

“ Artist and educator Alan Vilar transformed a studio challenge into a business opportunity by creating the ideal embroidery hoop for his embroidery—a support designed to combine aesthetics, practicality, and purpose. With the support of the living lab team, who **understood his challenges and helped transform the need into a prototype**, Alan found a space to test, adjust, and validate his creation until he arrived at the perfect model.  
**LIVING LAB, SOUTHERN & TURKEY**

“ Näst Innovation Destination Torslanda is an **innovation hub for sustainable technologies**, offering offices, co-working, events and a strong collaborative community  
**INNOVATION HUB, NORTHERN**

“ As designers, it's important to be able to transform visual ideas into concepts within minutes and into **fully functional products within hours**.  
**DESIGNER MAGAZINE, WESTERN**

“ Join us for a free after school club run by Attua Aparicio, where we will be exploring **furniture design, casting, 3D printing, hydraulic pressing and mould making** using recycled material from the Kings Cross site.

**DESIGN STORE, WESTERN**

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# Cluster D Funding, Value & Long-term transformation



Conversations in this cluster focus on the **financial realities of running creative spaces**, how they fund themselves, how they survive beyond initial support, and what a viable long-term model actually looks like. Discussions revolve around concepts such as long-term sustainability, funding stability, revenue generation, and public value, reflecting a community that is **acutely aware of the gap between launching a space and keeping it alive**.

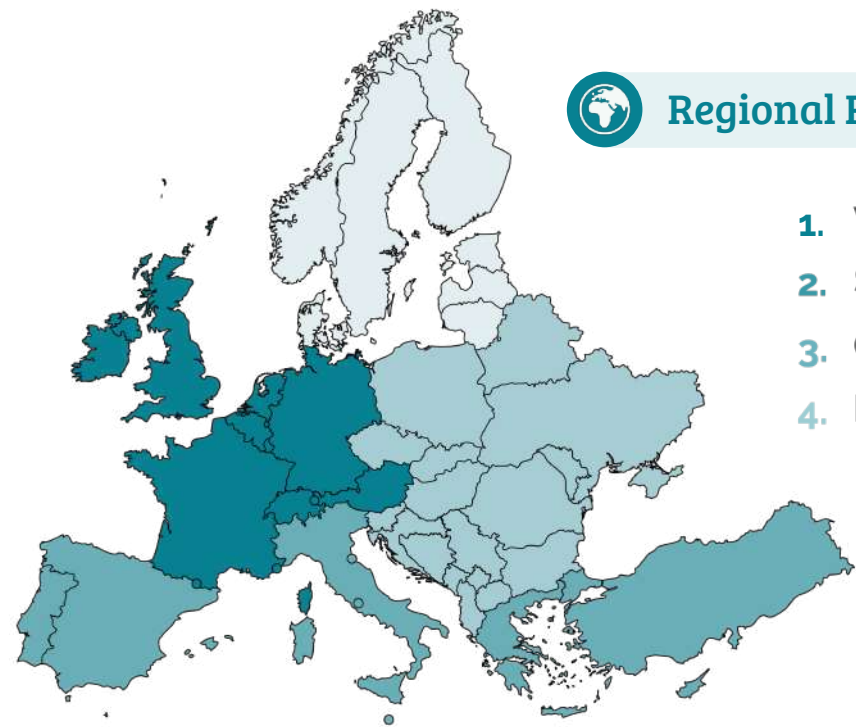
What emerges most clearly is that there could be **a structural fragility built into the very origins of these spaces**. Grants are celebrated as essential enablers — without them, many spaces would never open — but they are temporary by nature, and too few organisations build a sustainable business model from the outset.

**Education** leads the conversation, followed by Gaming & IT. Geographically, the cluster is most active in **Western and Southern Europe**.



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# Cluster D Funding, Value & Long-term transformation

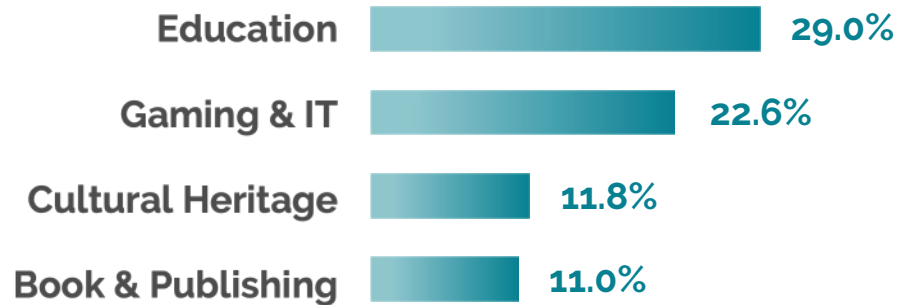


## Regional Relevance

1. Western
2. Southern and Turkey
3. Central and Eastern
4. Northern



## Top CCIs



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## Cluster D

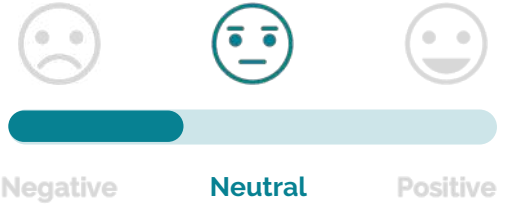
Grants and fundings often give creative spaces a beginning, but not a future. The real challenge is designing economic sustainability into the model from day one, not as an afterthought once the funding runs out.



### # Key Concept & Tags

Funding Proposals  
Stable Funding  
Long Term Funding  
Generate Revenue  
Non profit

### 🗨️ Posts' Sentiment



### 💬 Emerging Conversations

“ This experience was **only available due to gracious grants** the non-profit was able to secure, but those are temporary. While electricity, water, and internet are not exorbitant expenses, they sure do add up. [...] Since the non-profit could not secure the same grants year over year (they'd been providing free studios in this city about 5 years), it's easy to see that the **money runs out**.  
**VOLUNTEER, CENTRAL & EASTERN**

“ Don't forget that your business must solve a problem. I know, because I am myself pretty much into arts [...] that sometimes you might feel like "well, it's beautiful so it's gonna work". Forget that it's beautiful. **We are talking business**. What problem are you solving? **Why are people going to pay for this?**  
**ENTREPRENEUR, SOUTHERN & TURKEY**

“ IntoArt are delighted to **receive an inaugural grant aligned** to our values of equity and ambition. [It offers] vital support for projects that break down barriers, safeguard heritage skills, and open new creative pathways for underrepresented communities  
**CULTURAL ORGANIZATION, WESTERN**

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# 03

## Intentional Spaceshifting

Nextatlas Trend

# Intentional Spaceshifting

The boundaries that once defined physical spaces (what they are for, who they serve, and when) are becoming increasingly porous. But the spaces gaining ground are not simply the most flexible ones. They are the most curated, those that understand **fluidity as an editorial act**, and that **generate cultural relevance from the deliberate collision of different audiences, categories, and purposes.**



INSIGHT

Cultural relevance has become table stakes for brands seeking trust in diverse, discerning markets

INSIGHT

Rising interest in flexible design reflects demand for adaptable, multi-functional spaces and products

+40%  
Social  
Connection

+39%  
Community  
Hubs

INSIGHT

Physical stores are becoming programmed venues hosting recurring cultural and brand-led moments

INSIGHT

Urban furniture is shifting from static objects to adaptive systems responding to social use and urban stress



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The highlighted percentages represent the year-over-year growth in mentions on social media for the indicated concepts and tags

## KEY TAKEAWAYS

# Intentional Spaceshifting

01.

Flexibility is becoming the baseline. But what separates the spaces gaining cultural ground is not that they do more things — it is that they are **intentional about which things, and for whom.**

02.

The most culturally **resonant spaces are not multi-purpose by default, but by design.** The deliberate collision of different audiences, practices, and categories generates a sense of discovery that single-category spaces cannot replicate.

03.

**Civic institutions are adopting the responsiveness of commercial operators,** while private spaces are quietly absorbing social and cultural functions that public institutions can no longer sustain alone.



### Key Concept & Tags

Cultural Relevance

Community Hubs

Adaptive Reuse

Vibrant Community

New Mixed Use



### Top Industries

Architecture & Spaces

Retail

Art & Design



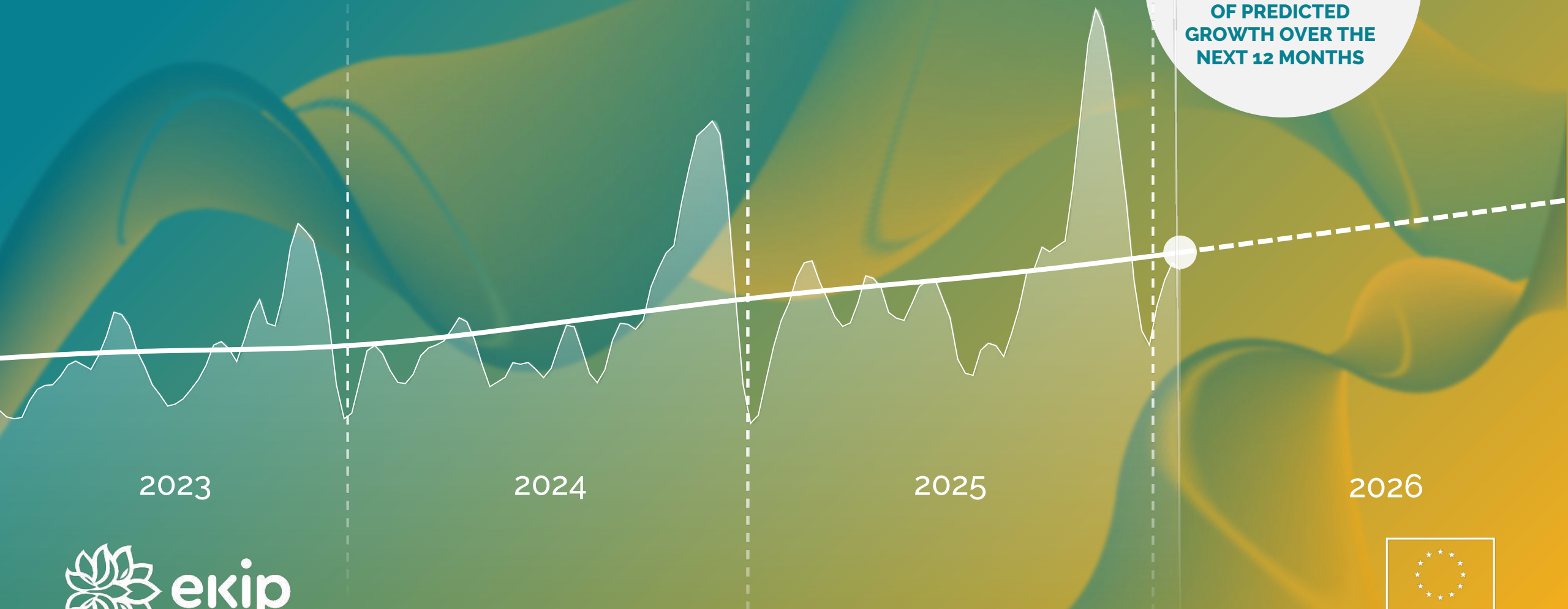
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TIMELINE

# Intentional Spaceshifting

**+15%**

OF PREDICTED  
GROWTH OVER THE  
NEXT 12 MONTHS



2023

2024

2025

2026



The "Timeline" graph shows the relative interest in this topic in Nextatlas' community posts

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## CASE STUDY

# Barcelona has been nominated as Capital of Small Retail

Through over 40 interlocking initiatives **spanning sustainability, digitalisation, and entrepreneurship**, the city has reframed small retail not as a market casualty but as civic infrastructure worth actively protecting. The most telling initiative is **Amunt Persianes** ("Raise the Shutters"), through which the city council has invested €17 million in **purchasing vacant ground-floor premises** and offering them to local entrepreneurs at 30–50% below market rent.

Rather than waiting for market forces to fill empty storefronts, Barcelona is **treating street-level space as a public good** — a generator of jobs, social cohesion, and neighbourhood identity that justifies direct municipal intervention.

<https://europeanretailcapital.com/>



## CASE STUDY

# Belgian supermarket Delhaize launches cooking camps for kids

Delhaize, one of Belgium's largest supermarket chains, is **launching summer cooking camps for children** aged 2 to 12 across ten locations nationwide, operated in partnership with regional educational organisations. Week-long hands-on programmes culminate in a showcase event for families, and recipes are designed to be replicated at home.

What makes this case relevant to the trend is not the cooking, but the role swap. A **supermarket** (historically one of the most purely transactional of commercial spaces) is quietly **absorbing a function that schools, community centres, and public health programmes have traditionally owned.**

<https://www.delhaize.be/nl/kleine-leeuw/summercamp>



WHAT'S NEXT?

# Intentional Spaceshifting

## 01. REDEFINING FIT-FOR-PURPOSE

As spaces become more deliberately curated around specific collisions of audiences and purposes, the question of what makes a **space fit-for-purpose shifts from functional adequacy to cultural alignment.**

Spaces will increasingly be evaluated not just on what equipment or facilities they offer, but on what kind of **encounters and communities** they are designed to produce.

## 02. RISE OF THE CURATOR-OPERATOR

Intentional shapeshifting cannot run on autopilot. It requires practitioners able **to mix cultural programmer, community builder and commercial strategist skills**, who can hold editorial vision and operational sustainability together simultaneously.

## 03. BLURRING TYPOLOGIES, STRAINING POLICY

As private spaces absorb civic functions and civic spaces adopt commercial logics, the **typologies we use to classify and fund creative infrastructure will come under pressure.** Policy frameworks built around clear distinctions between public cultural institutions and private operators may struggle to keep pace with spaces that are genuinely neither, and genuinely both.

## 04. RELEVANCE AS A NEW KEY DRIVER

As foot traffic and revenue increasingly follow editorial identity rather than location or size, spaces with the resources and expertise to develop a strong curatorial point of view will pull further ahead. Those without risk being left behind not for lack of space, but for lack of the **knowledge and capacity to activate it meaningfully.**



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# Thank you



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