

Week 1 - Introduction

VALUES IN DESIGN FUTURES

Eeva Berglund

Professor of Sustainability Policy



@eevabee

İdil Gaziulusoy

Professor of Sustainable Design



@blindpsykhe



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School of Arts, Design
and Architecture

Outline

Today is all about “introductions” and orienting ourselves

Who we are and why we are teaching this course

Quick discussion

Lecture - Futures Walkthrough

Group exercise - Analysing future proposals through a value lens

Let's get our brain muscles stretched...

Form 6 groups of equal numbers (3-5)

Pick a question - discuss for 5 minutes

Let's get our brain muscles stretched...

Form 6 groups of equal numbers (3-5)

Pick a question - discuss for 5 minutes

Read the prompts individually (2-3 minutes)

Discuss the question for another 5 minutes

**SHOULD WE GIVE
OTHER ANIMALS RIGHTS?**

**SHOULD WE EDIT OUR
CHILDREN'S GENOMES**

**SHOULD WE LET SYNTHETIC
LIFE FORMS LOOSE?**

**SHOULD WE IMPOSE
POPULATION CONTROL**

**SHOULD WE COLONISE
OTHER PLANETS?**

**SHOULD WE GEOENGINEER
THE PLANET?**

Futures Walkthrough



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The Concept of Future

The concepts of future and time are universal in human societies.
(Bell, 1994)

Evidences?

practices of divination
rites of passage (transitions to future social roles)
agricultural planning
seasonal migrations
development of calendars
etc.

The Concept of Future

Perception of Future

Representation of Time

Hindu/Buddhist
cyclical

circle of life and death in
living organisms, or of night and day in cosmic time

future as part of an unending continuum

Greco-Roman Judeo-Christian
arrow

the future is better than the present and the past

trajectory towards something more, towards accomplishment; conceptual basis of “progress”

Ervin Laszlo
spiral

an evolutionary process of world civilization

spatial and temporal events ranging from the natural to the social, that develops over time



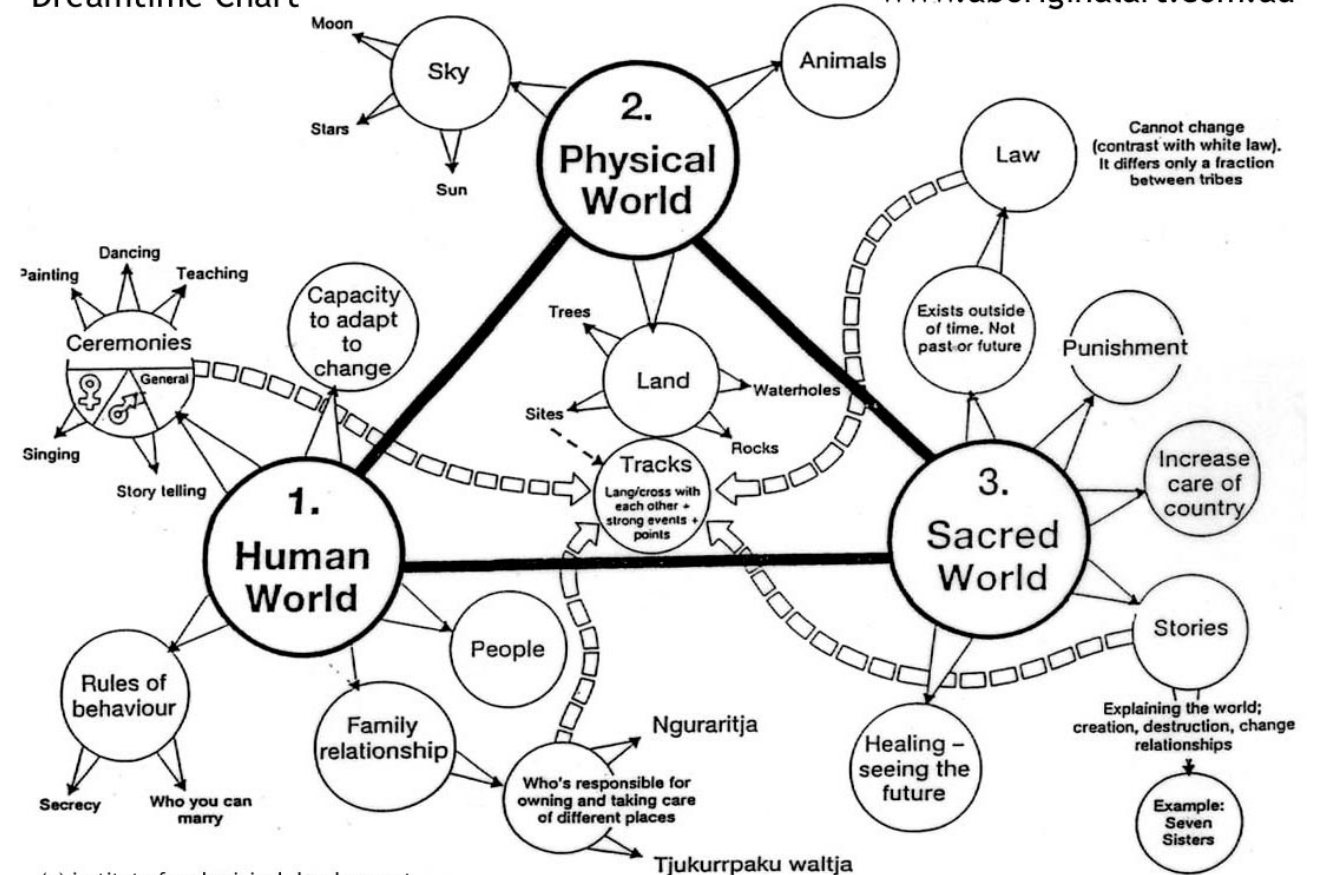
The Concept of Future

North American and Australian Indigenous
non-flowing=eternal now
“dreamtime”

(Milojevic, 2005)

Dreamtime Chart

www.aboriginalart.com.au



(c) institute for aboriginal development

“Our” Perspective of Futures

“ During the last 500 years, with the help of the expansion principle that was intrinsic to capitalism, colonialism, and the way ‘progress’, ‘development’ and ‘time’ were seen and defined, the ‘victory’ of western models of civilization has occurred. This hegemony of western civilisation has also meant the implementation and imposition of western concepts of time (time being linear) and the future globally (for example, the idea of ‘millennium’) [...] **Futures thinking thus became linear, concerned with progress and with ways for controlling the future.** ‘Science’, including ‘social sciences’, developed within this context.”

A History of “Our” Futures

47 000 BCE

mediums,
oracles
augurs



3300 BCE

astrology



A?

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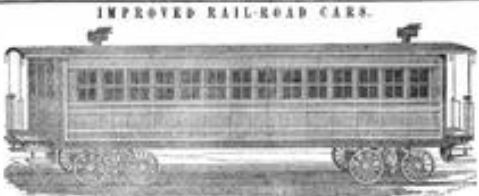
Various methods: haruspication, bibliomancy,
alectryomancy, cartomancy, clairvoyance, oneiromancy, ichthyomancy, palmistry, geomancy,
pyromancy etc.

A History of “Our” Futures

1516 Utopia, Moore

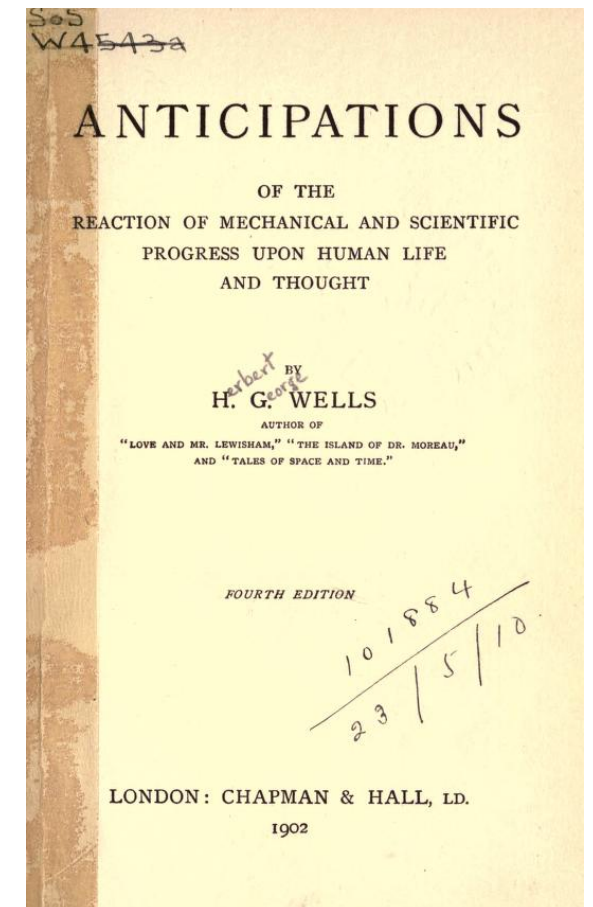
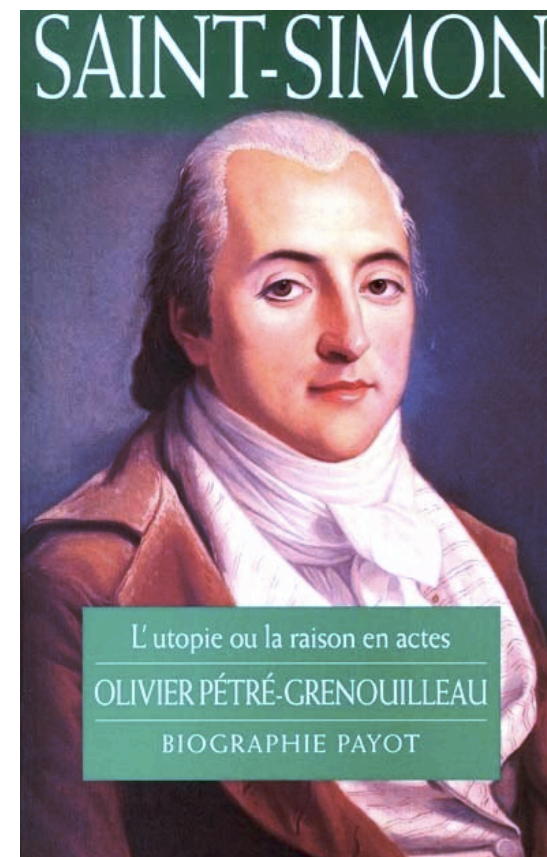
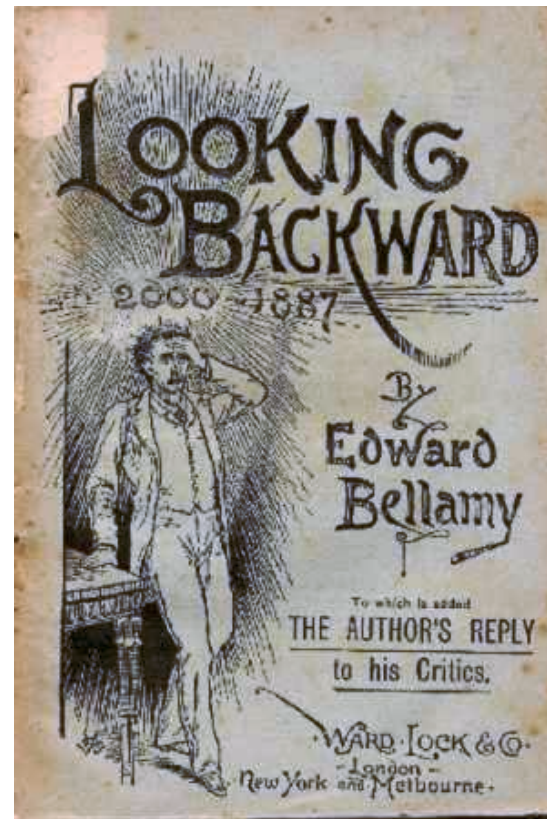
1602 The City of the Sun, Campanella

1845



it was the combination of science, technology and war that fuelled the popular imagination in 19th century Europe (Slaughter, 1996)

A History of “Our” Futures



A?

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Until WWII, futures thinking existed in the West as literary expression (speculative fiction, e.g., that of Jules Verne), and political advocacy (e.g., social prophets Charles Fourier, Henri de Saint-Simone, Robert Owen, Edward Belamy)

(Tenner, 1998)

A History of “Our” Futures

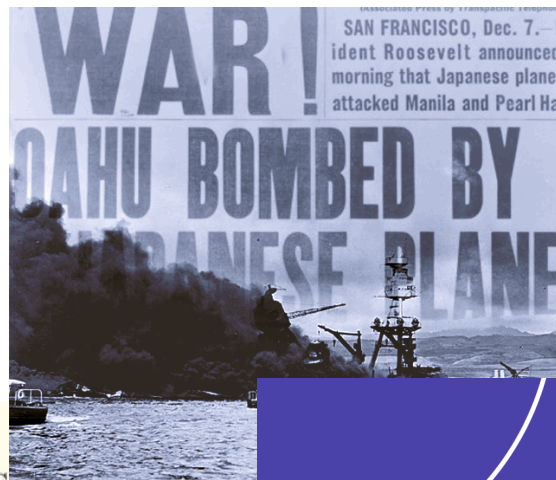
1921 Gosplan



5-year 10-year plans

WWII

World War II forced most leaders all over the globe to make long-range and short-range plans. After the war, national planning blossomed everywhere.



1946

1955
The Society for
General Systems
Research

1960s

Theodore J. Gordon
and
Olaf Helmer

DELPHI Method of
Scientific and
Technological Forecasting

Established Institute for the
Future

Herman Kahn left RAND
and established The
Hudson Institute

Bertrand de Jouvenel and
his wife Helene found the
Association Internationale
de Futuribles

RECENT SOCIAL TRENDS
IN THE UNITED STATES

REPORT OF THE
PRESIDENT'S RESEARCH COMMITTEE
ON SOCIAL TRENDS

With a Foreword by
HERBERT HOOVER
PRESIDENT OF THE UNITED STATES

VOLUME I

1929

McGraw-Hill Book Company, Inc.
NEW YORK AND LONDON
1935

RAND
CORPORATION

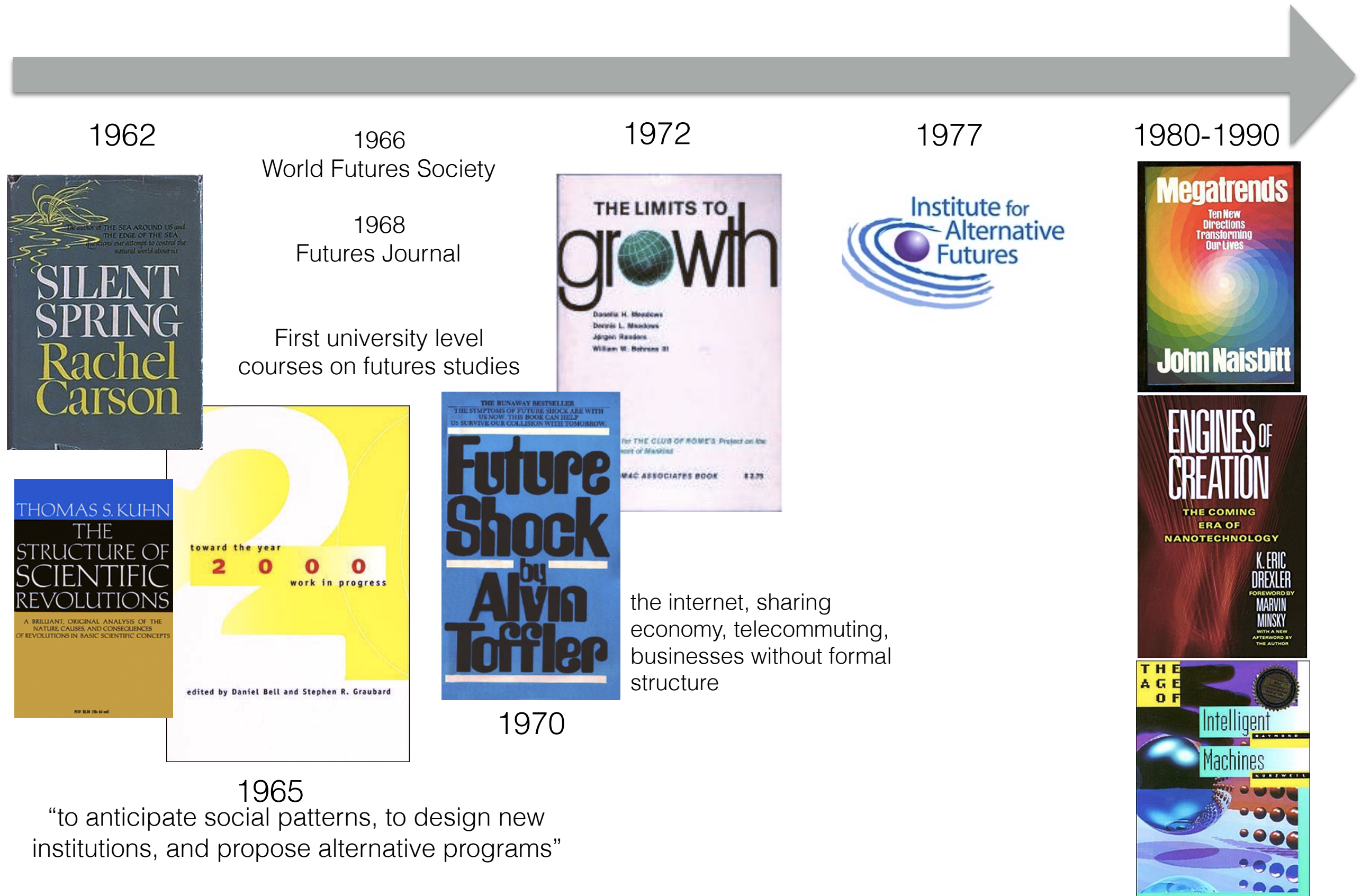
In the 20th century, future studies developed rapidly under the pressure of war and anticipated war, the need for military and commercial strategies, and the growing perception of what the Club of Rome aptly called the ‘global problematique’

(Slaughter, 1996)

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A History of “Our” Futures



A History of “Our” Futures

1995
INDUSTRIAL SOCIETY
AND ITS FUTURE

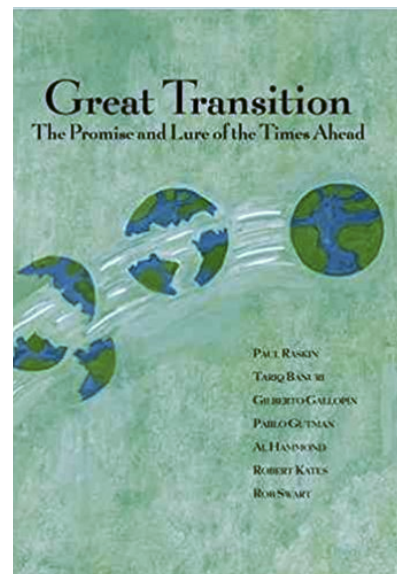


The Unabomber Manifesto

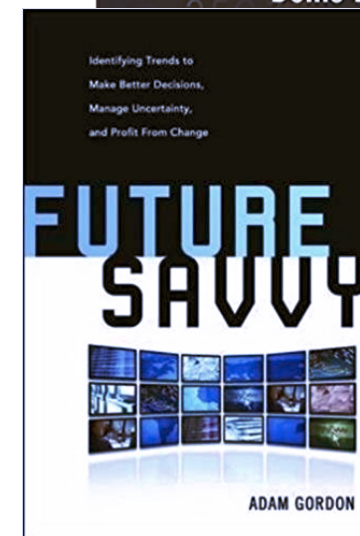
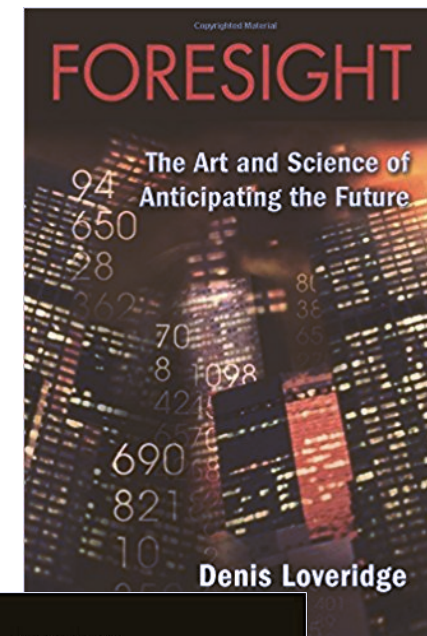
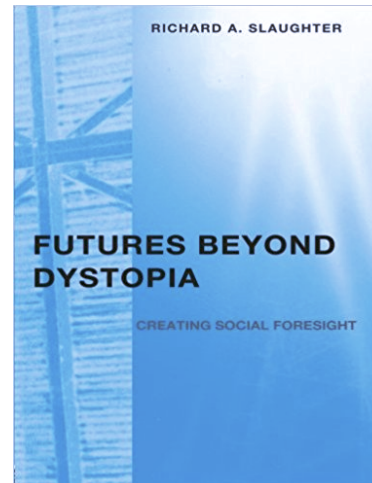
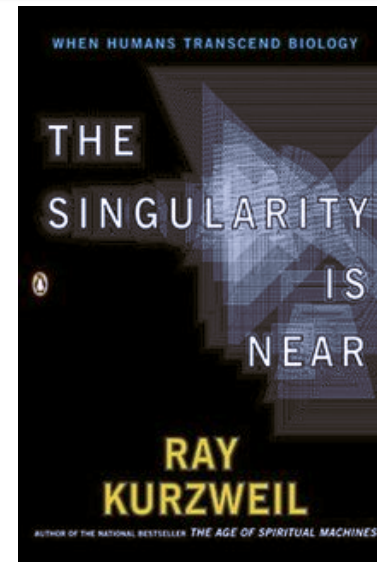
by Theodore Kaczynski

“The Industrial Revolution and its consequences have been a disaster for the human race.”

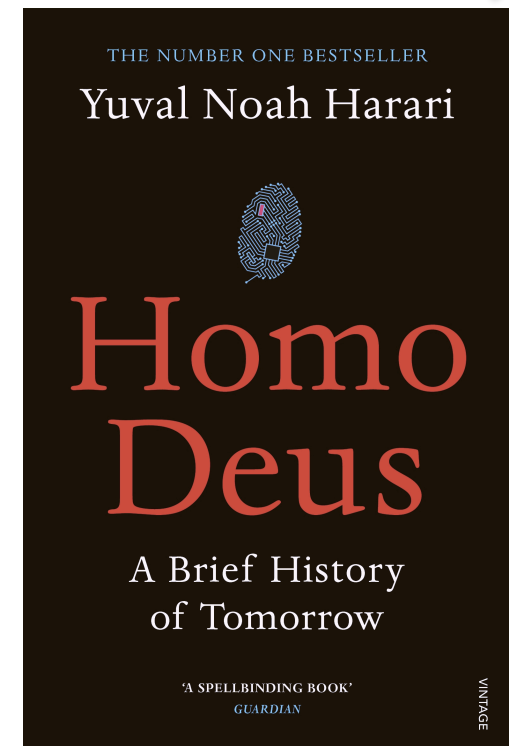
2002



Three scenarios:
conventional worlds,
barbarization, great
transitions



2015



From late 1990s Critical futures: non-Western, feminist, poststructural
“The goal of critical research is thus to disturb present power relations through making problematic our categories and evoking other places or scenarios of the future”

(Inayatullah, 1999)

focused less on what the future will be like, or even the range of alternative futures, than on what is missing in particular visions of the future

(Milojevic, 2005)

The key philosophical assumptions behind modern futures studies

The future is not predetermined and cannot be 'known' or 'predicted'.

The future is determined partly by history, social structures and reality, and partly by chance, innovations and human choice.

There is a range of alternative futures which can be 'forecasted'.

Future outcomes can be influenced by human choices.

Early intervention enables planning and design, while in 'crises response' people can only try to adapt and/or react.

Ideas and images of the future shape our actions and decisions in the present.

Our visions of preferred futures are shaped by our values.

Humanity does not make choices as a whole, nor are we motivated by the same values, aspirations and projects.

Evolution of Human Reaction to Future



“Alternative
Futures
Movement”

Alternative futures thinking is about understanding the possible, probable and plausible futures and selecting preferable one(s) to act upon and to create.



Six-Pillars of Futures Studies

Mapping the past, present and future

Understand the context and generate vision through hindsight, insight and foresight

Anticipation

Identifying the emerging issues and possible outcomes of probable happenings

Timing

Relates to grand patterns of history and identification of models of change

Deepening

Generating more elaborate insights about the dynamics or causes of change

Creating alternatives

Creating alternative futures through scenarios

Transforming

Narrowing down alternatives to one or more preferable ones and acting upon them

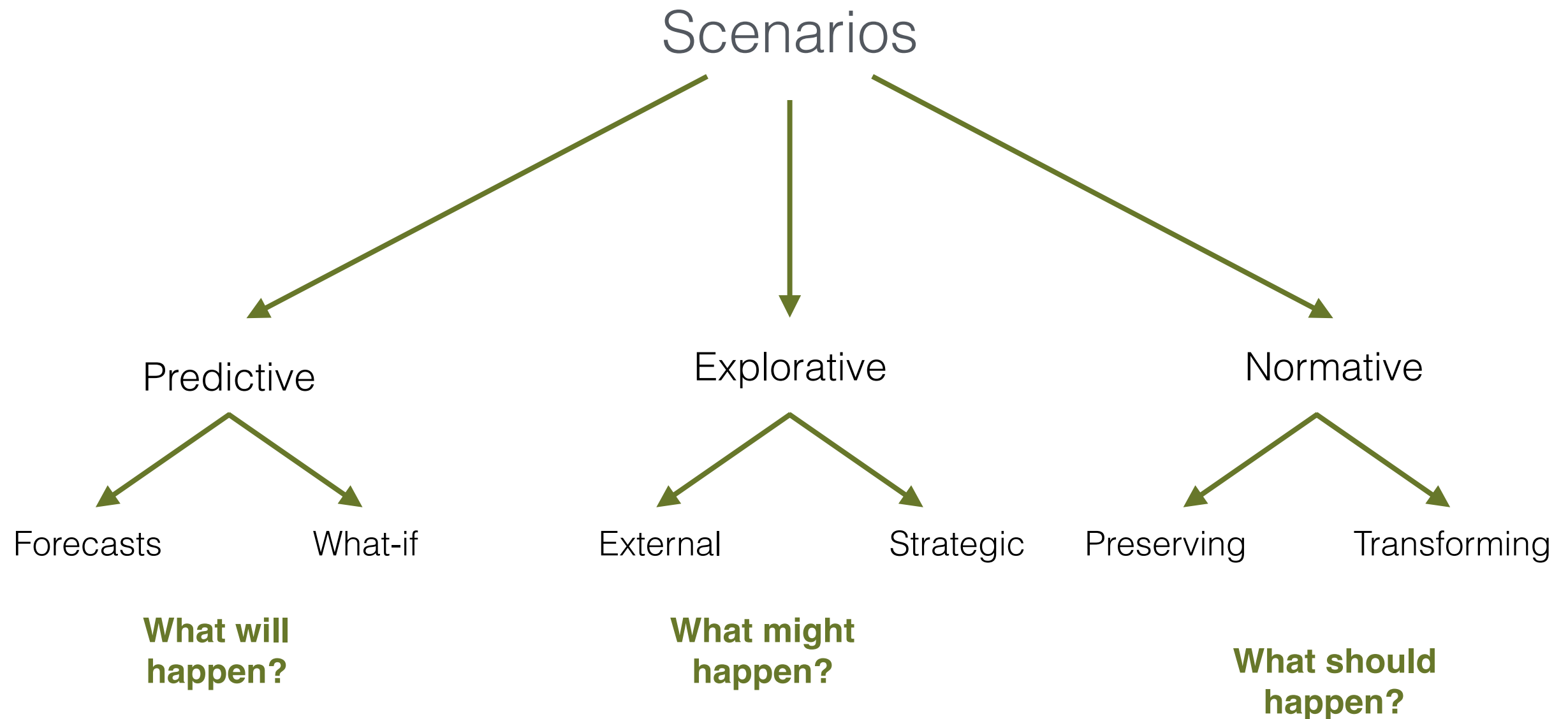
Scenarios

We can only approach the problems relating to the future playfully.

Clear answers will remain exceptions.

Scenarios describe hypothetical possible future pathways and dynamic processes which are *causally* related over a period of time.

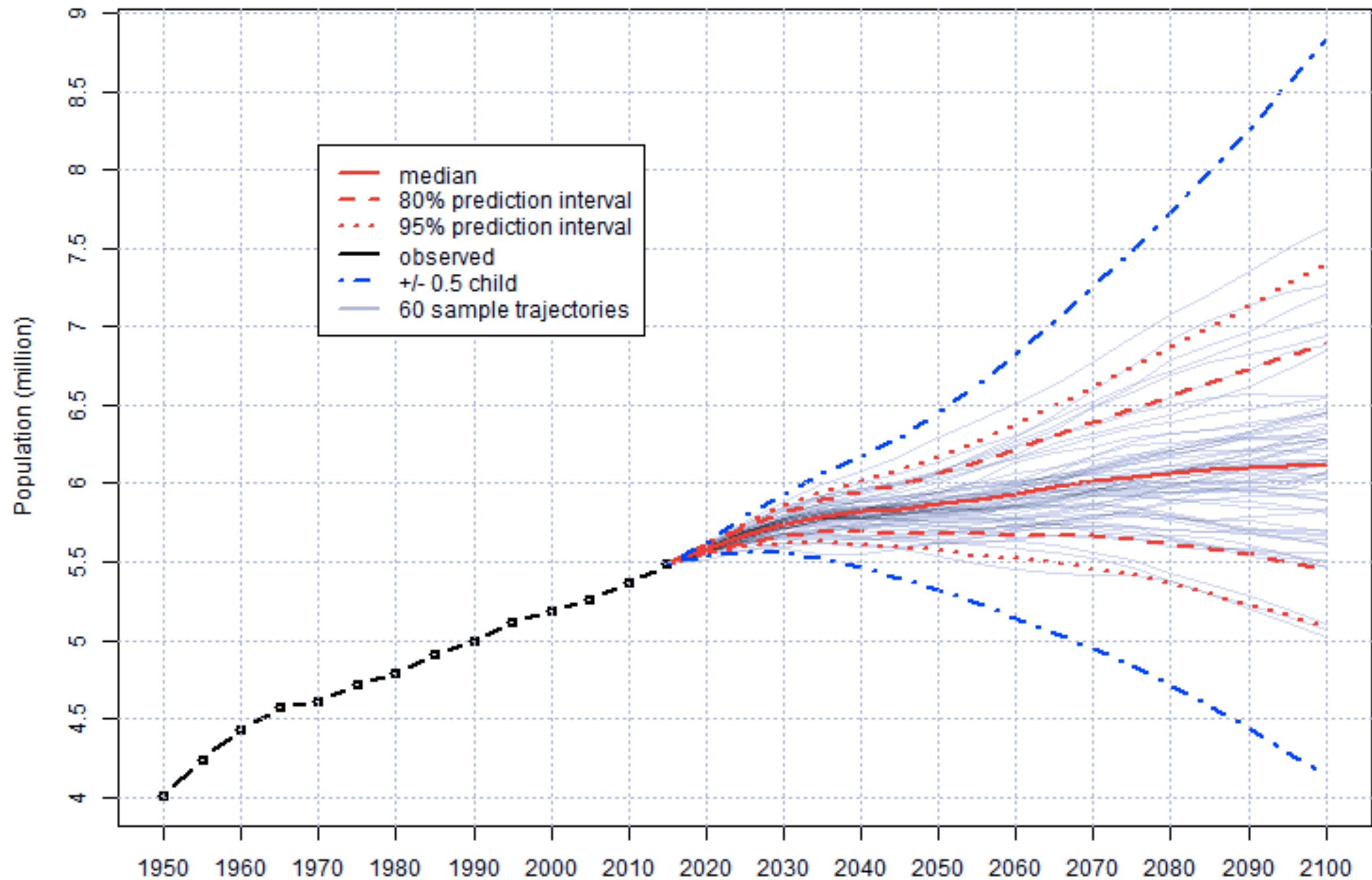
Types of Scenarios



(Börjeson et al., 2006)

Predictive

Finland: Total Population



Source: United Nations, Department of Economic and Social Affairs, Population Division (2017).
World Population Prospects: The 2017 Revision. <http://esa.un.org/unpd/wpp/>

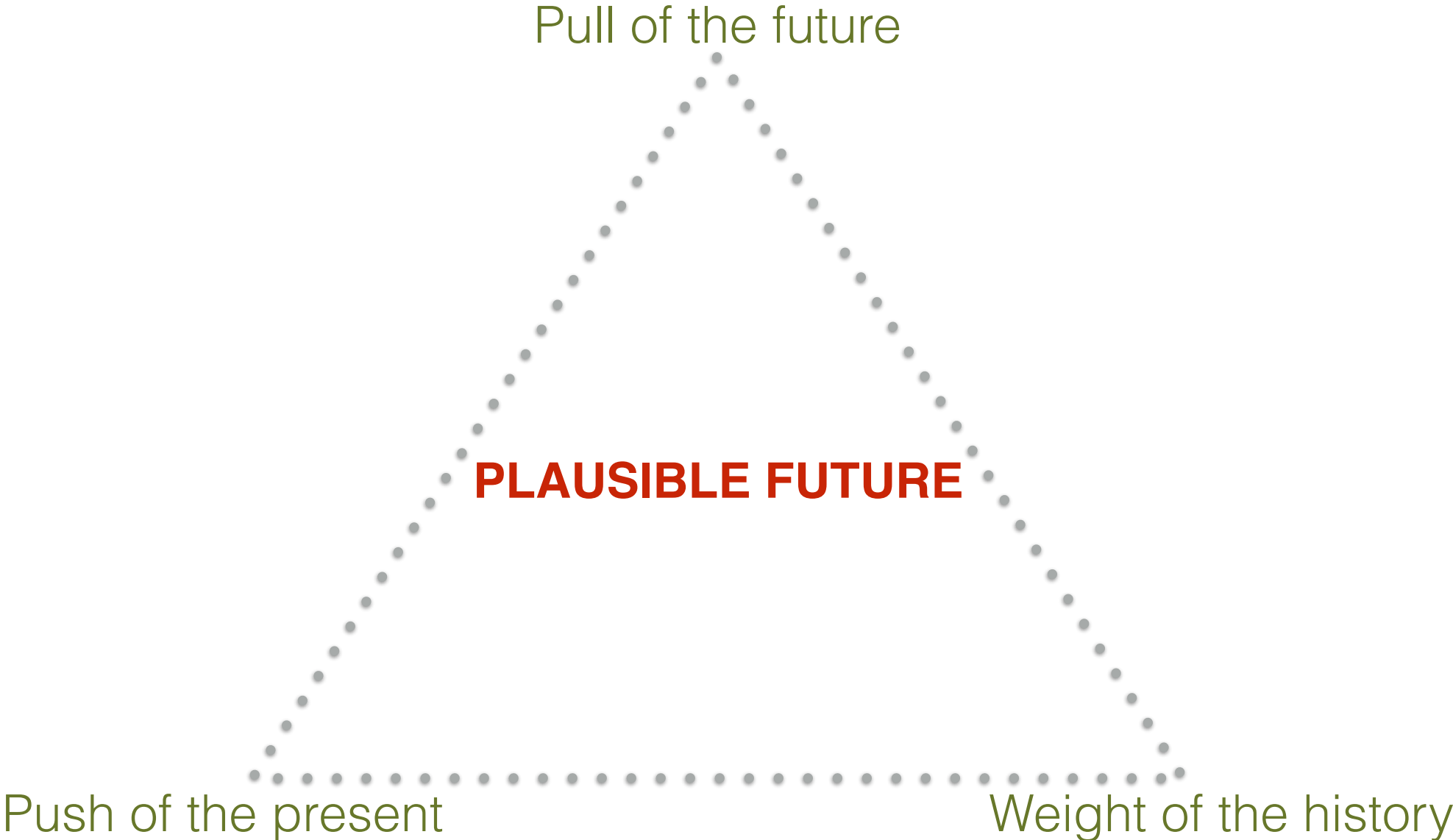
Explorative

Shell Scenarios

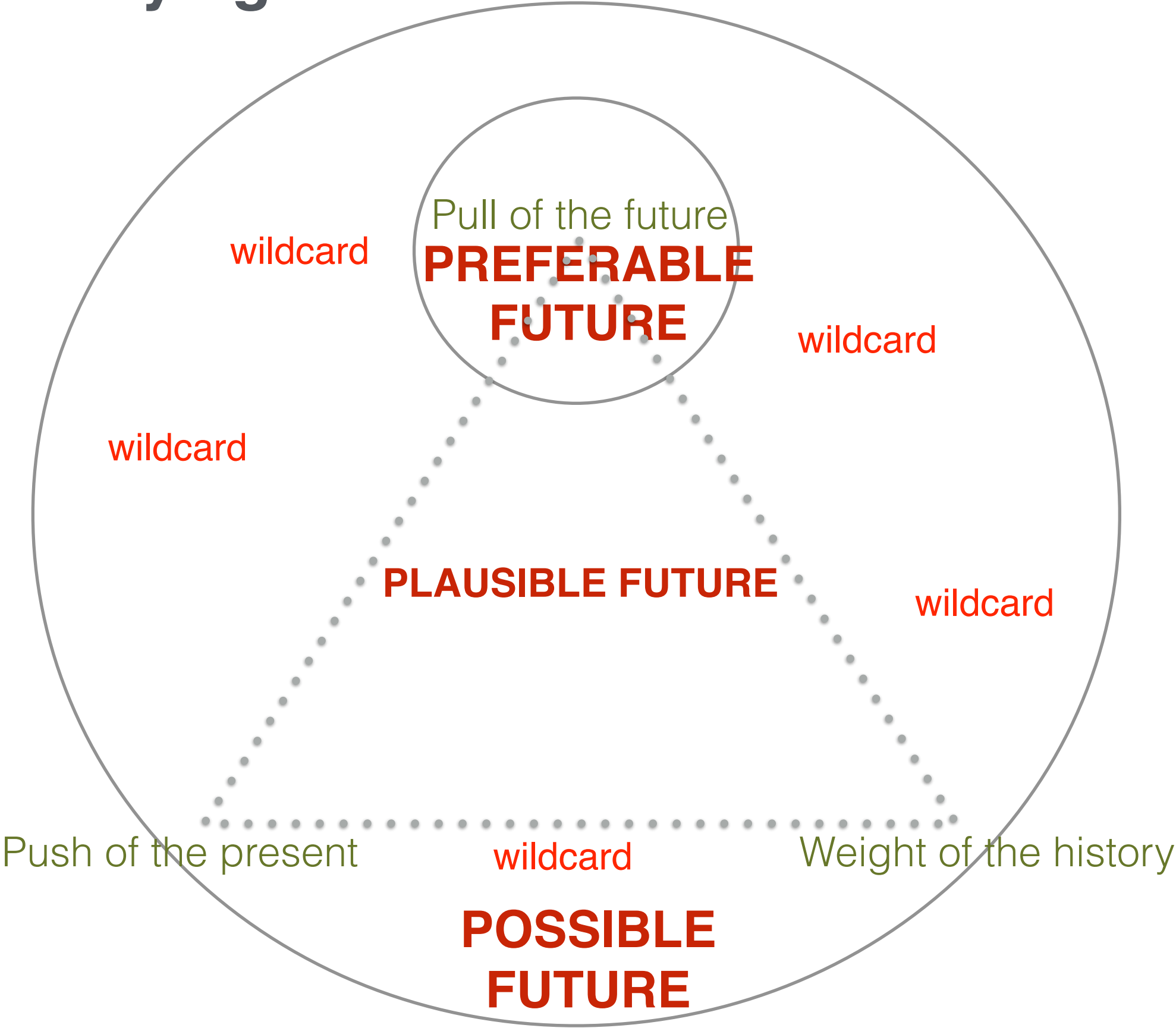
Normative



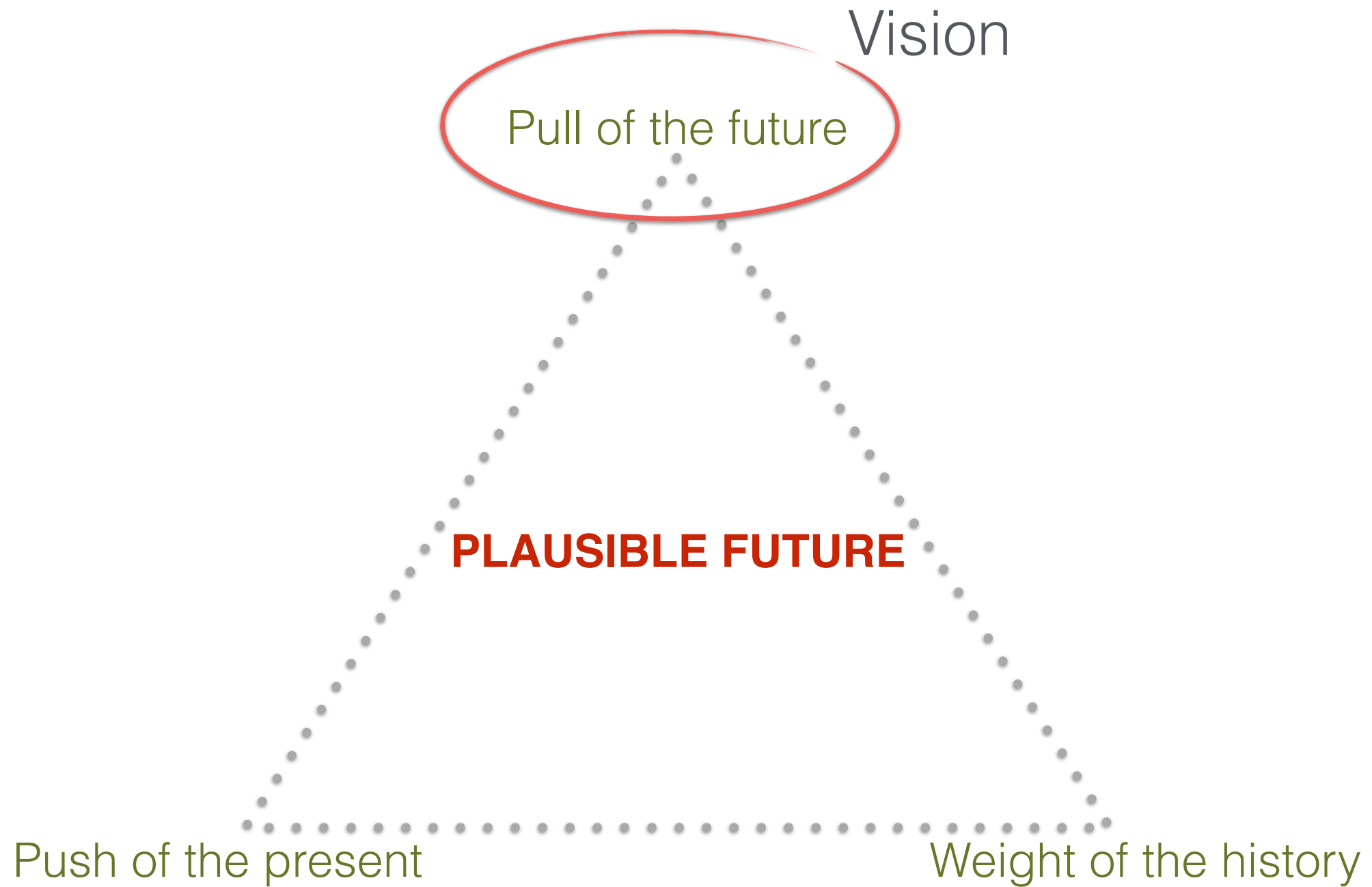
Futures Playing Field



Futures Playing Field



Understanding and Acting on Futures





What's a vision?
Who has it?

Visions

A vision is a compelling, inspiring rich picture of the preferred future which the generators and those who subscribe to the vision want to create.

Visions are known to be “futures for the heart”.

(Bezold, 2000)



Visions are generally not realistic or they are far from the current reality.

They are not “predictions”.

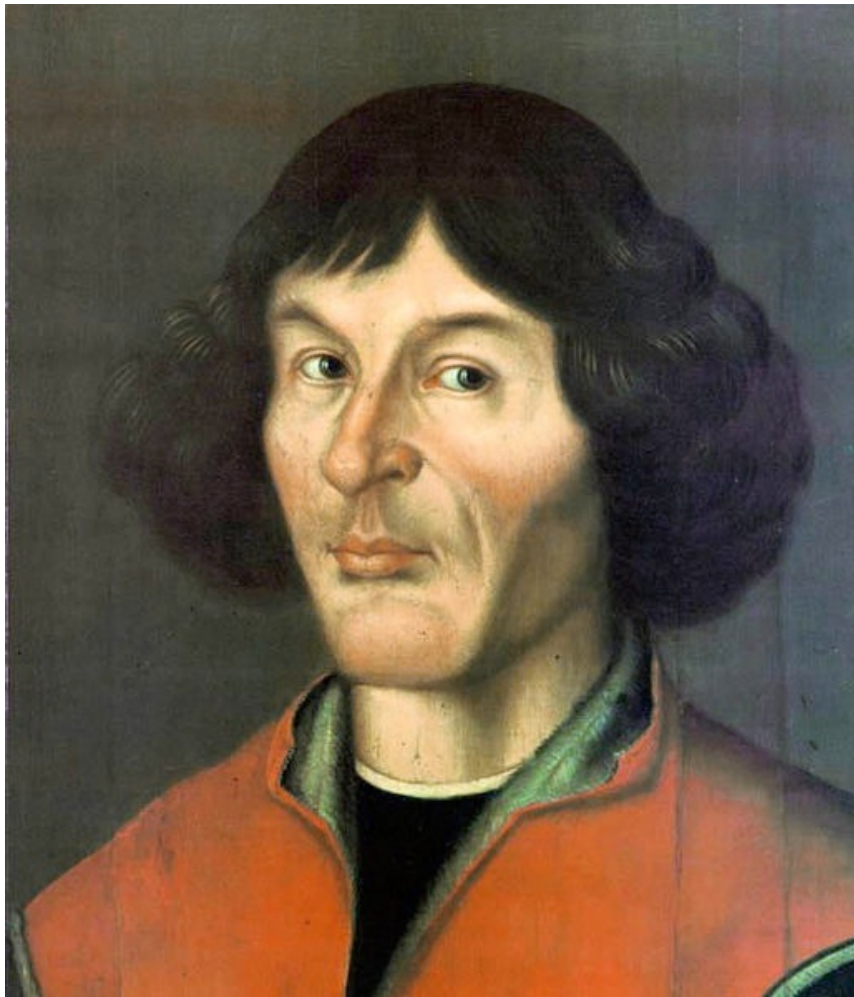
Visions serve to motivate and inspire people in a community, in an organisation, in a country etc.

They are **b o l d** statements.

Visions bind, offer orientation and **act like an anchor**. They inspire action.



Visionaries in History

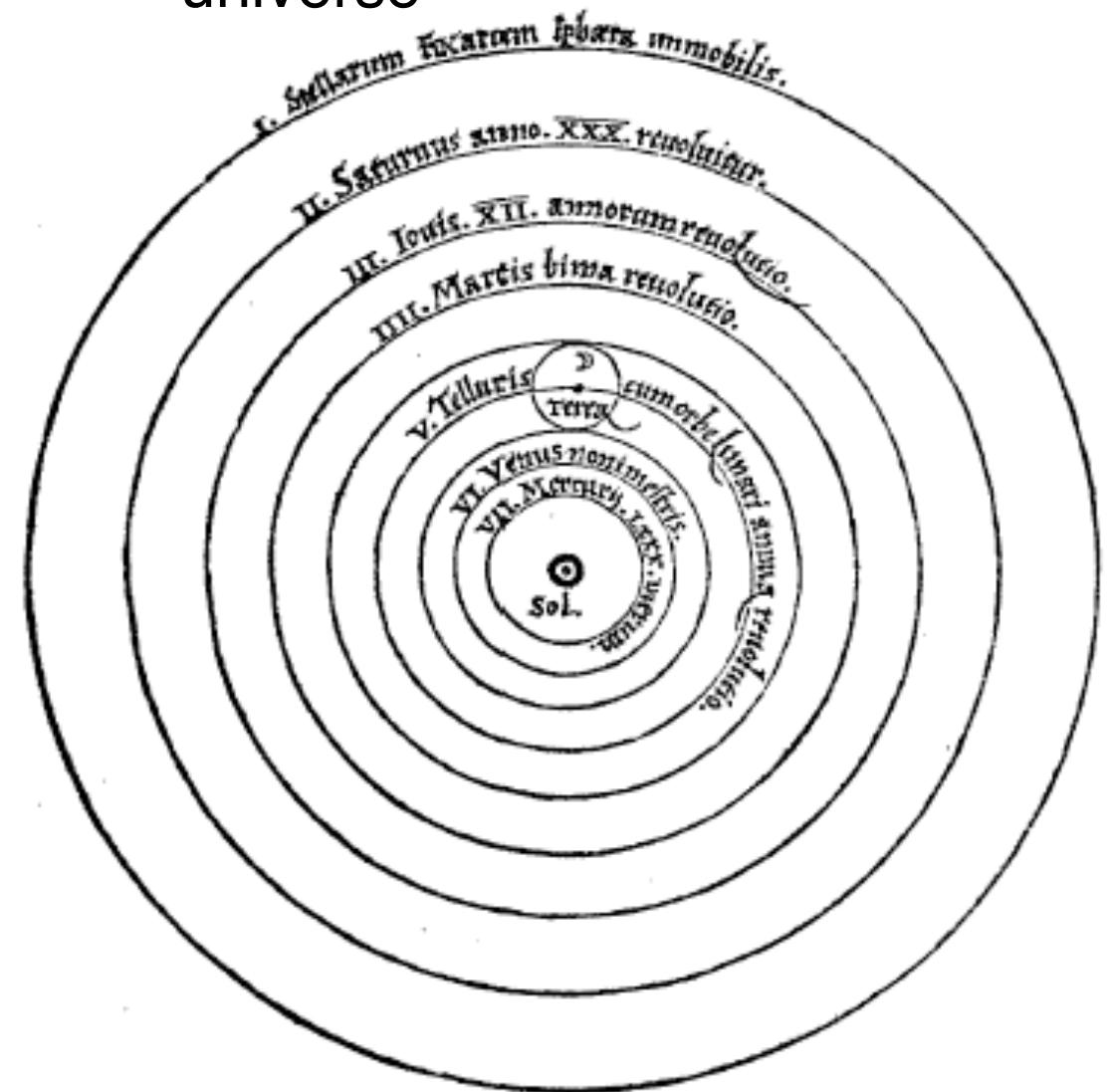


“I demonstrate by means of philosophy that the earth is round, and is inhabited on all sides; that it is insignificantly small, and is borne through the stars.”

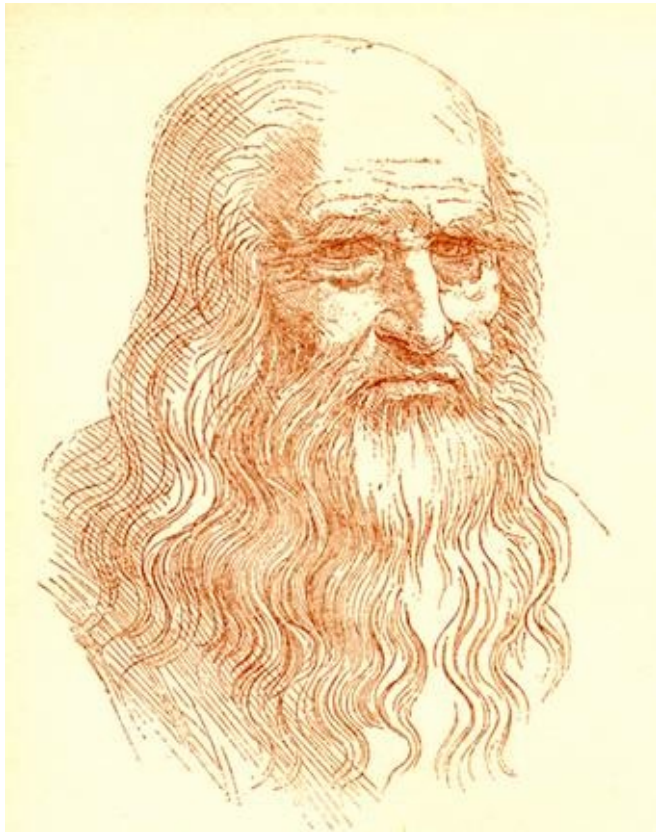
Copernicus (1473-1543)

The first person to formulate a comprehensive heliocentric cosmology which displaced the Earth from the centre of the universe.

Copernicus' vision of the universe

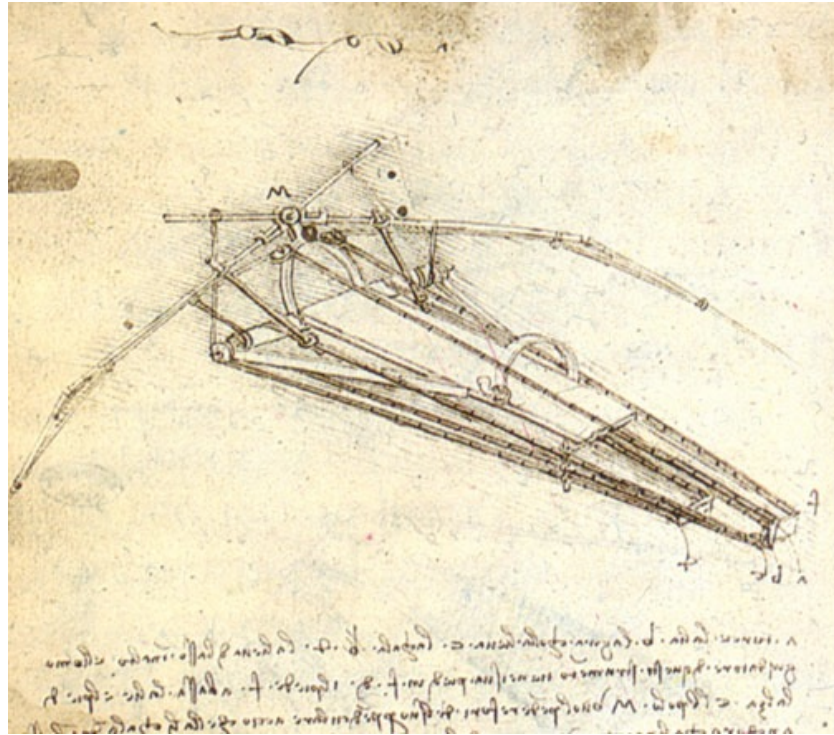


Visionaries in History

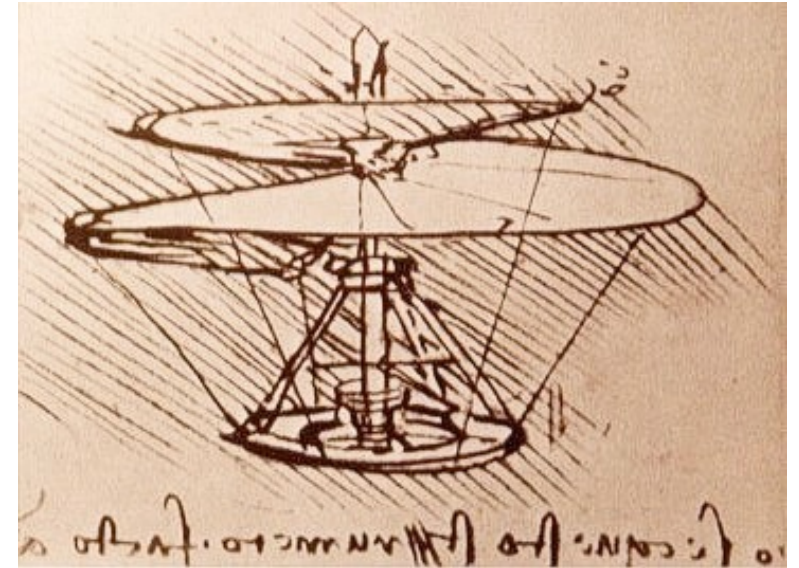


da Vinci (1452-1519)

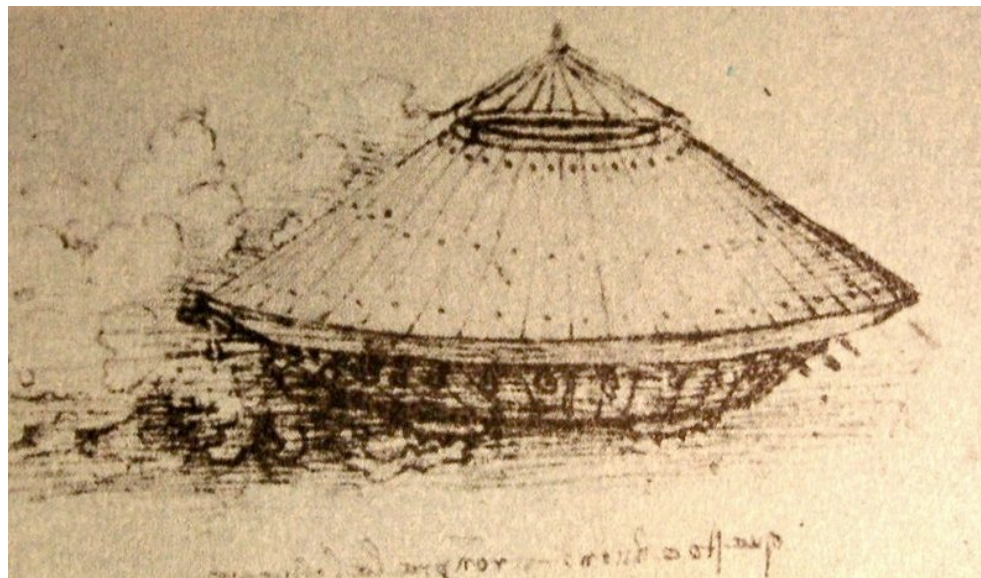
“The eye sees a thing more clearly in dreams than the imagination awake.”



A concept for a flying machine



A concept for a helicopter



A concept for a tank

Visionaries in History



May 25, 1961 Speech to Congress

"I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth."

At the time of the speech, none of the necessary technologies existed.



What about him? Was he a visionary?



All visions are **value-laden** and represent the perspective, values, beliefs, world-views of the developer(s).

Vision Spectrum

Not all visions depict “desirable futures”; some depict undesirable futures and act like warning mechanisms for the society.



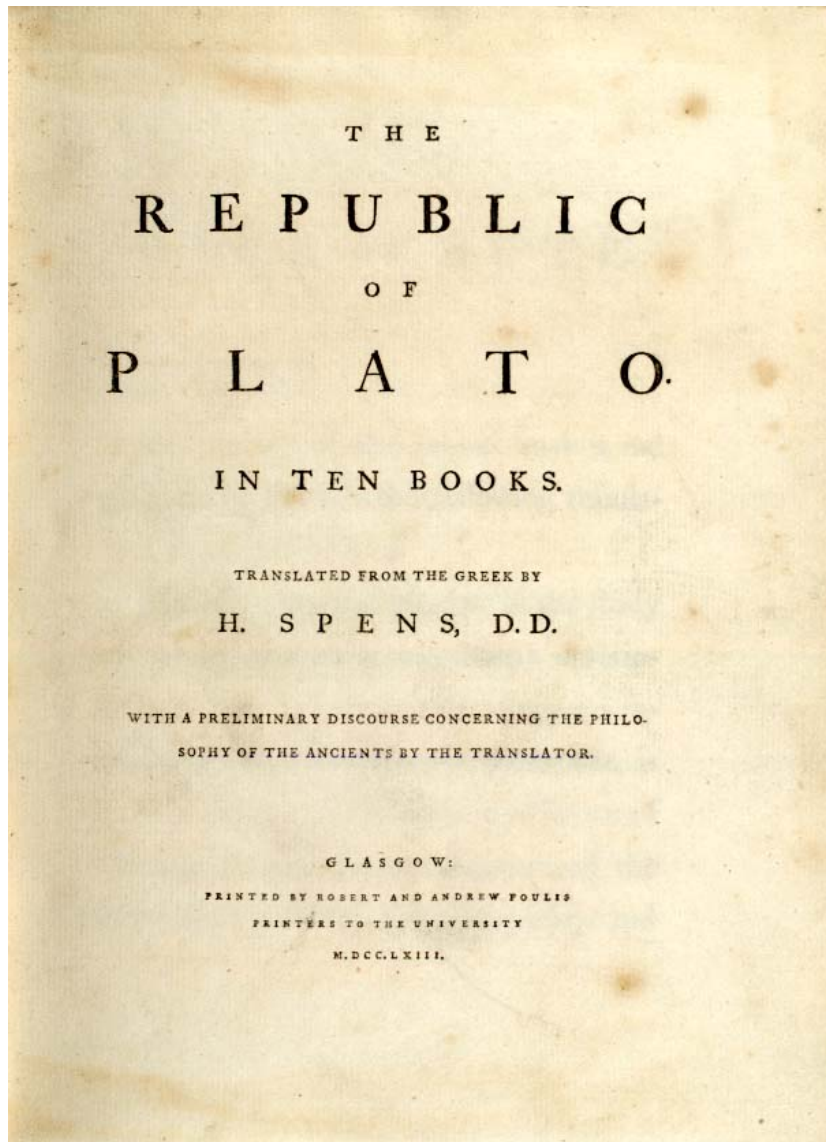
A utopian vision

... and anything in between

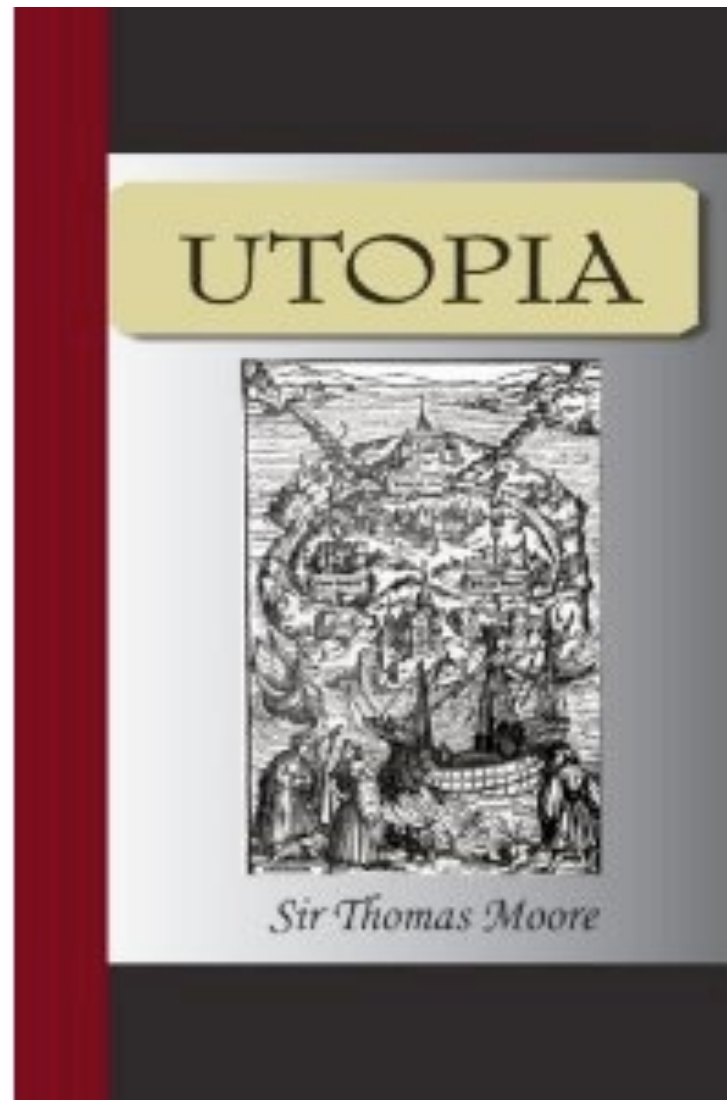


A dystopian vision

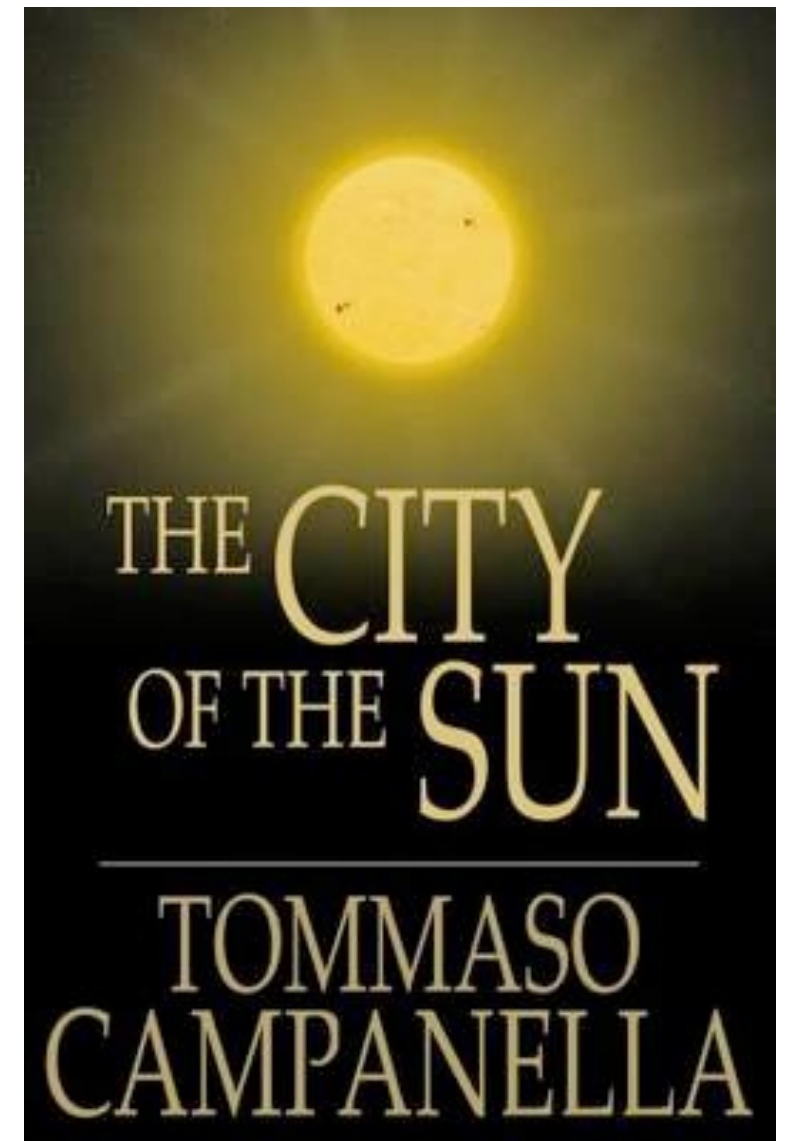
Famous Utopias



c. 380 BCE

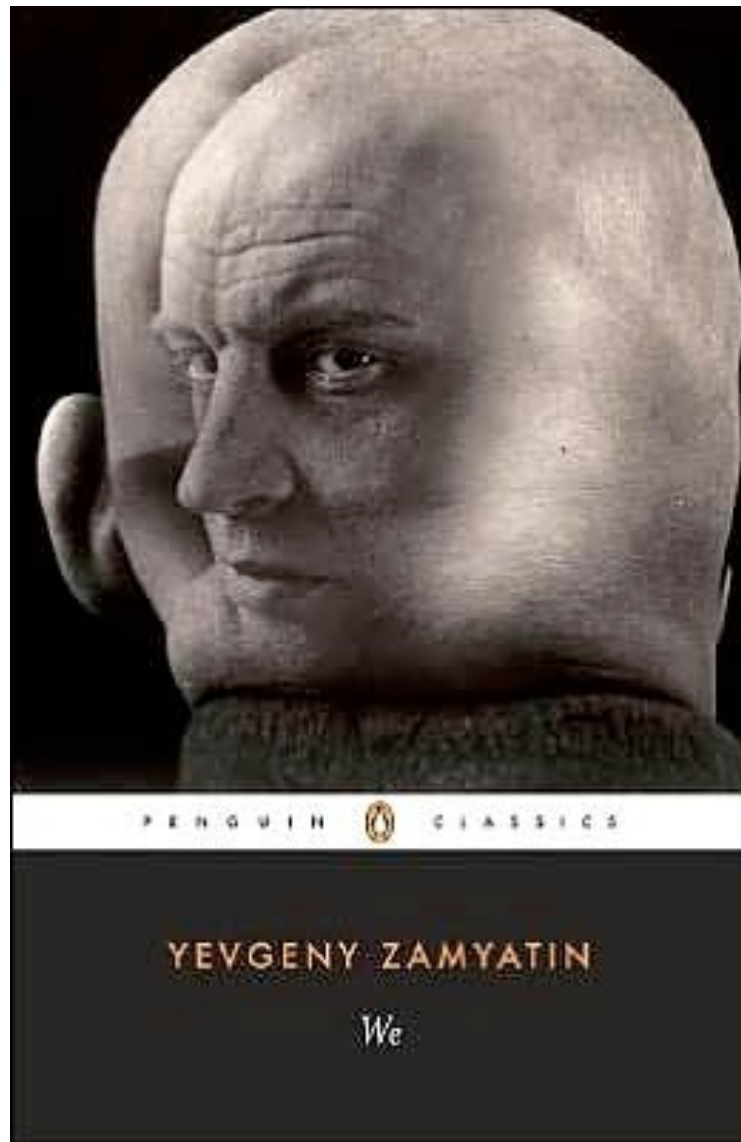


1516

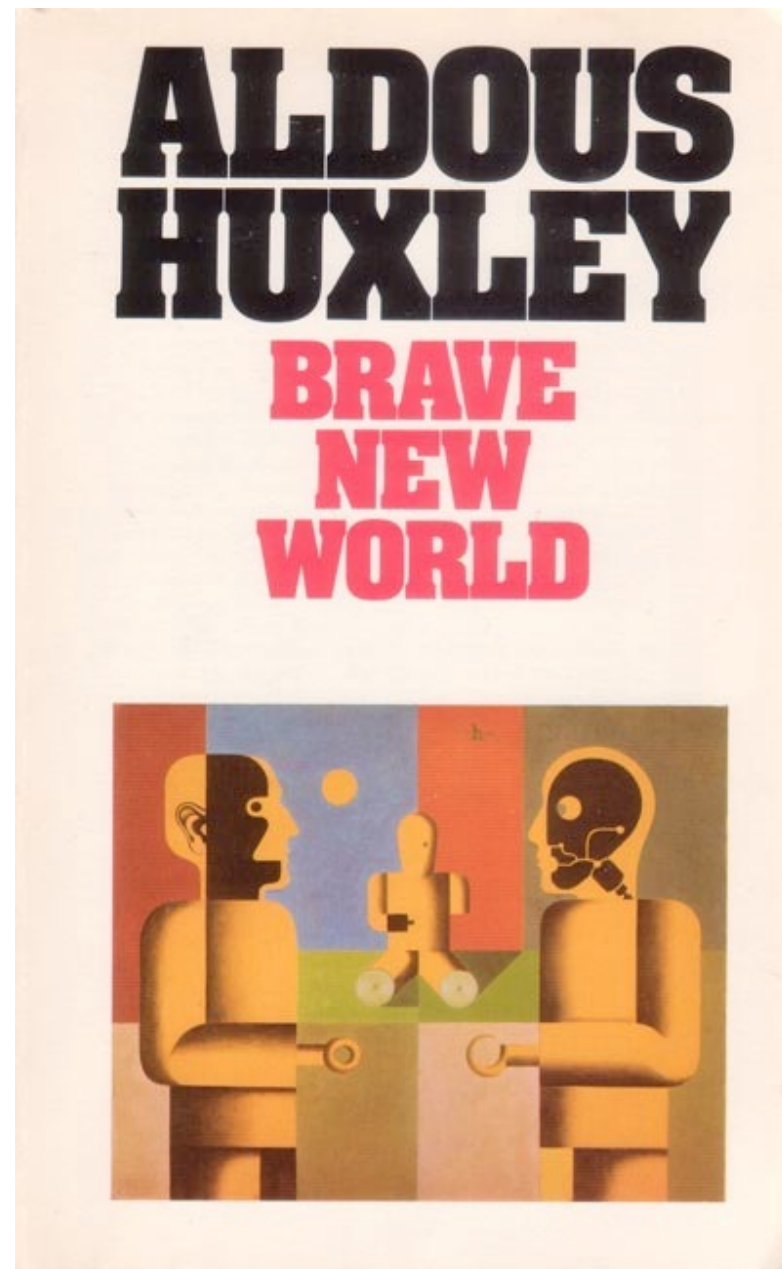


1602

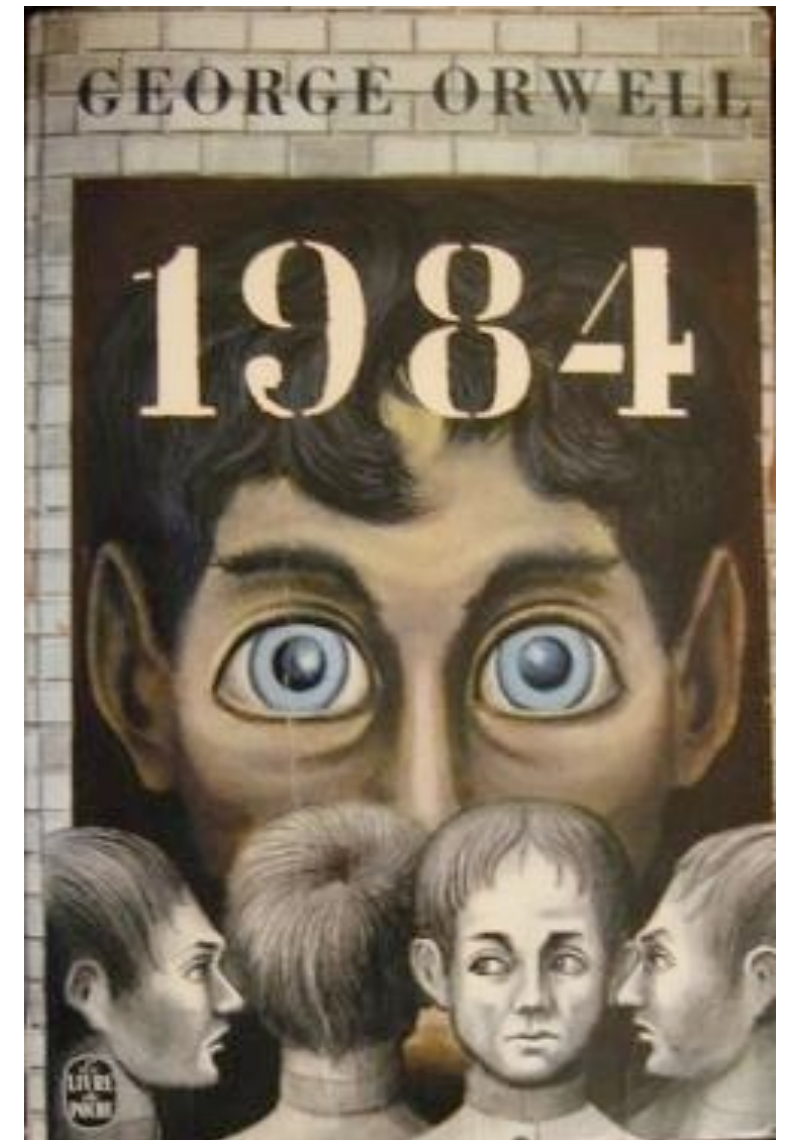
Famous Dystopias



1921

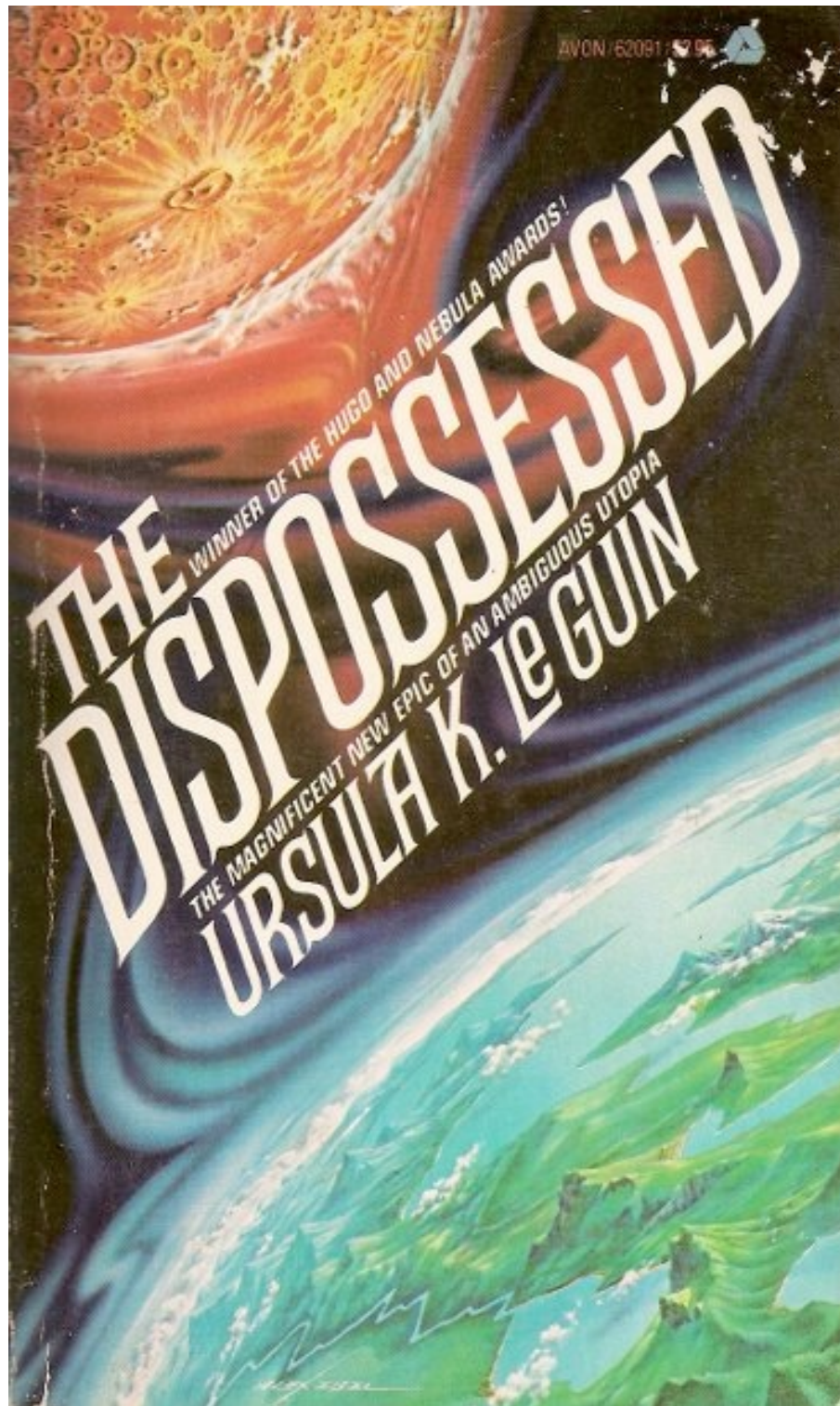


1932

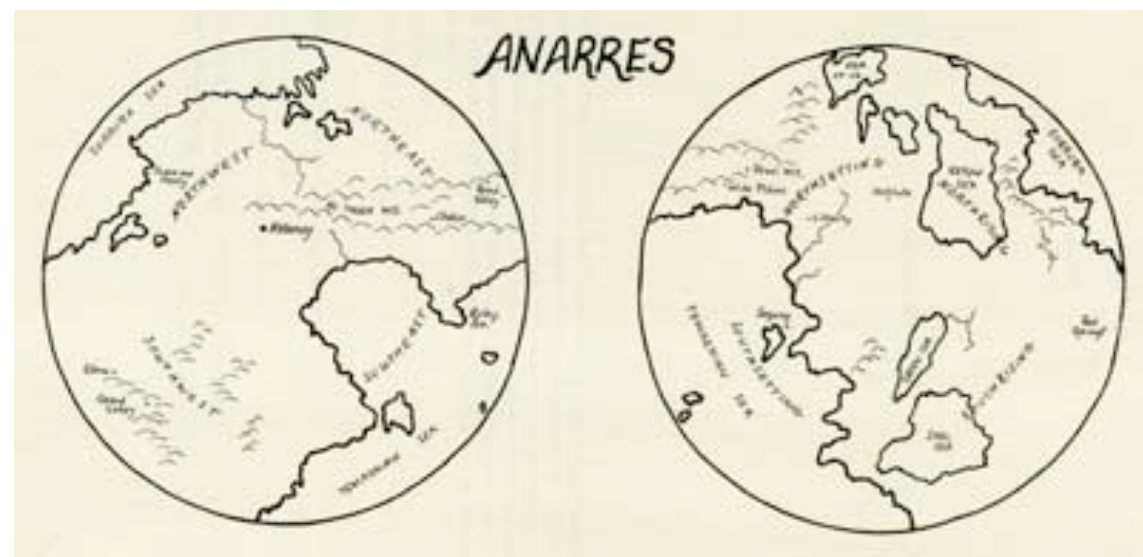
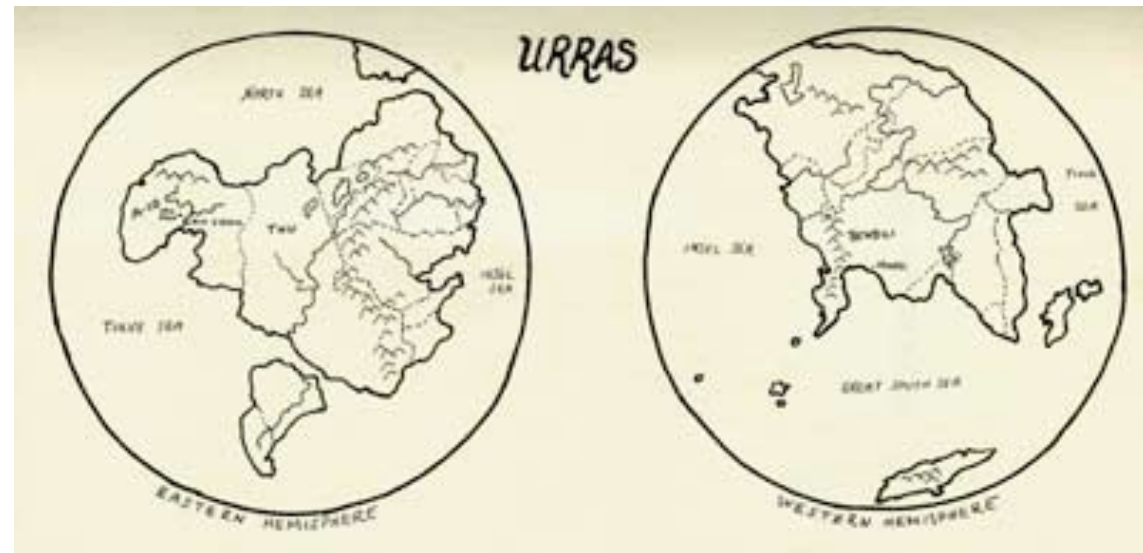


1949

Portraying Ambiguity-Politics



1974



Two super-powers dominate: one is capitalist, one is socialist

Participation in Vision Building



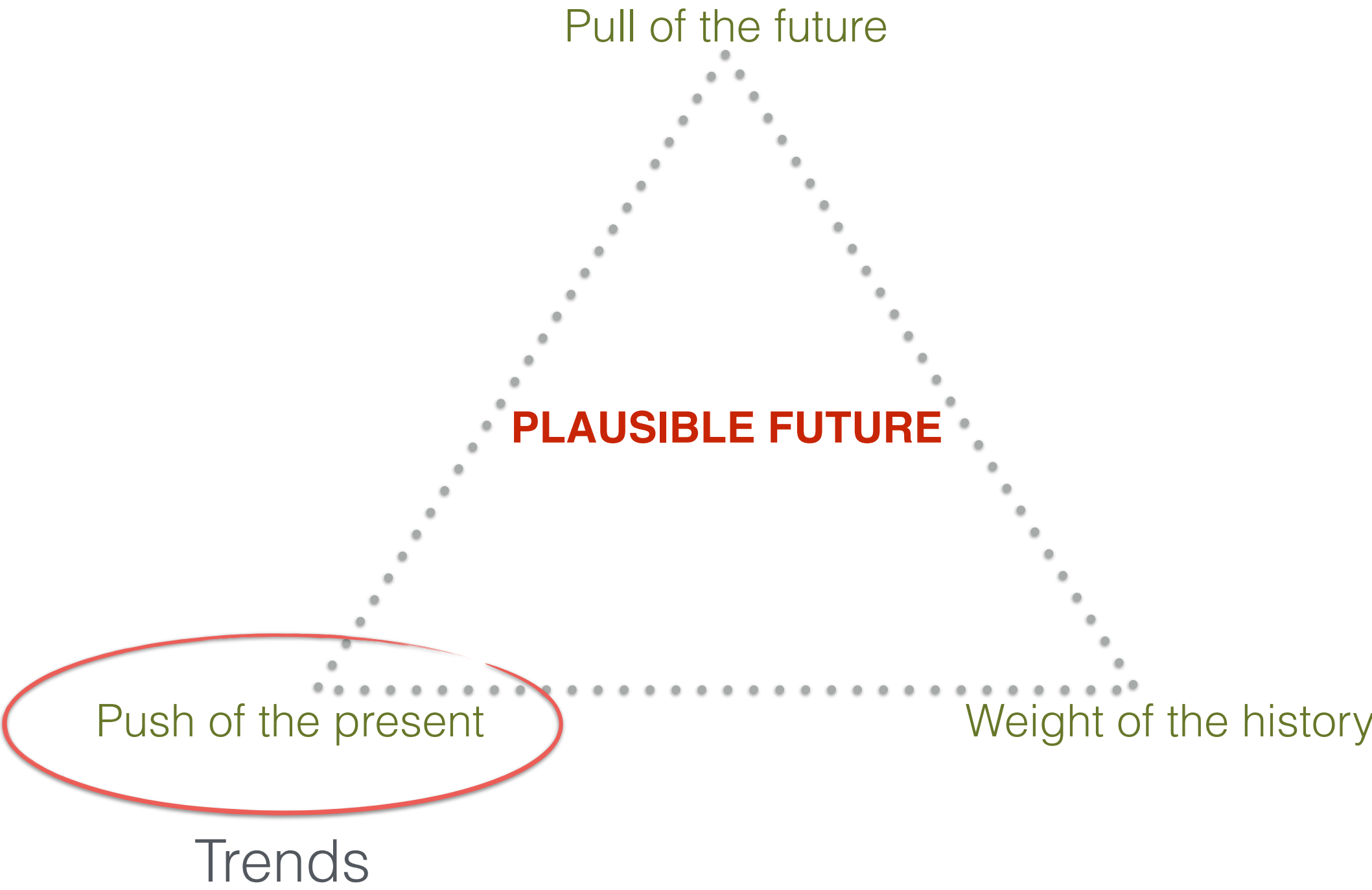
“Preferable” by who?

Not the vision of
Jews, Gypsies, or
those who were not
considered “aryan”

Simple “right/wrong” criteria don’t exist for assessing visions.
Visions are not politically neutral.
Representativeness is key as ethical basis and for long-term success.

How do you achieve representativeness of visions?
(Is it at all possible?)

Futures Playing Field



Push of the present: Trends

In futures studies trend refers to things which are more than fads.

A trend is a pattern of change over time in something of importance for the observer.

Although trends can be identified and monitored (such as information technology, nature and pace of breakthroughs, societal values, and behaviours), they can often move in conflicting directions.

Exploring Trends: STEEPV(L)

S Society – Societal trends

T Technology – Technological trends

E Economy – Economic trends

E Ecology – Ecological/environmental trends

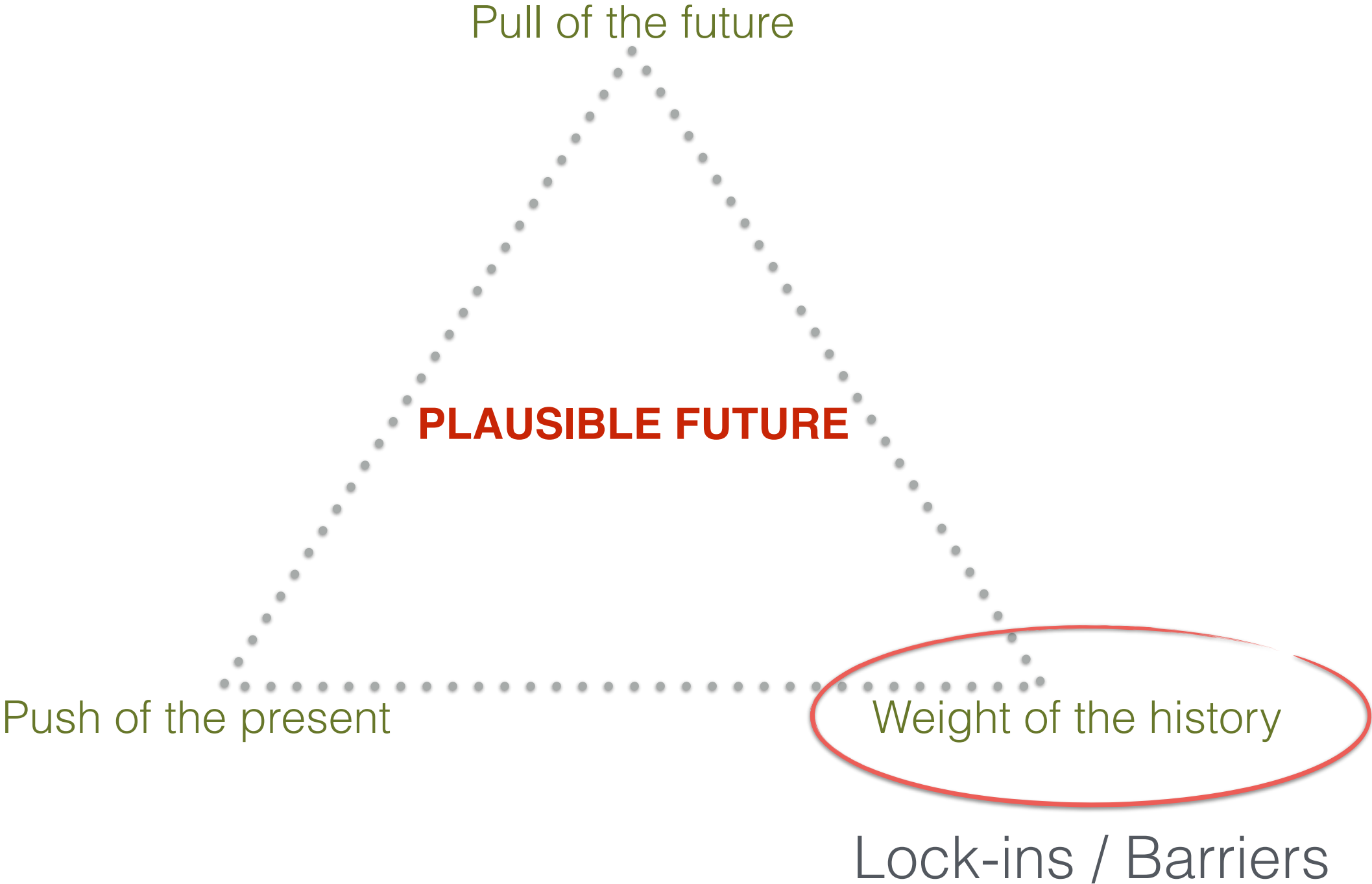
P Politics – Political trends

V Values – Value trends

L Legislative – Legislative trends

Can you name some trends you're aware of?

Futures Playing Field



Lock-ins and Barriers of Change

Technological

Financial

Socio-cultural

Real

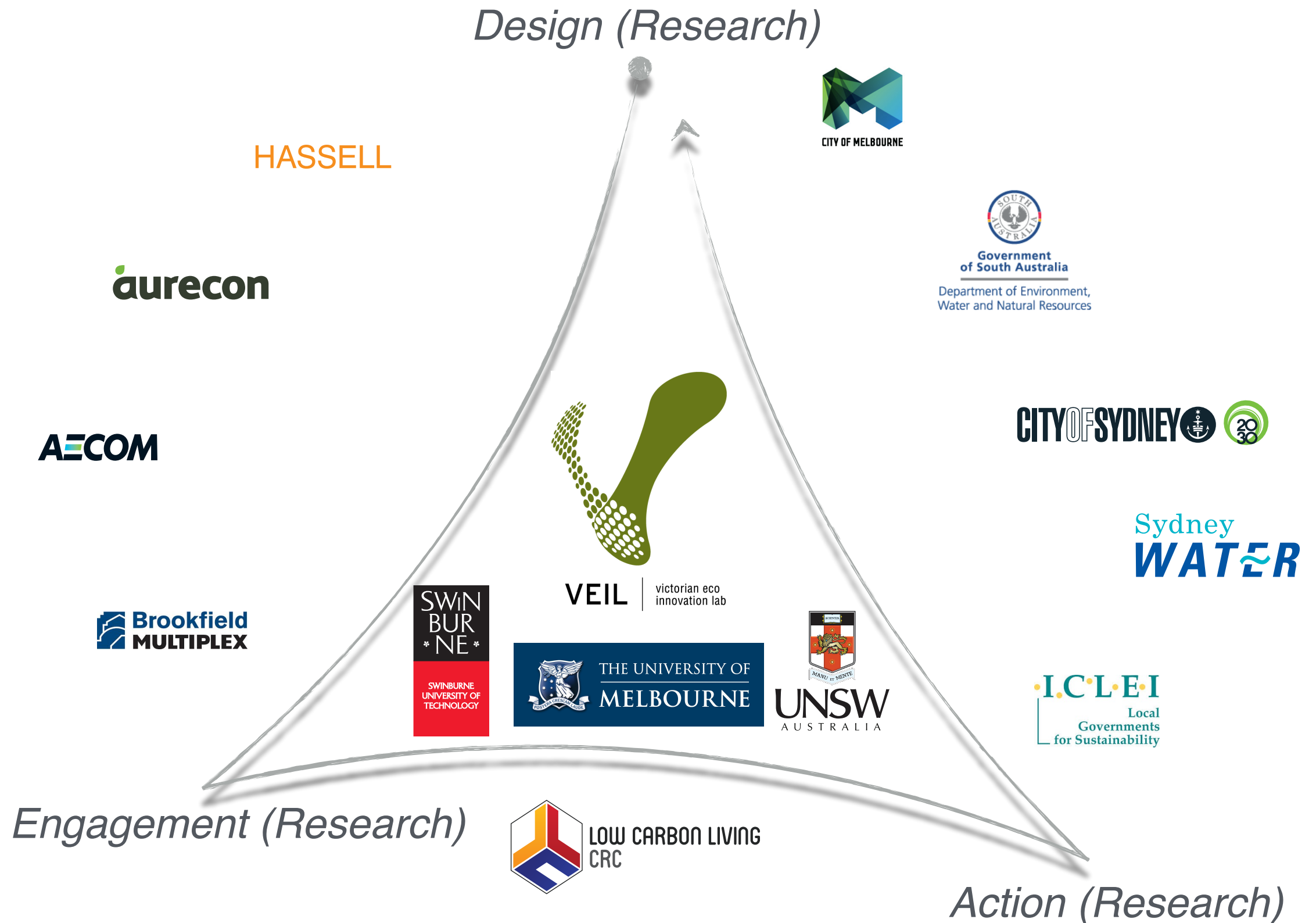
Perceived



EXERCISE

Values in Scenarios

Visions, Scenarios and Pathways for Low-carbon Resilient Futures in Australian Cities





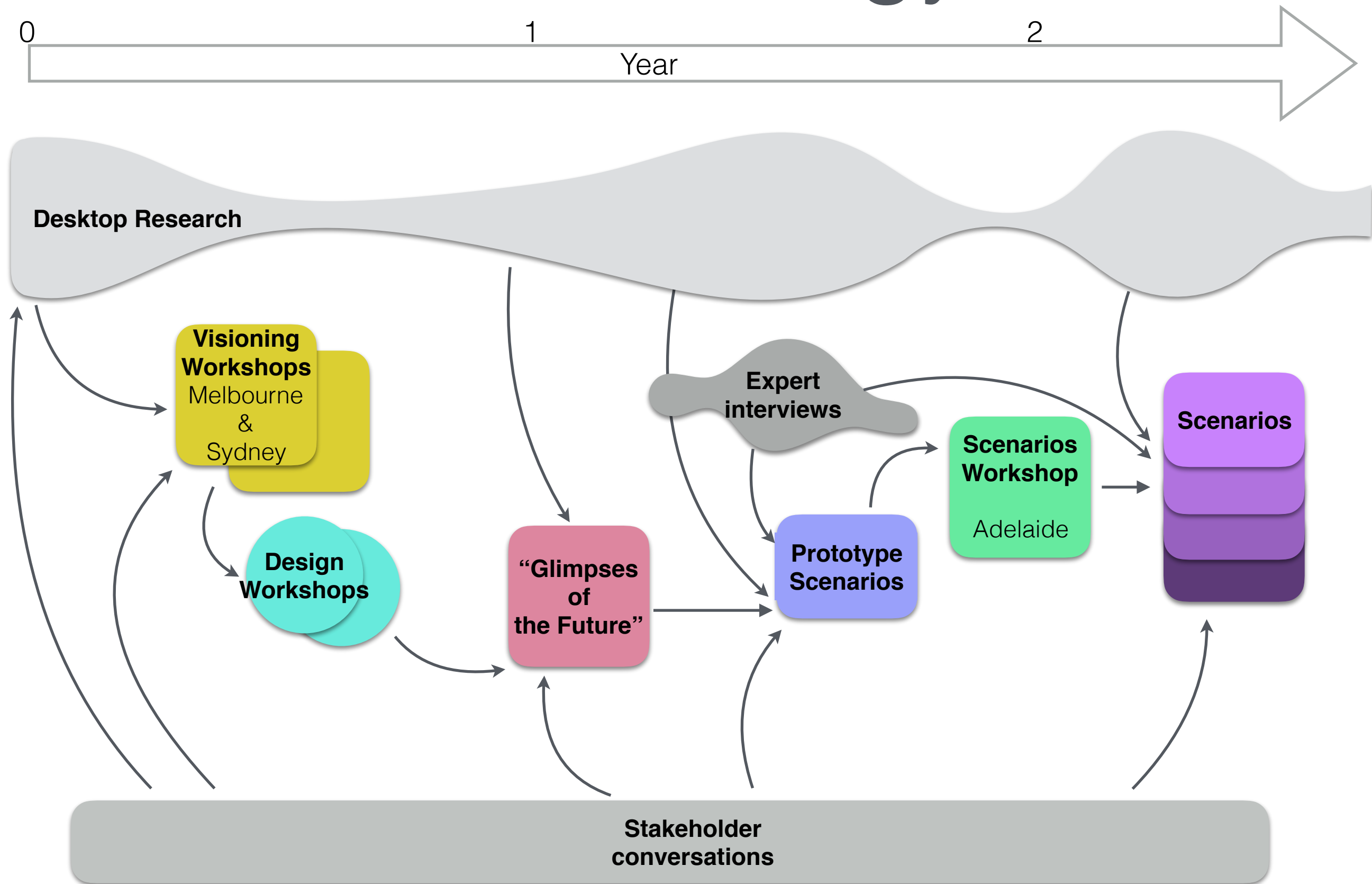
2014

2015

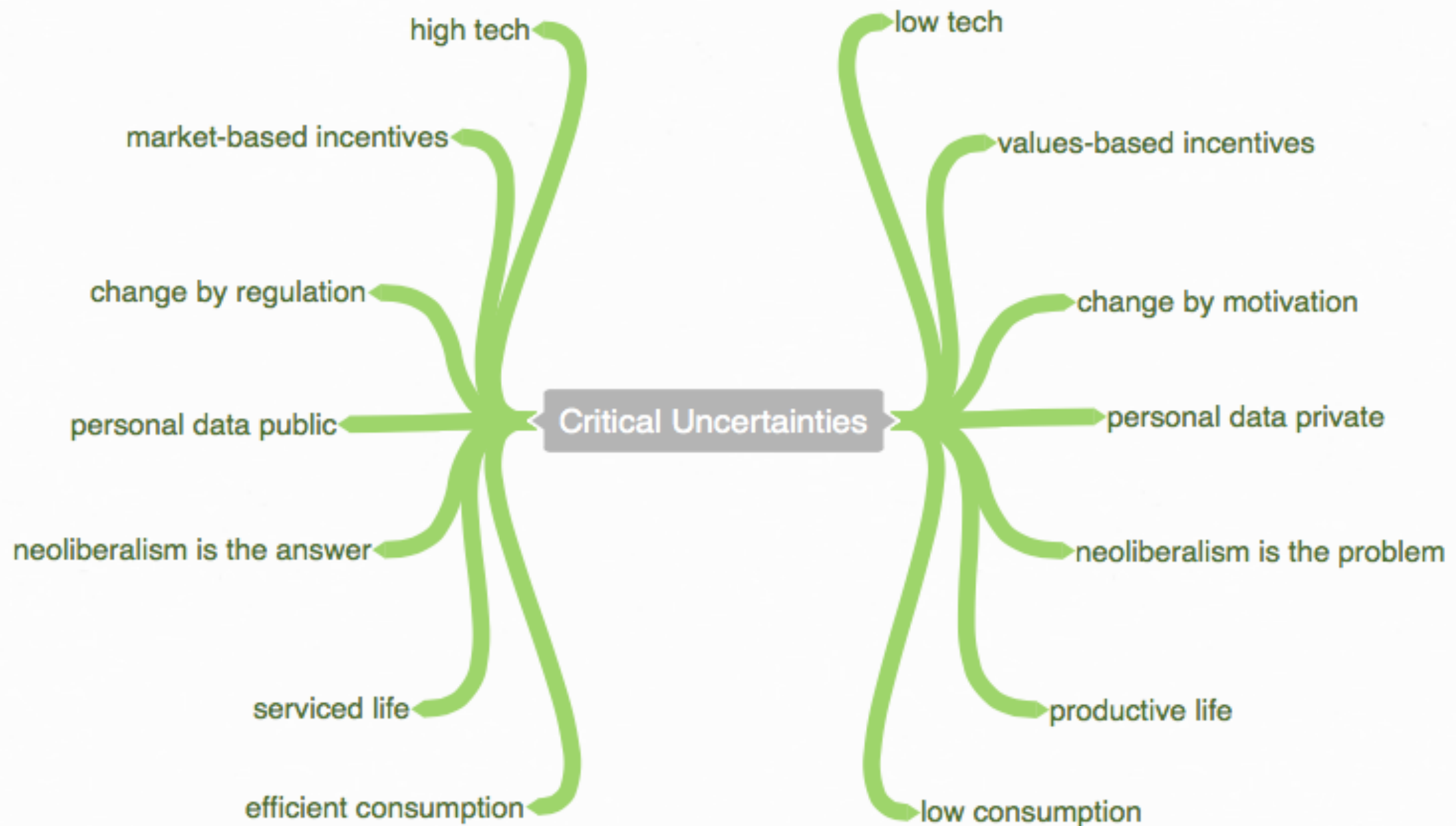
2016



Overall Methodology



Points of Contention

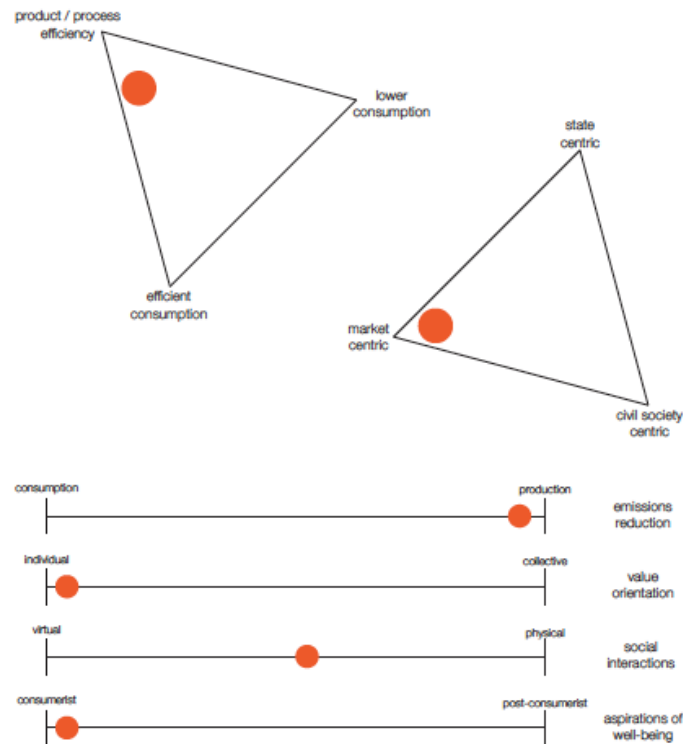


Market-driven Living

This is the city of efficient production.

A market economy has focused innovation on triple bottom line success. Large, for-profit companies are the primary actor in the economy.

Keywords: Efficiency; circular economy; energy technology; service economy; electrification.

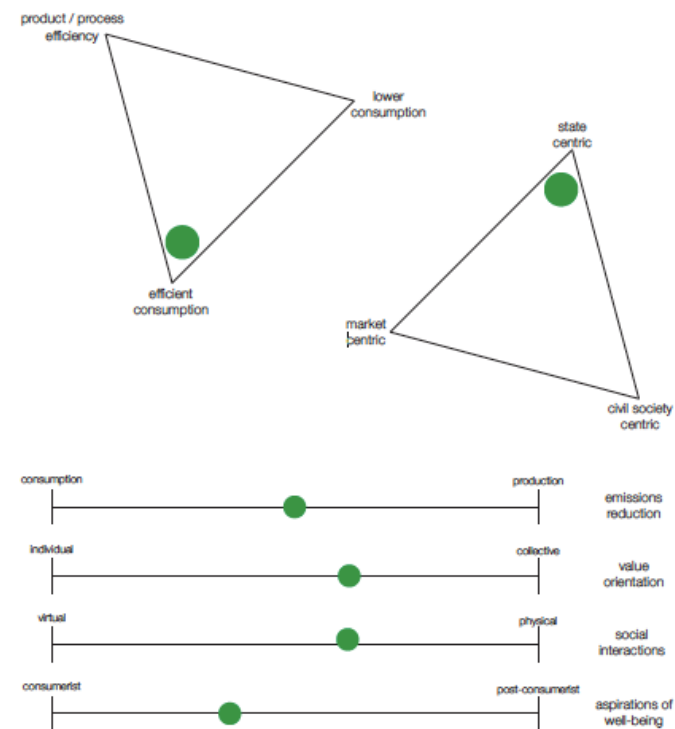


Planned Efficient Living

This is the city of planned order.

Everywhere in the city there is evidence of a past democratic consensus that the challenges posed by a carbon and resource constrained world are best addressed through tighter regulations that limit behaviour and practices to an acceptable environmental norm. Rational and technocratic approaches guide all areas of development.

Keywords: Centralised governance; social equality/egalitarianism; public service; sustainable urbanism.

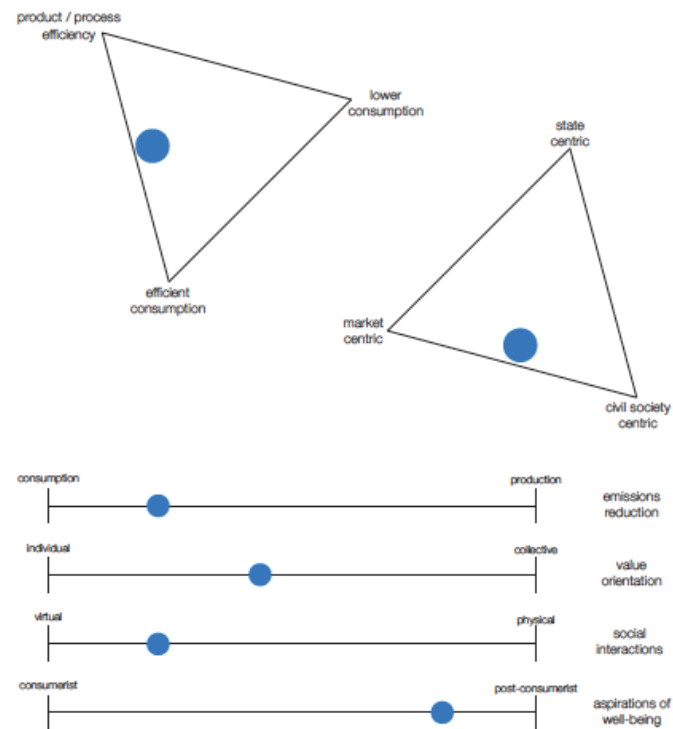


Digital Networked Living

A low consumption city of dematerialised living.

Big business and government have significantly less influence in this city where citizens take an entrepreneurial do-it-yourself approach to making life fulfilling and reducing greenhouse emissions. Consumption of materials and resources – of goods – is now extremely low compared to 2014.

Keywords: Digital; networks; open source; peer-to-peer; creative.

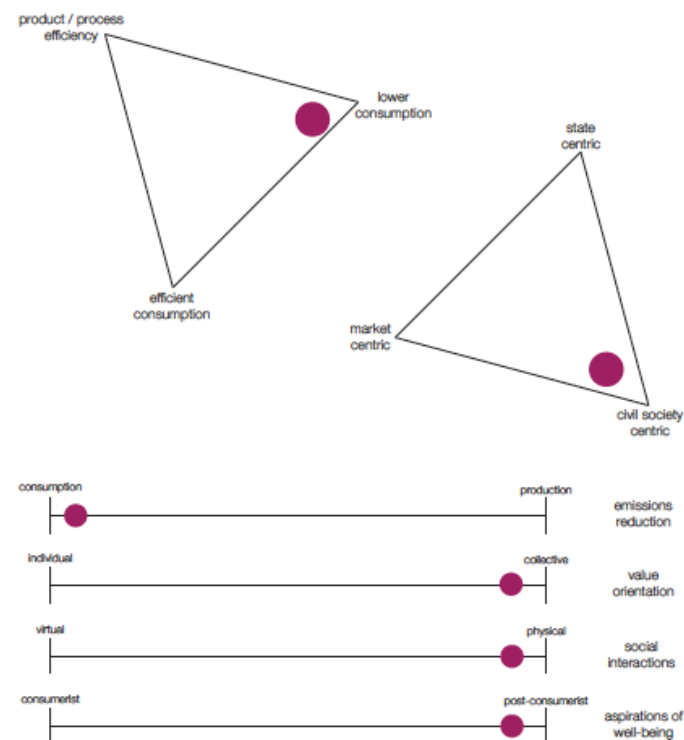


Localised Living

The city as a mosaic of localised and slow living.

This is a city that reflects strong (but diverse) values about the creation of a socially and environmentally meaningful life, acceptance of low levels of consumption and a strong interest in face-to-face community.

Keywords: Localisation; self-reliance; village style living; wellbeing; decentralisation.



Prototype Scenarios

CleanTech/Market Living

Planned/Regulated Living

Entrepreneurial/Networked Living

Community/Balanced Living

High Density



Medium Density



Low Density



Ecological modernisation; price-driven efficiency; circular economy; service economy

Centralised governance; social equality/egalitarianism; public service; sustainable urbanism

Peer-to-peer; collaborative economy; micro-businesses; freelance workers; diversity and creativity

Localisation; well-being; balanced living; alternative forms of enterprises and exchange; caring for the commons

Keywords

Analysing Scenarios

Form groups of 4-5

Receive a scenario pack-each group will work with one of the scenarios

The scenario pack includes three scenario visualisations and a scenario text; a values framework

Questions:

1. What are the key values underlying the scenario?
2. Compared to present what lifestyle changes seem to have taken place?
3. Where do you see practices today that are seeds of this future?
4. Who supports, who objects this future in today's society?

Who are creating these futures now?

CleanTech/ Market Living

*Free market economists,
(progressive) businesses,
technological optimists*



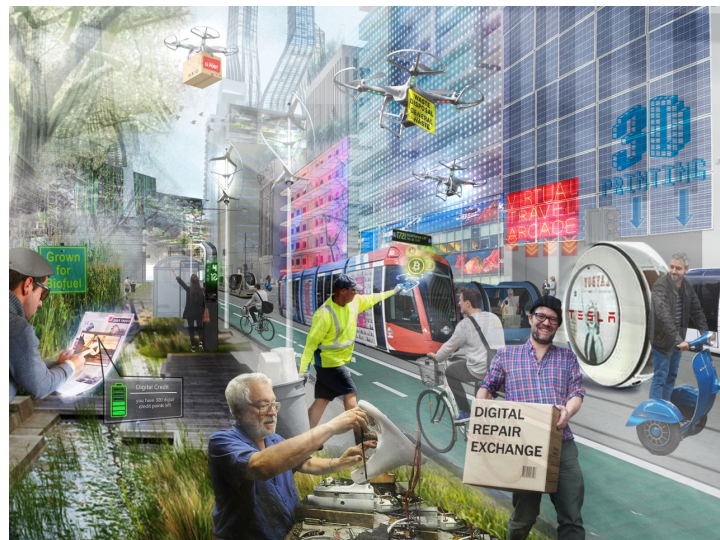
Planned/ Regulated Living

*Technocrats, urban
planners, social
democrats*



Entrepreneurial/ Networked Living

*Social entrepreneurs,
makers and hackers,
prosumers, consumer
activists*



Community/ Balanced Living

*Transitionists,
downsizers, degrowthers,
post-capitalists*



Upcoming Sessions

25.4.2019 Design and Futures Studies as Critical Practice, Ramia Mazé

02.5.2019 Utopia and Social Change, Eeva Berglund

09.5.2019 Theorising change, Eeva Berglund

16.5.2019 Change as an Imperative (Transitions), Idil Gaziulusoy

23.5.2019 Group presentations

Assignments

Group project Assignment 1:

A visualization task to be undertaken in groups of 3-4 people. In-class group presentations 23.5. with final submission due 26.5 at 17:00. More details to follow.

Final essay Assignment 2:

A reflective essay of about 2000 words on Twelve Monkeys written from a “values in design futures” perspective. The essay should be submitted as a PDF through MyCourses not later than 31.5, 17:00. More details to follow.

Film Screening

Väre Room Q202 at 14:30

Monday 8th May
Twelve Monkeys (1995)





Questions:

1. What are the key values underlying the scenario?
2. Compared to present what lifestyle changes seem to have taken place?
3. Where do you see practices today that are seeds of this future?
4. Who supports, who objects this future in today's society?

References:

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