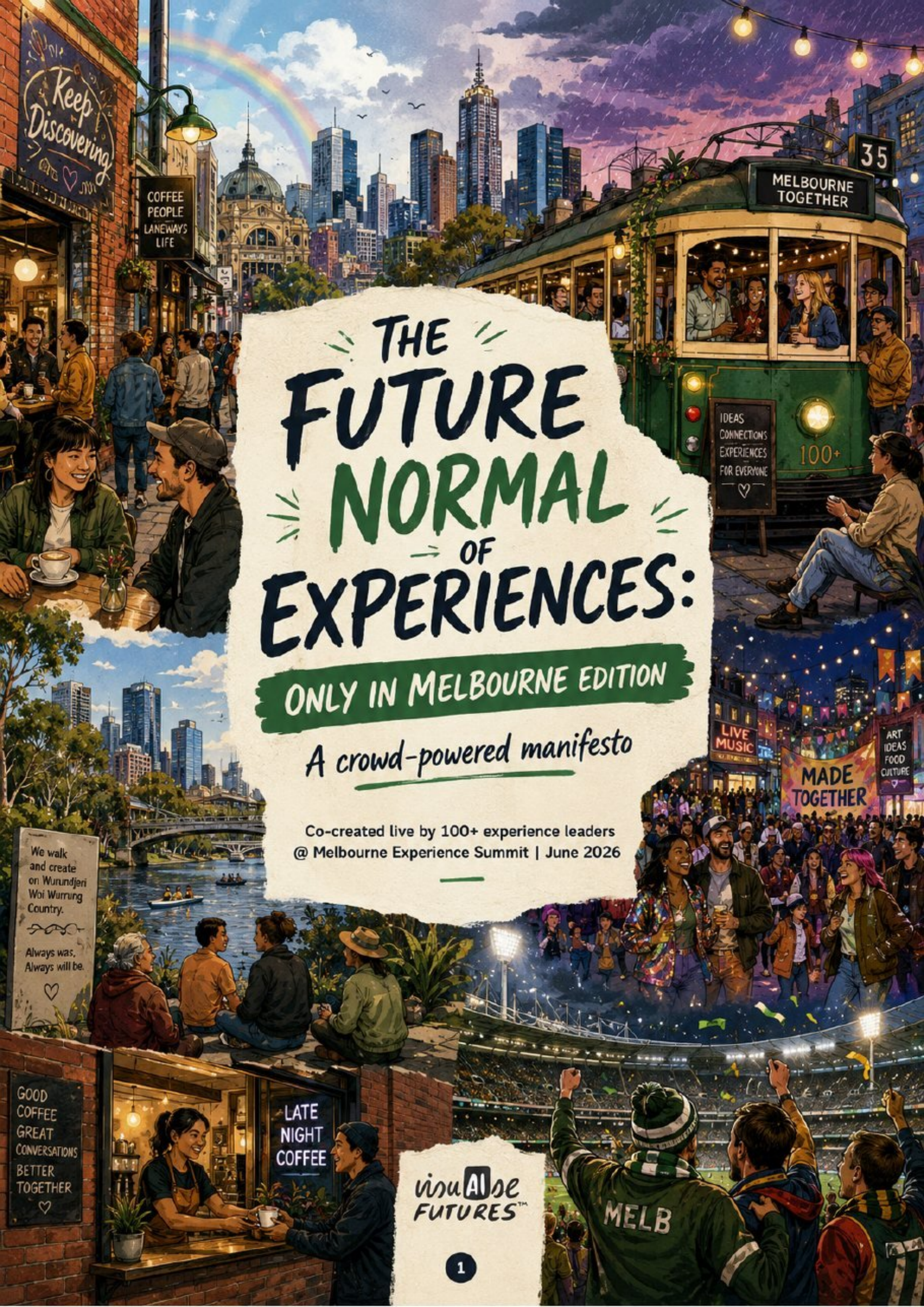




THE FUTURE NORMAL OF EXPERIENCES:

ONLY IN MELBOURNE EDITION

A crowd-powered manifesto

Co-created live by 100+ experience leaders
@ Melbourne Experience Summit | June 2026

We walk
and create
on Wurundjeri
Woi Wurrung
Country.

Always was.
Always will be.

GOOD
COFFEE
GREAT
CONVERSATIONS
BETTER
TOGETHER

LATE
NIGHT
COFFEE

visuAuse
FUTURES™

THE TRAM
BECOMES THE
VENUE.

The commute
becomes the
experience.

JAZZ ON
THE LINE

A carriage turns into
a jazz club, a dining
room, a mystery you
board without knowing
where it ends.

1000

TRAM
SESSIONS
TONIGHT
7-11PM

A DINING ROOM

SEASONAL
SUPPER
4 COURSES
LOCAL
PRODUCE

A SOCIAL MIXER

NEXT
STOP:
YOU?

3
min

3
min
too

A MYSTERY YOU
BOARD WITHOUT
KNOWING WHERE
IT ENDS.

WHERE TO?

NO MAPS.
NO PLANS.
JUST HOP ON.

WHAT IF THE
COFFEE NEVER
STOPPED?

THE FLAT WHITE THAT BUILT THE CITY'S MORNINGS
NOW POWERS ITS NIGHTS.

OPEN
TIL 2AM

POUR OVERS
ESPRESSO
COLD BREW
GOOD PEOPLE
GREAT NIGHTS

FROM DAWN
TO 2AM.
MELBOURNE
RUNS ON IT.

FOUR SEASONS
IN ONE DAY
IS THE FEATURE,
NOT THE FORECAST.

SUNRISE
Warm sun.

RIVERSIDE
COFFEE
GOOD PEOPLE
GREAT START

NOON
Wild storm.

MELBOURNE
WEATHER:
EXHIBIT A.

AFTERNOON
Breezy & bright.

COFFEE
ART
BEATS
GOOD DAYS

EVENING
Cool & electric.

GO PIES!

THE CITY BECOMES
ONE WALKABLE
FESTIVAL.

ONE TICKET.
ONE DAY.
EVERY MOOD.

MADE
TOGETHER

MUSIC
THEATRE
ART
SPORT
FOOD
ALL FREE
ALL YOURS

THANK YOU
LEGENDS

MELBOURNE STOPS HOSTING
FESTIVALS AND STARTS
BECOMING ONE.

DISCOVERY
BEATS THE
ALGORITHM. ♡



THE
LANEWAY
IS CALLING.
DITCH THE
MAP. ♡

AC/DC
LANE

AC/DC LANE

NO NAME
NO MAP
NO PROBLEM
♡

THE LANEWAY
SHOWS YOU
WHERE EVERYONE
DIDN'T GO. ♡

TURN
LEFT
HERE
↔

IF YOU KNOW,
YOU KNOW. ♡

TRUST ME.
GO DOWN,
THEN LEFT. ♡

BEST
PASTA
HIDING
DOWN
STAIRS

MELBOURNE'S
FAMOUS LANEWAYS
HAVE A
SECRET FLOOR. ♡

SECOND
CITY ♡

COCKTAILS →

TINY THEATRE →

GALLERY →

KITCHEN →

DESCEND FROM
A FAMILIAR STREET
AND SURFACE
SOMEWHERE HIDDEN
BENEATH IT ALL. ♡

NO SIGNAL
GREAT
SIGNALS
♡

MORE
THIS WAY
↔

POETRY
TONIGHT
♡

TODAY'S
SECRET
MENU
♡



THE OLDEST
STORY IS THE
NEWEST EXPERIENCE.



We walk
on Wurundjeri
Country.
Always was,
always will be.

♥



STAND ON THE BIRRARUNG
AND THE CITY PEELS BACK.



WURUNDJERI HISTORY
BECOMES THE GROUND
YOU STAND ON.



MELBOURNE STOPS
FEELING NEW.

IT STARTS FEELING ANCIENT.

— ♥ —

WHAT IF EVERYTHING
HAPPENED AT ONCE—
ON PURPOSE? 



FOUR WORLD FINALS.
ONE CITY. ONE DAY.



DINNER ON
THE MCG TURF. 



THE CLASH BECOMES
THE HEADLINE ONLY
THIS CITY CAN WRITE. 



MOBILITY AS THEATRE.

Journeys that surprise and connect. ♡

WEATHER AS A FEATURE.

Rain, sun, wind — part of the show.

DEEP SENSE OF PLACE.

Local stories.
Local people.
Local pride. ♡

A CITY THAT DOESN'T JUST HOST EXPERIENCES — IT BECOMES ONE.

ONLY IN MELBOURNE.

OPTIMISTIC. HUMAN. SHARED. ♡

CHOREOGRAPHED CULTURAL COLLISIONS.

Where difference makes magic. ♡

LATE-NIGHT COFFEE.

Conversations that keep the city alive. ♡

OUR MELBOURNE. OUR CALL TO ACTION.

- ✓ Co-create experiences
- ✓ Open doors, share platforms
- ✓ Support local, think citywide
- ✓ Make space for everyone

LET'S BUILD IT. TOGETHER. ♡

CITYWIDE PARTICIPATION.

Everyone has a role. Everyone belongs. ♡

A CROWD-POWERED MANIFESTO FOR THE FUTURE NORMAL OF EXPERIENCES.



MOVE PEOPLE DIFFERENTLY.



REWARD CURIOSITY.



HONOUR PLACE.



KEEP THE CITY WALKABLE, SOCIAL, AND ALIVE.

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