

Future enhancing human imagination: adding creativity to Future Design for deeper experiences in a condensed workshop format



Research Institute for
Humanity and Nature

大学共同利用機関法人 人間文化研究機構

総合地球環境学研究所



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leaderscope



A FUTURES INNOVATION REPORT

The Promise of Future Design

Using intergenerational role play and negotiation to improve planning and decision-making — and become better ancestors

Suzette Brooks Masters and Karthick Ramakrishnan

Future Design also builds on design thinking and strategic development. In the Netherlands, two practitioners, Igor Verettas and Rick Koster, have led Future Design processes with a wide range of civil society actors and private organizations to stimulate creativity, extend time horizons, and explicitly take into account future societal impact. Their projects to date have included two primary school societies in Alkmaar, the Association of Universities of Applied Sciences, social entrepreneurs and intrapreneurs in large corporate organizations at the Nudge Global Impact Challenge. Nearly 400 people have participated in these sessions. Interestingly, the participants did not use costumes, although in some instances the facilitators did. What the facilitators did do, is incorporate creativity exercises and role play into the programme to ignite the power of imagination of participants to get them to be in the future.



Professor SAIJO, Tatsuyoshi
Research Institute for
Future Design

Program presentation

1. Future design sessions condensed to 3 hours
2. Using creativity & imagination
3. Outcomes used in strategic longterm thinking
4. Interaction: Your questions

Setup Design compact FD session (2,5 hrs)

00:00 Introducing

00:10 Meeting each other at your table. And 'What I wanted to say for sure is...'

00:20 Focus on the subject, need and urgency – e.g. interview CEO

00:30 Introducing FD and **Past design**. From the 'now', send messages to 1994

00:50 Back to 1994! (Conversations at the table with timer 20') + 5' plenary wrap up

01:15 Break

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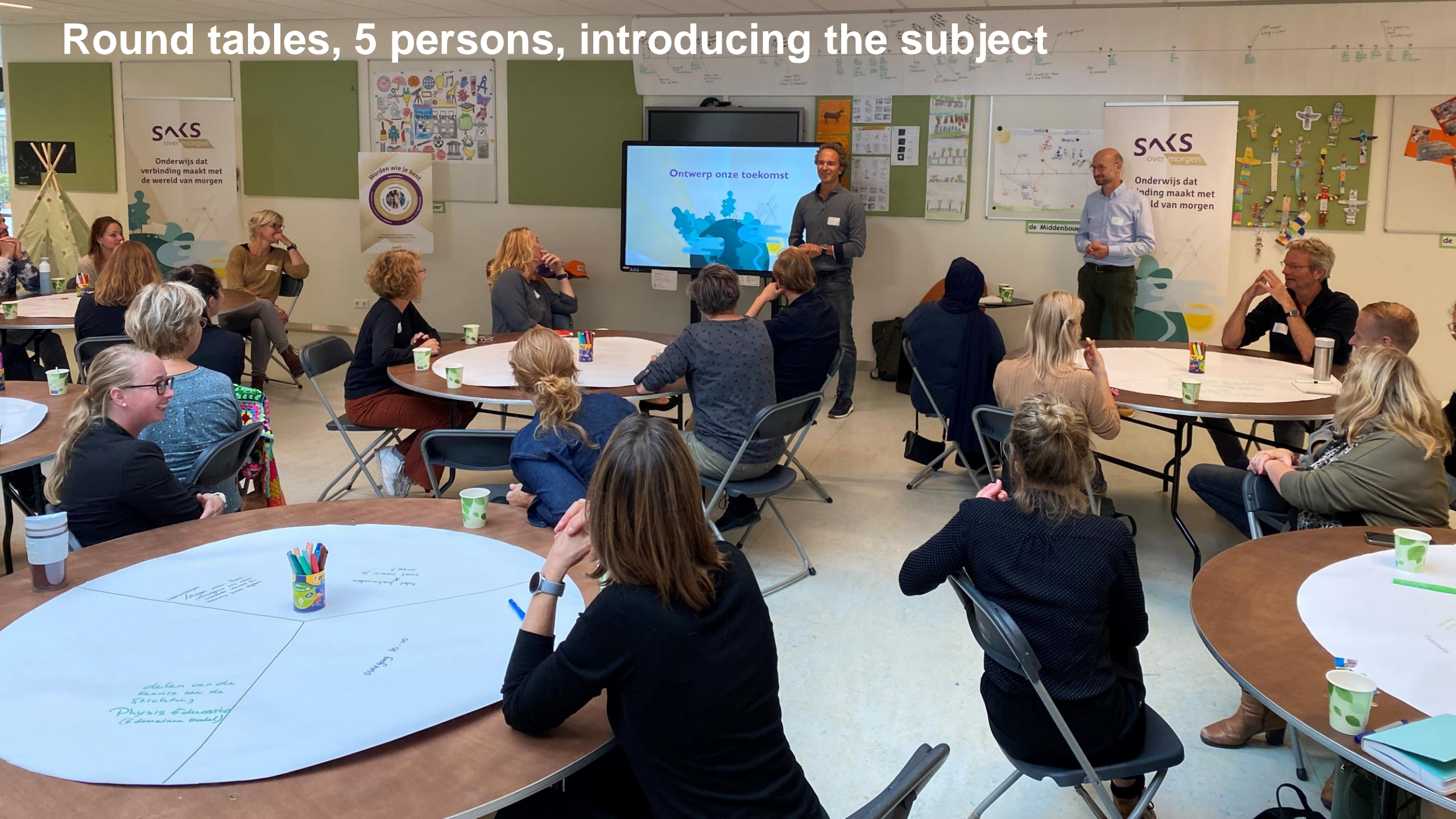
01:35 **Future design** – Focus on trends and playing it out in front of the group + exercise in mental agility and creativity

01:55 Move to 2054! (Conversations at the table with timer 20')

02:15 Messages (Advices, Compliments, Warnings) from 2054 to people in 2024 – facilitators are in front of the group in 2024. Record this!

02:30 5' Wrap up by CEO with facilitators – Being a good ancestor. And looking ahead: what's next in Strategy Design?

Round tables, 5 persons, introducing the subject





Use inspiring contexts and locations

Children helping making strategic plans for 15 primary schools in Alkmaar

Peace Palace, the Hague



nudge
Global Impact
Challenge

PEACE PALACE

nudge

SUSTAINABLE
DEVELOPMENT
GOALS

7 AFFORDABLE AND
CLEAN ENERGY

11 SUSTAINABLE CITIES
AND COMMUNITIES

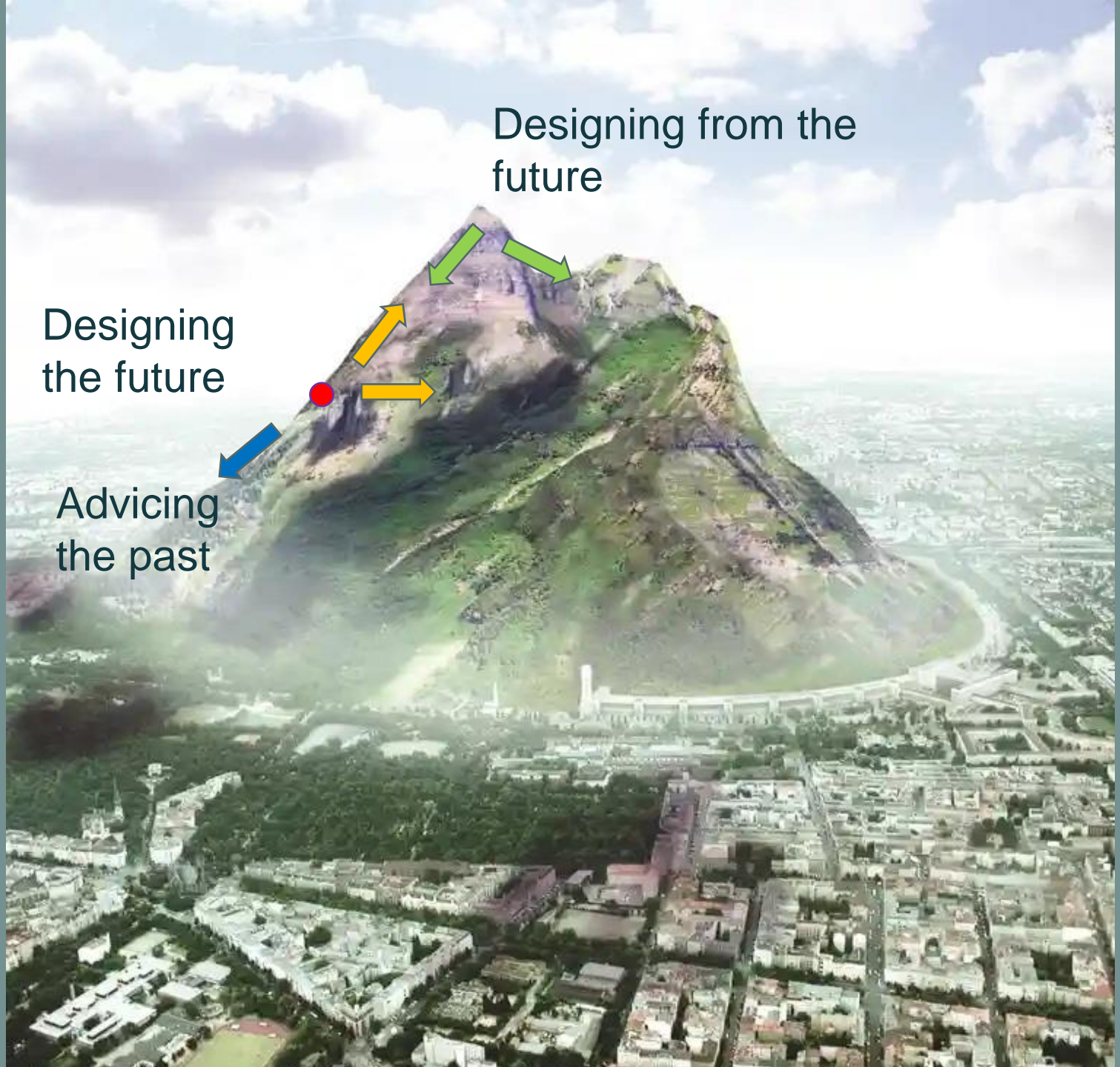
10 REVISED
INDICATORS

1994

NOW

2054





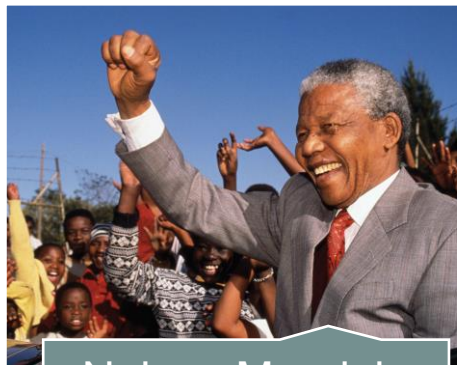
Designing from the future

Designing the future

Advicing the past

Past Design

1994



Nelson Mandela
President

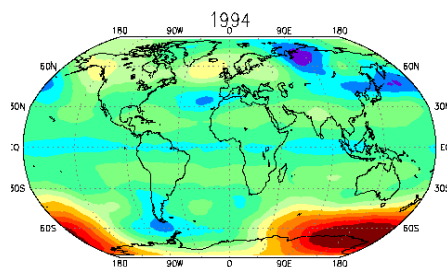
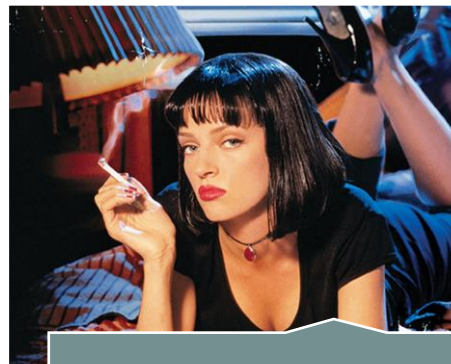


Figure 1

Stratospheric
cooldown



Pulp fiction



Grunge style
fashion



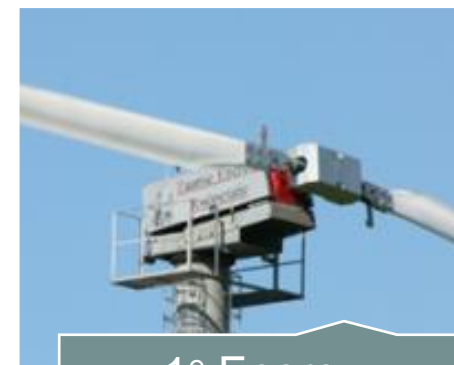
Ford Taurus



Nobelprice Peace



First GSM-
connection



1^e Energy
coöperation

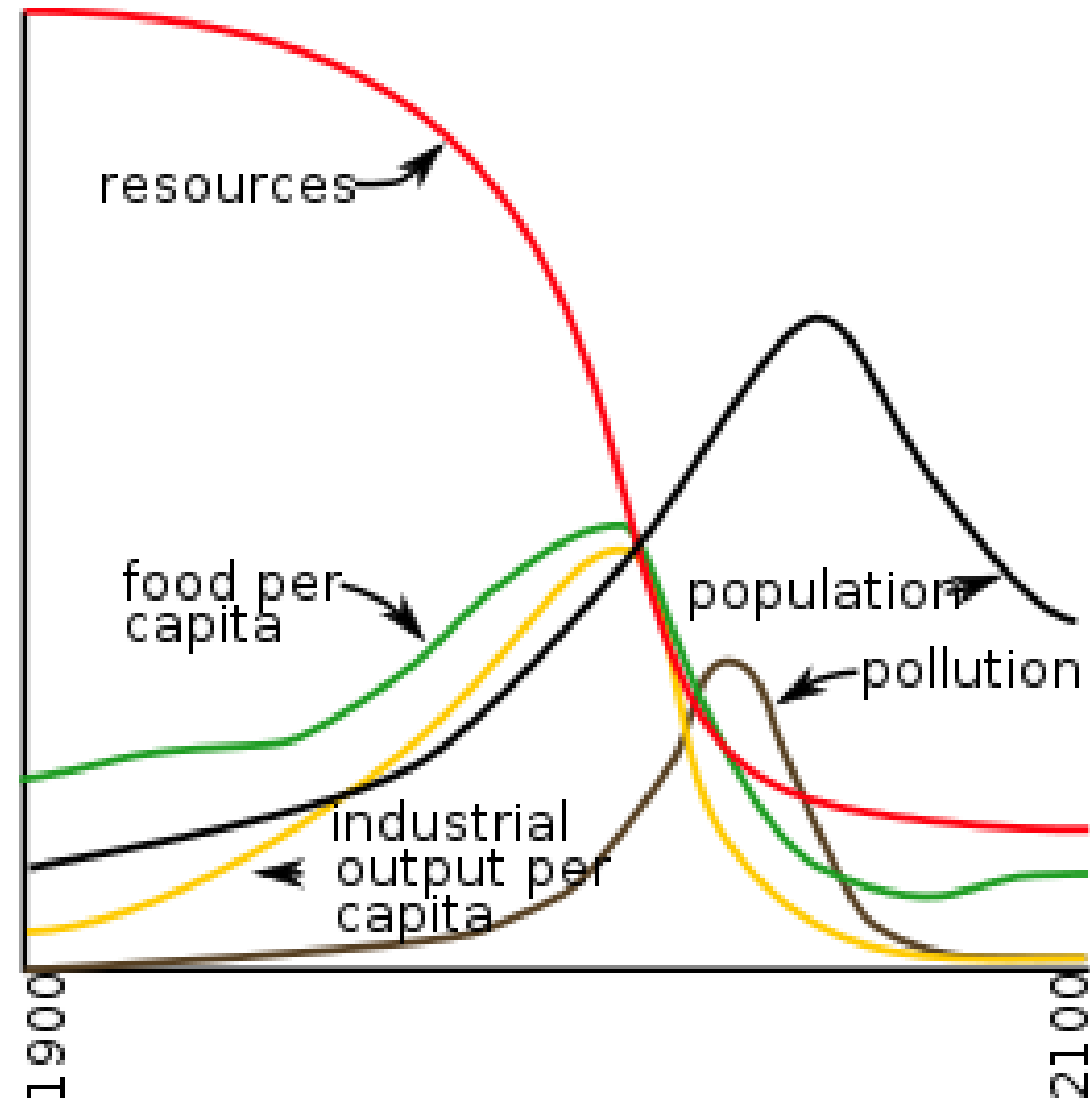


rapport van de club van ROME

De grenzen aan de groei

DENNIS MEADOWS (MIT)
met commentaar van
DE CLUB VAN ROME

Uitgeverij Het Spectrum N.V.
Utrecht/Amblerpen



ASSIGNMENT:

- As a person from 2024:
What would you tell to people in 1994 about how the subject has developed in 2024?
- What is your message (advices, compliments, warnings) to people in 1994?

Future Design



Trends & developments

Societal / cultural / economical / natural / global



Hype

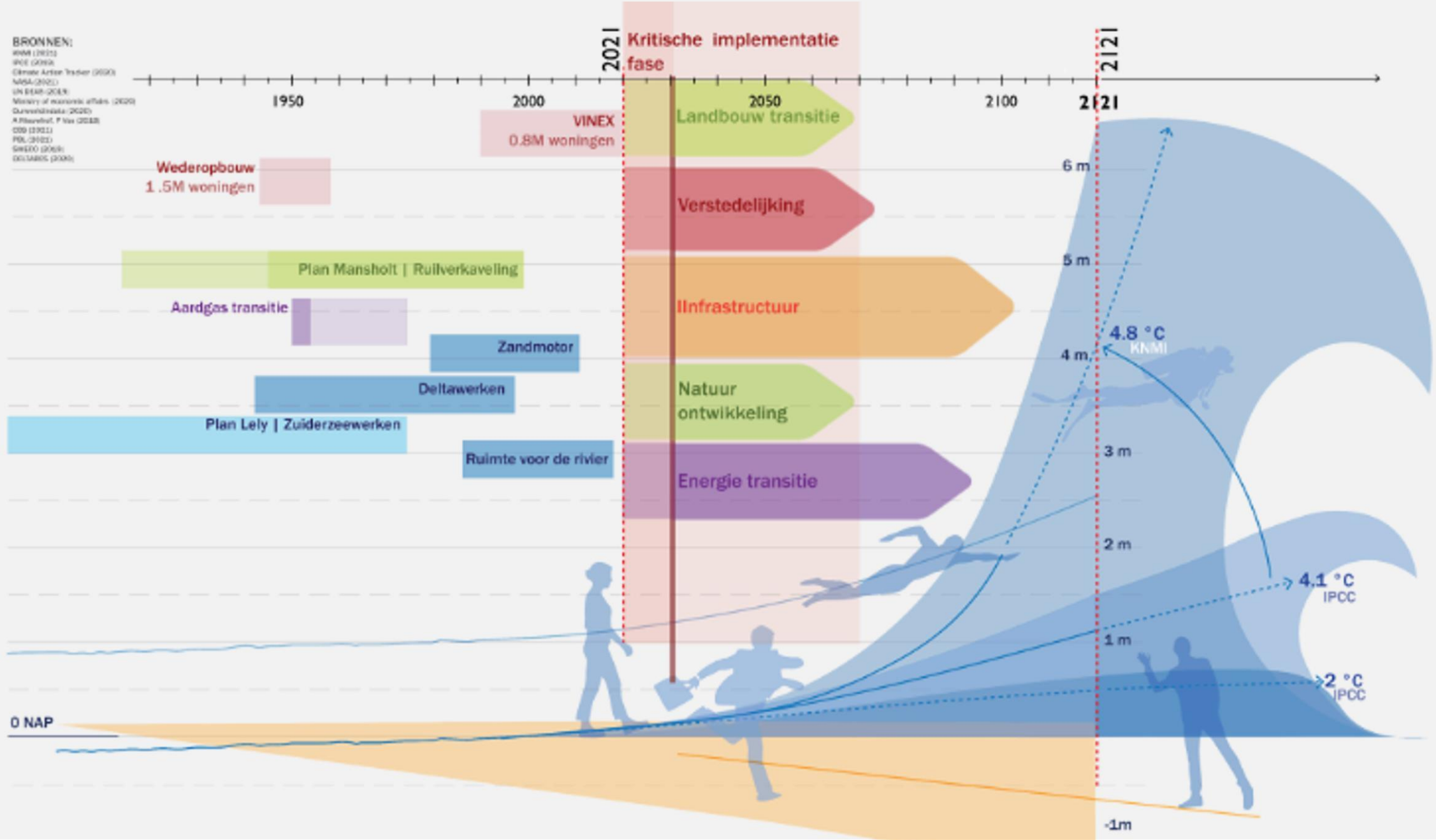


Trend

A course moves in a specific clear direction over an extended period of time.

BRONNEN:

KNMI (2021)
WRI (2019)
Climate Action Tracker (2020)
NASA (2021)
UN EAP (2018)
Ministry of economic affairs (2020)
Quintessence (2020)
A.P. Bouw, F. Van (2018)
OD (2021)
PBL (2021)
SWRO (2018)
Deltacom (2020)





2007

FUTURE FILES

A BRIEF HISTORY OF THE
NEXT **50** YEARS

RICHARD WATSON

"Part Jules Verne, part Malcolm Gladwell...
a thought-provoking, laughter-inducing delight."*



Children dare to draw, and use a professional artist

SAKS
TOE
KOMST
RAAD



hzz



er is veel
minder land

wand dat is
verzopen in
het water



geen natte voeten

Creatief denken
muziekles



Emotie en plezier

basis dingen
Leren



Koken
Huishouden



Strijken



Wel dingen blijven doen
zodat je ze niet vergeet



maakt alles
een App
opletten!



persoonlijke coach
met paintball geweer

Huis met
bescherm
bubbel



Meer tijd voor leraren

Creatief
inzetten



Afval
opruimen



Cyboranens
Met implantaat

Use a persona

Ianne, 41 years in 2054

- Lives in Amsterdam, company: AI-solutions For Good. Works 3 days a week
- Regeneration. Recycle. Re-use. Remember.
- Contributes to her environment
- Small sustainable floating house



Use LEGO



HOOFT van een Koekantje Professionaal

denk buiten de kaders

werkbaarheid (maatschappij) te gaan.

Interconnected Problems Solutions

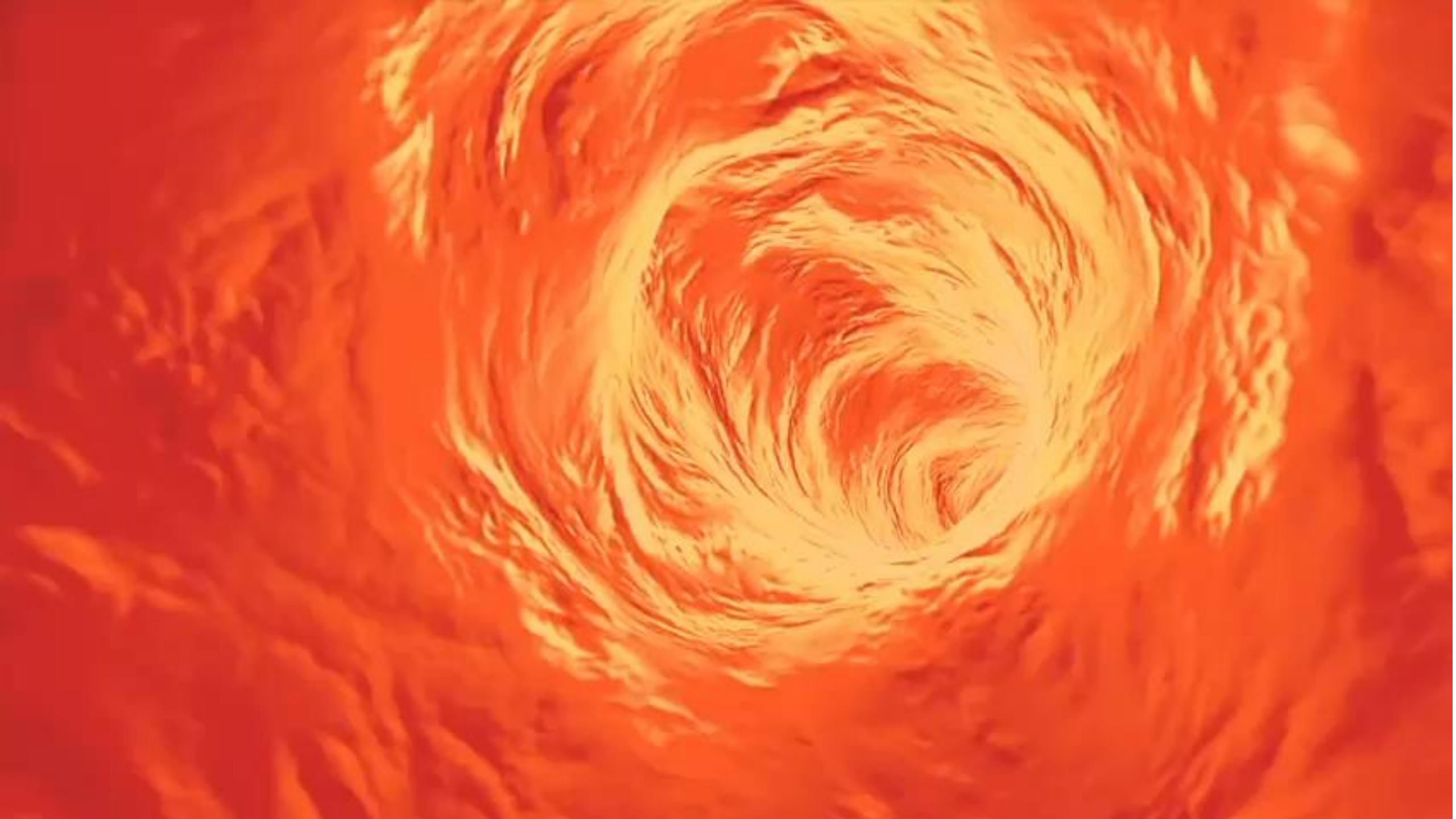
noedzaak van

Use theater, hats and jackets



ASSIGNMENT:

- Take a time machine and travel to 2054, and live there with your current age.
- How do people live and learn in 2054?
- What is the message (compliment, advise, warning) you want to send to the people in 2024?
- Talk about the choices you have to make, with the messages in mind.



Thoughts on how to run FD sessions better

1. Process and place of children's drawings in adult sessions
2. Appoint host/time keepers, someone per table who monitors time and agenda.
Instruct people in advance / Or use a movie
3. 5/6 people per table, preferably 5 to hear every one's voice
4. At introduction FD, and story Yoshi, maybe do some mental exercise to think bigger and further (example, meditation, or a drawing session)
5. Sharper instructions when participants advice to the past. (think of the effect now)
6. FD future session: talk about 2024 in past tense. Now it is 2054.
7. Future design, start with: 'How do you live, learn and work?'
8. Immerse people even more by projections on the ceiling, sounds and smell
9. Recording everything you get back with a Dictaphone, translate and make a story out of it.

UNEXPECTED OUTCOMES OF FD

Reactions of participants:

“I leave here as a different person as when I came in.”

“I have to talk with my family at home, to discuss these insights.”

“What can I do to help or contribute?”

