

Faculty of Design

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Anti-Archetypes: Systemic stories of hope

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Experiencing the Future for Systems Change

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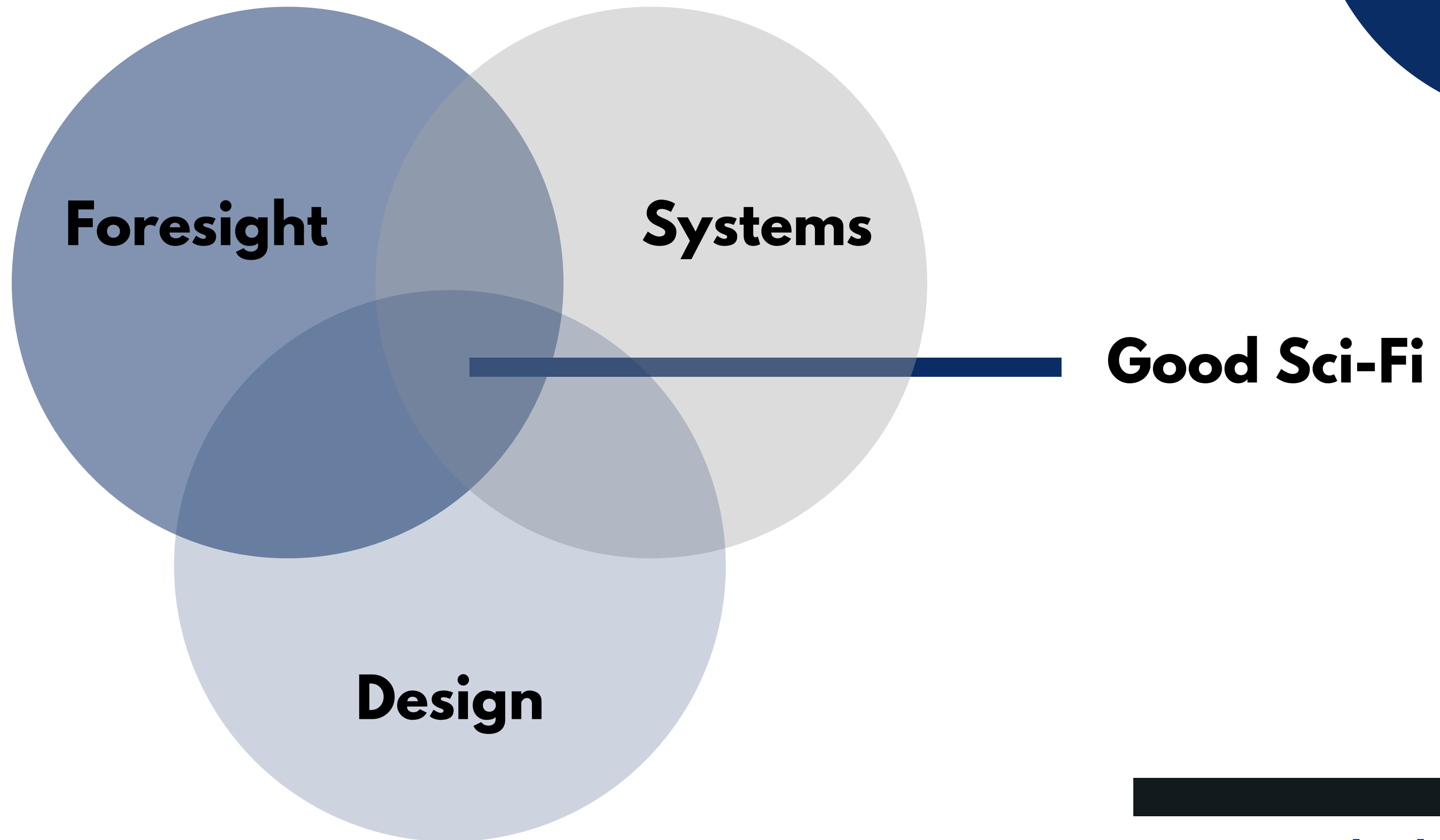


**Russia's dystopian sci-fi
features non-linear wars.**

@leah_zaidi



**Science fiction depicts
socio-economic and
political prototypes of
the future.**





**Objective Reality
(Exists in Real World)**

**Legalized Fictions/
Mass Mythologies**

Strategic Foresight looks at multiple, alternative futures e.g. the many ways in which the world might evolve.

Then, we consider what the implications are for us.



**How do we leverage stories about the
future for systemic design?**

**Experiential Futures:
"Situations and stuff from the future that
catalyze change."
-Stuart Candy**



WHY EXPERIENCE THE FUTURE?

- Trigger new thinking
- Prototype what's possible
- Ground proposed systemic change in something visceral and tangible
- Communicate consequences of complacency

EXAMPLE 1: UNESCO FUTURES LITERACY LAB

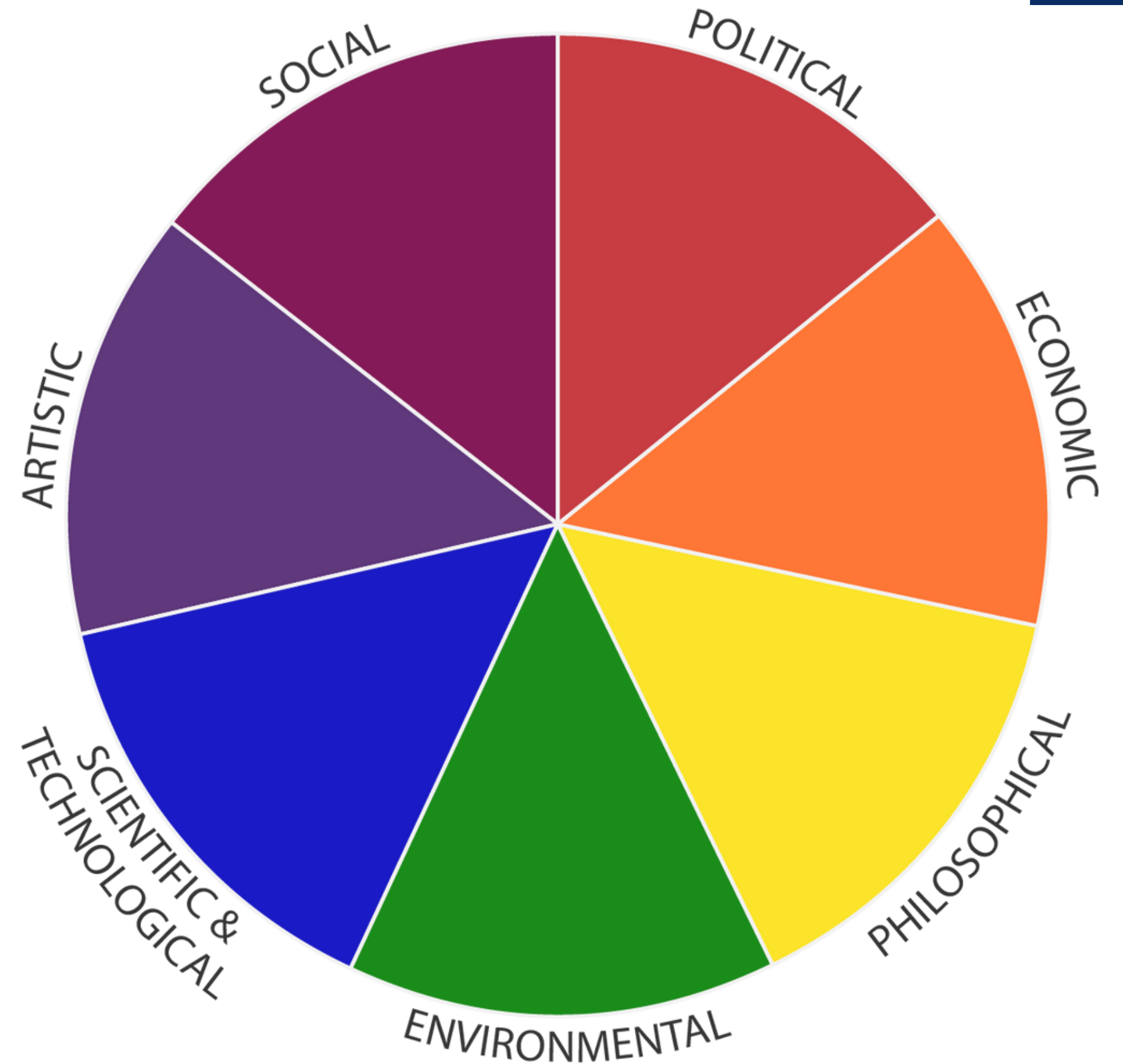
Challenge Anticipatory Assumptions: Expectations shape our sensing and sense-making about the future.

- **Phase 1: Tacit to Explicit**
- **Phase 2: Reframing**
- **Phase 3: New Questions**



EXAMPLE 2: VOTING

**Starting point:
Building 4 new worlds
with Seven Foundations**



Federal Election
Monday,
October 24, 2039

In Corporations We Trust



Work hard. Make history.

Amazon 

Think different.

Apple 

If you don't like us, leave.

Facebook 

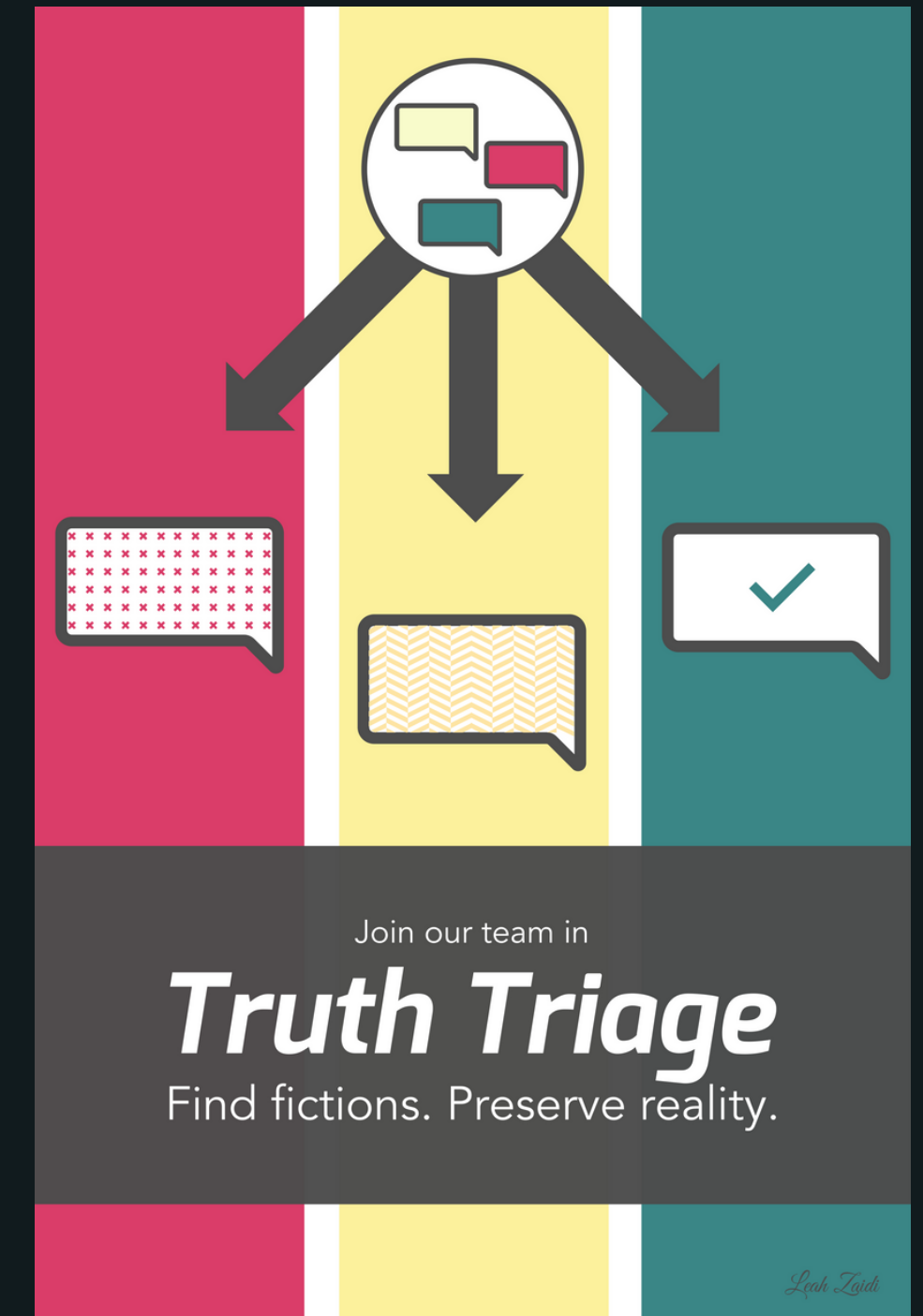
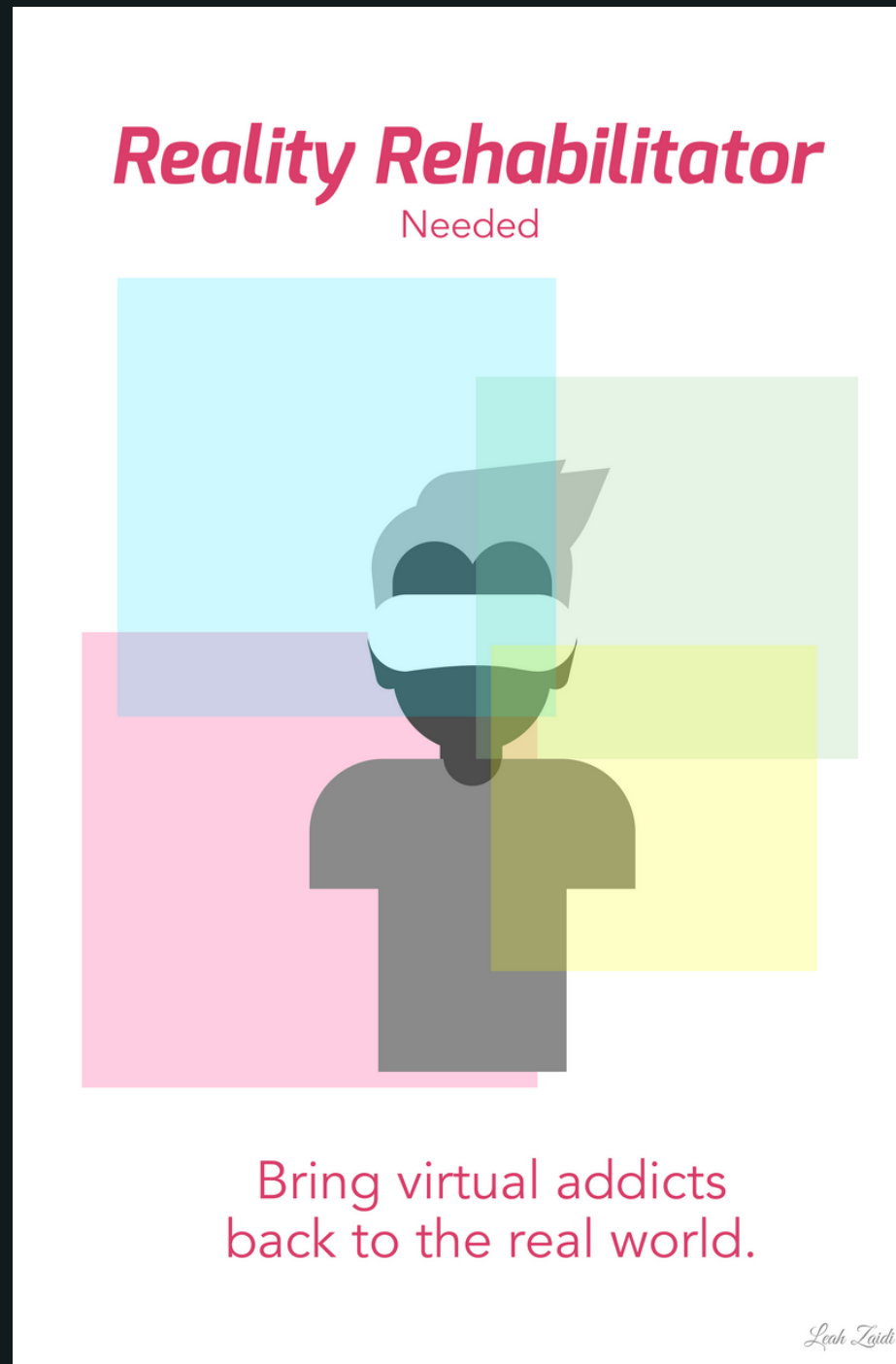
Do the right thing.

Google 

See what's next.

Netflix 

EXAMPLE 3: JOB ADS FROM THE FUTURE





MIN SPEC FOR FUTURE-PROOFING

- 1) How does it support long-term environmental sustainability?
- 2) How does it enable justice, equality, and democracy?
- 3) How is it helped or hindered by AI, and what are the underlying ethics and assumptions?



WHAT ELSE?



**FORESIGHT WITHOUT
SYSTEMS**

=

**SHALLOW VISIONS +
UNINTENDED
CONSEQUENCES**



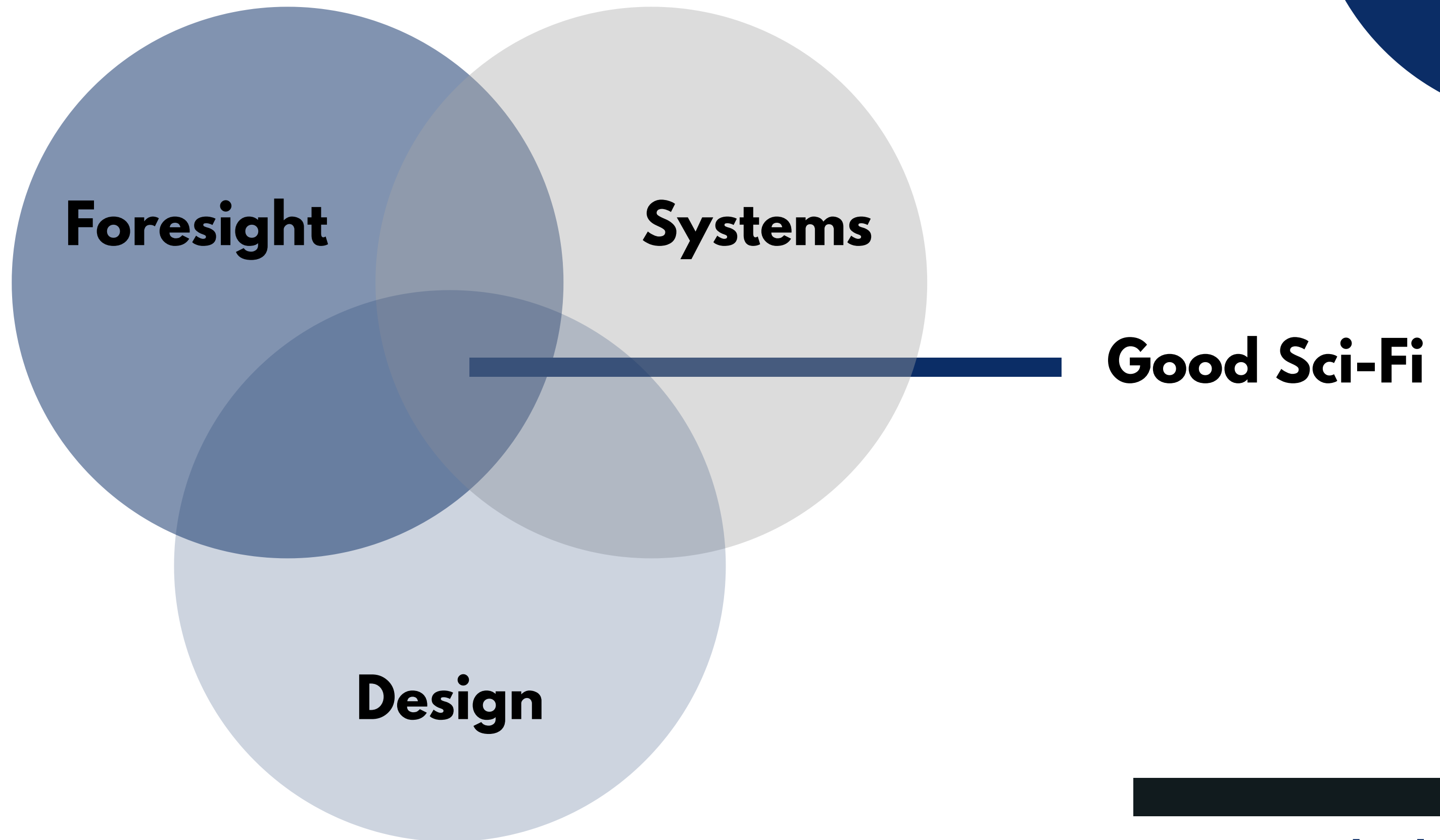


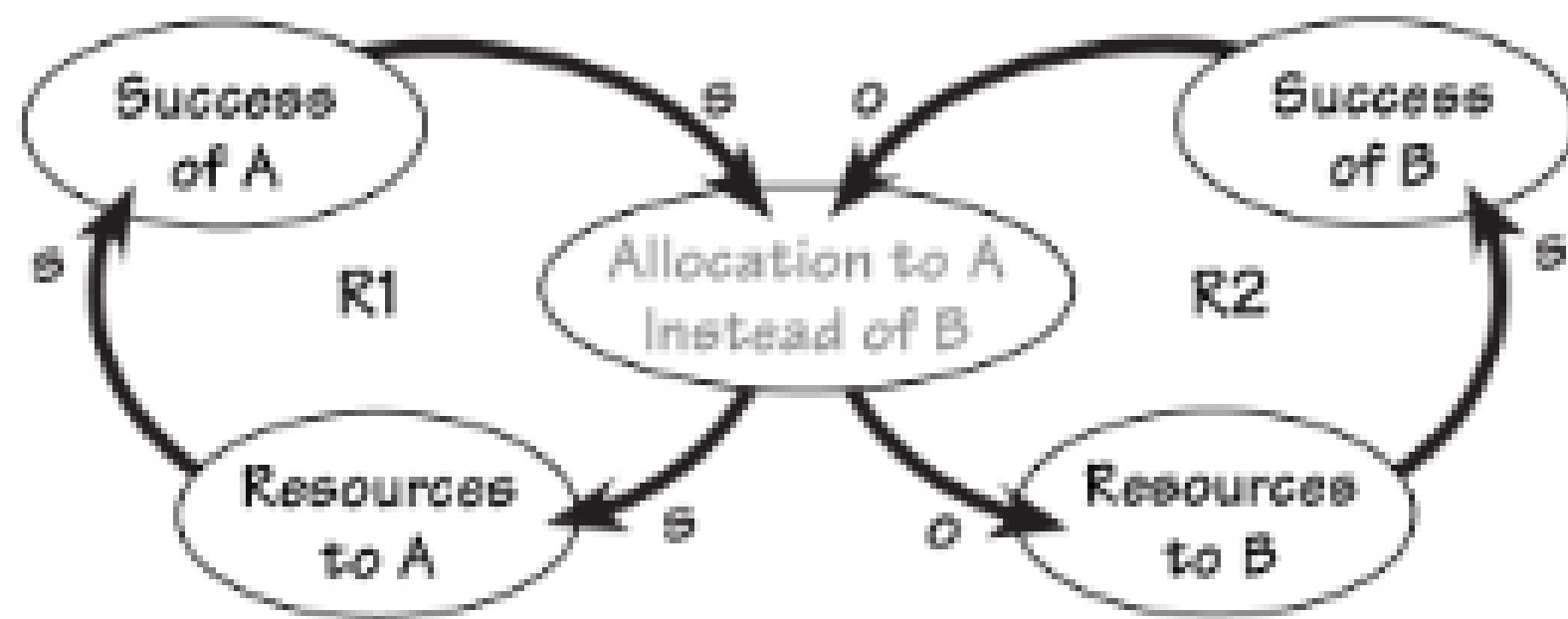
**SYSTEMS WITHOUT
FORESIGHT LACKS HOPE**





LANGUAGE IS SOFT POWER





ARCHETYPES



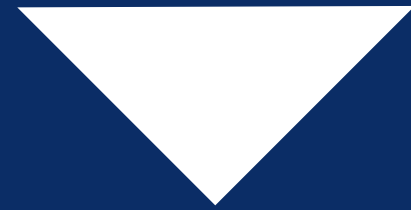
MEET THE ANTI-ARCHETYPES

**SHIFTING THE
BURDEN**



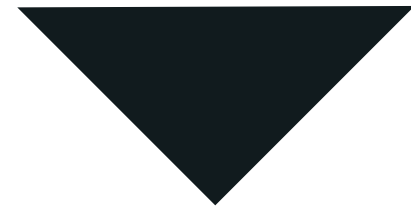
**TAKING
RESPONSIBILITY**

**SUCCESS TO THE
SUCCESSFUL**



**POWER TO THE
MARGINALIZED**

ESCALATION



DESCALATION



THANKS!

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