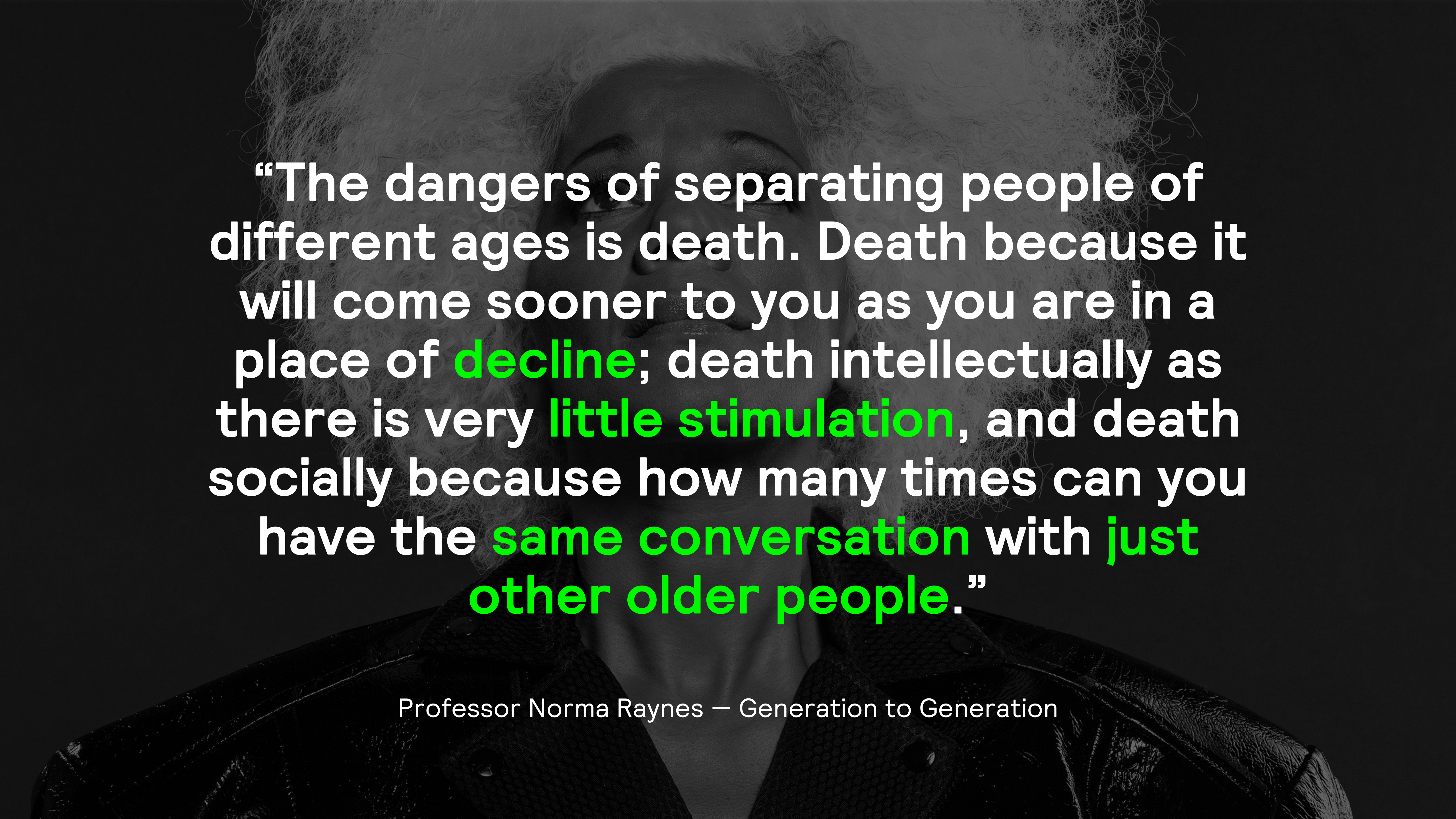


The Age of No Retirement

**Our vision is a world where
our age does not define
us, or the opportunities
open to us**

**A world where products,
services and places
to work and live work for
us throughout our whole
life course.**



“The dangers of separating people of different ages is death. Death because it will come sooner to you as you are in a place of **decline**; death intellectually as there is very **little stimulation**, and death socially because how many times can you have the **same conversation** with **just other older people.**”

Professor Norma Raynes — Generation to Generation



People who are
more worried about
getting old live on
average **7.5 years less.**

Rebecca Levy, 2012



Old

A black and white photograph of a large, diverse group of older adults, likely Boomers, smiling and posing for a group photo. The group includes men and women of various ethnicities and ages, all appearing happy and healthy. They are dressed in casual, comfortable clothing. The word "Boomer" is overlaid in large white text across the center of the image.

Boomer



Millennial



Snowflake

We are divided.



Stop dividing us by age.

Why building intergenerational housing and communities is not
just nice to have but vital for our health and wellbeing



It is time to stop thinking about
age silos and instead think
about what all ages have
in common.



83% feel like they are
not like everyone else in
their age group



**83% want to mix
with people of different
age groups and
generations**



86% of **all ages** feel
that the media and
brands stereotype
people by age



85% of **all ages** don't
have the time to do
things that matter
most to them

A grayscale photograph of a woman with short, light-colored hair and glasses, smiling broadly. She is standing in what appears to be a workshop or a craft studio, with various tools, materials, and equipment visible in the background. The image is overlaid with a semi-transparent dark gray rectangle, and white and green text is placed over it.

76% of people of all
ages feel that **politicians
do not care** about their age
group or background



88% of all ages
said that business &
government should
focus on **needs, values
and interests** not age



83% want **age-neutral
and inclusive brands.**
Such brands are seen as
more modern, relevant
and trustworthy



10

PRINCIPLES OF INTERGENERATIONAL DESIGN

Safe + Secure / human connection / empowering / accessible /
flexible / right effort / delightful / sustainable / clear + intuitive /
free of time pressure

86% – 16%



Our survey showed that the biggest
tensions across all ages:

Our finances +
how we get around + our
health care + where we live

=

Community

A grayscale photograph of a group of people in a meeting. In the foreground, a woman with dark hair is wearing a shirt with prominent horizontal stripes. She is looking towards the right. Behind her, several other people are visible, some looking in the same direction. The background is dark and out of focus.

**So why are we going so
wrong in the homes and
communities we are
building?**

**Not Enough
Choice**

Ageing in Place





Care Home

US = 6.1%

US = 6.1%

vs

U.K = “only” 0.6%



We want to be part of
a **real** community

An aerial, grayscale photograph of a city with a dense grid of buildings. A small white pin is placed on one of the buildings in the upper right quadrant. The text "Not isolated by age" is overlaid in the center in a large, white, sans-serif font.

Not isolated by age



Rockhurst Building
New Senior Living
Apartment Homes

2020 Vision for Your *Carefree* Future

Target age: 55

Target age: 55

vs

Typical age: 79



Rightsizing over downsizing

**Looking for
& learning
from alternatives**



Students + Older People

Linkages, Cambridge



Young mums & older women

Beekmos, Houten, Netherlands



NORCs

Naturally Occurring Retirement Communities, NYC



The Multi-generational Home

The Olympic Village, London

A black and white photograph of The Barbican in London. The image shows a large, modern residential complex with multiple stories and balconies. In the foreground, there is a paved area with a fountain and a street lamp. The text "The Barbican" is overlaid in large white letters.

The Barbican


London



**Older + younger =
benefits to all ages**

The Intergenerational Foundation.

How do we know this?



Our overall 'survival
rate' increases by 50%
if we have **strong social
relationships**

The Blue Zones



It is not primarily our physical
selves that limit us but rather **our
mindset** about our physical limits.

Ellen Langer



Linda & Amiya

**So, what are
we doing?**

**Our community
in a box
prototype**

A critical
friend

People vs investment

**What makes a healthy
town?**

A black and white photograph of a harbor scene. In the foreground, several boats are docked along the right side of a body of water. In the background, there are various buildings, including a prominent multi-story building on the left with a grid-like facade. The scene is set against a backdrop of a forested hill. The word "Totnes" is overlaid in large white text across the center of the image.

Totnes

What is so special? It is about how we live here. It is about the environment, it is about **human relationships**, it is very relaxed and it is very open.

Totnes resident

If I was going to move, the
things I would look for
easy **accessibility** for the
family, so I can see the kids
and the grandkids.

Do you worry about losing your independence when you are older?



**We looked at the
language people spoke.
This is some of what we
found...**

'COMMUNITY'

GOOD

Friendship, being part of something, being valued, sense of belonging, connection, connection, connection & self-worth

BAD

Noisy neighbours, responsibility sharing, obligation, needing private space, can't always choose who you are connected with, obligation to others, risking a loss of privacy

**The real question we
need to ask is...**

**How we build places
with strong values,
purpose, connection
and community?**



We need to **learn**
from the past

Roseto

"The characteristics of a tight knit community are better predictors of healthy hearts than low levels of serum cholestoral or tobacco use."

Dr. Stewart Wolf

**So how do we build
on what has started to
happen?**

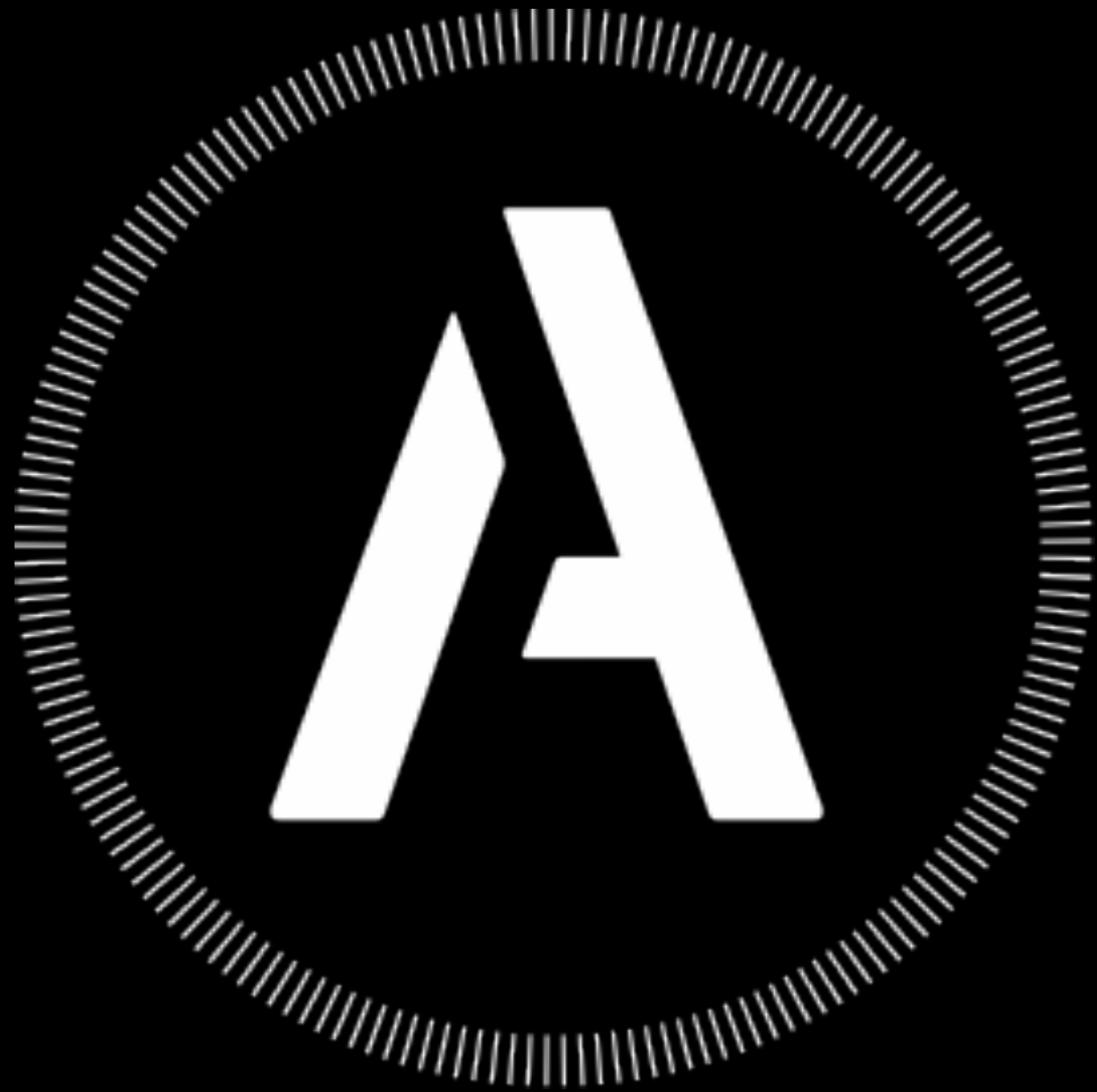
**We need to reinvestigate and create
new visions on where and how we live.**

**We need to think how do we want to live as
an individual as we get older.**

**We need to involve a wider range of people – the community,
developers, operators, healthcare specialists, educators, councils,
policymakers, businesses – and for everyone to have a say and a
vested interest in every development.**

**By collaborating, we are creating something different,
which works for everyone.**

Thank you!



www.ageofnoretirement.org

[@agenoretirement](https://www.instagram.com/agenoretirement)

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