

INFO DAY

LJUBLJANA URBAN REGION

Version 1
09 2020

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Contributor(s): Regional Development Agency of the Ljubljana Urban Region





Date: 10th September 2020

Location: Zoom online platform

Project relevance:

Deliverable D.T3.1.4

Participants:

// Number of participants: 62

// Participant structure:

AVM: 30%

CCI: 70%

Target groups: BSOs, Incubators, Institutes, Digital Hubs and partners etc.

Event

DESCRIPTION

Hello, Futures!

The possibilities are many, and they lead to many different futures; and though the rudiments of these possibilities exist in the present, many unknowns remain—the potentials of the future, the global movements and strategic orientations—and those of us whose work is to create and produce the tomorrow need to face these unknowns today. This is especially true for creatives and those who work with advanced technologies. The Hello, futures! lecture therefore focused on the importance of reflecting on how the possible futures can be understood, and more importantly, how to actively establish strategies for shaping the future of society and companies capable of thriving in a co-created future.

A lecture by the renowned American lecturer and futurist Phil Balagtas have provided an introduction to the methods, tools and selected examples of forward-looking best practices, both current and past, that co-created the present in which we live. The lecture was followed by a Q&A session moderated by Ivica Mitrović.

LESSONS LEARNT

As the craft of design and creative industry continues to evolve and require more strategic thinking, we've learned about additional tools and frameworks on how to address today's greatest political, ethical, environmental and cultural challenges. Among other things, the lecture gave answers to the following questions:

What will the world look like 7-10 years from now?

How can we properly assess the challenges we will eventually face?

What role will design and designers play in the future?

We've also learned about examples of how to apply speculative design and foresight as strategic principles for understanding the future and beyond.



FEEDBACK

Feedback from the participants was very vivid and engaged. It lasted for 45 minutes.

Here are some questions raised during the discussion:

From Mimp Jiamton: How do you remain present when working on something that is about the future?

From Shreya C: Q- Would you have any thoughts on how speculative/ futures thinking could help solve wicked problems, especially in developing countries?

From Stephane: How do organisations use speculative design today? Are they setting up foresight or speculative design department?

From Rob Collins: Q: SpecDesign often imagines either dystopias or commercial opportunities. Is there a movement towards imagining utopias (again!)? Do different cultures speculate in different ways?

From sarahgraham: Many things that have been designed as solutions to problems in the past have had unexpected and negative consequences, how do you ensure this isn't happening when you are designing speculative futures? Also how do you ensure everyone is being included in the futures you are designing? And/Or how do we hold speculative designers accountable for ensuring the futures they are designing for are not for the 'default' white cis middle class as has been done before?

During and after the lecture participants wrote comments like:

From Shreya C: This is brilliant!

From Andrea Cegarra: Thank you very much Phil!

From Ammer Harb: Thank you very much Phil, awesome talk!

From Shreya C: I love the idea of participatory futures with kids. Especially because the future belongs to them. It would be really cool if kids could facilitate a workshop with adults about their futures.

From Mimp Jiamton: Amazing talk! Thank you, Phil!

From Vita Rau: Thank you for this very interesting, insightful and inspiring lecture!

From Tamara Karanovic: Wonderful presentation and answers, thank you very much for an inspiration

From Heather Griffin: Thank you all

FOLLOW-UP

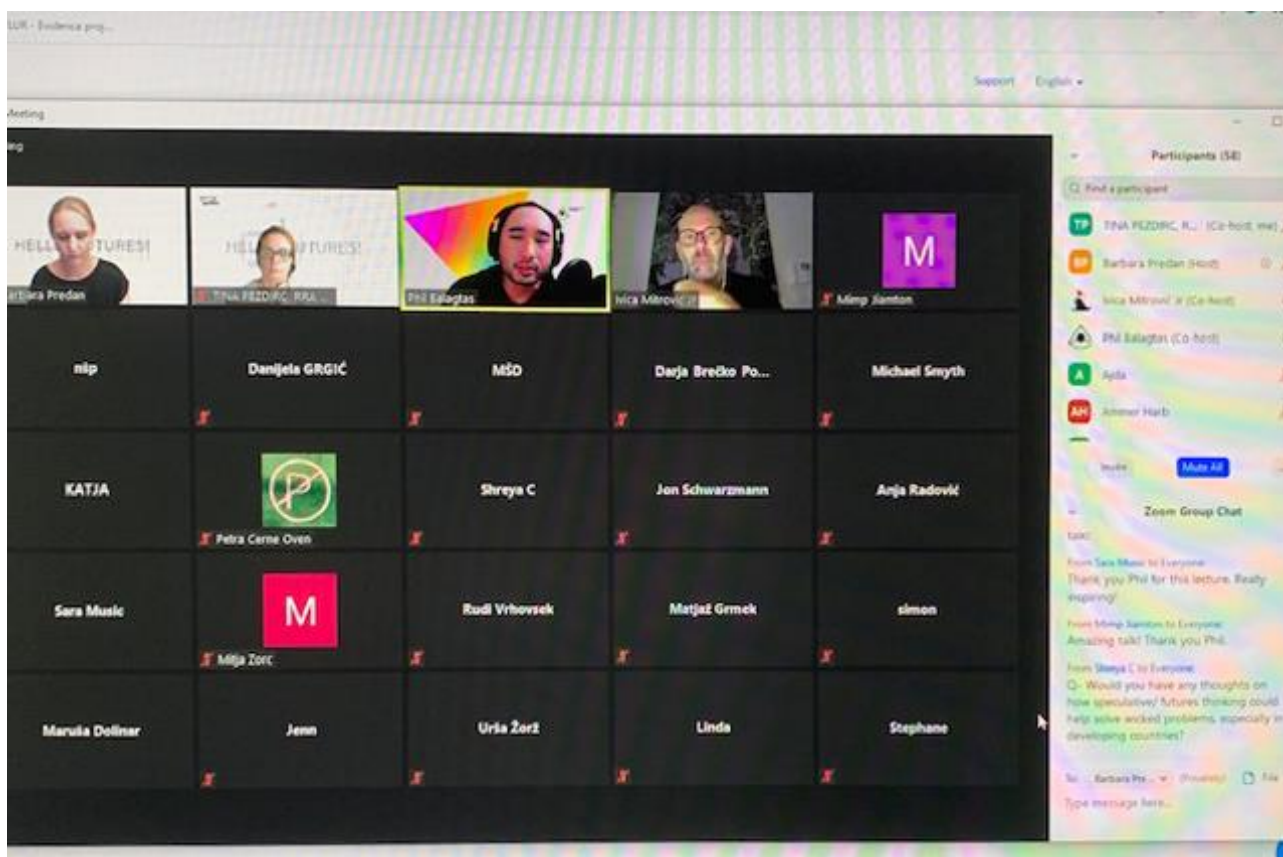
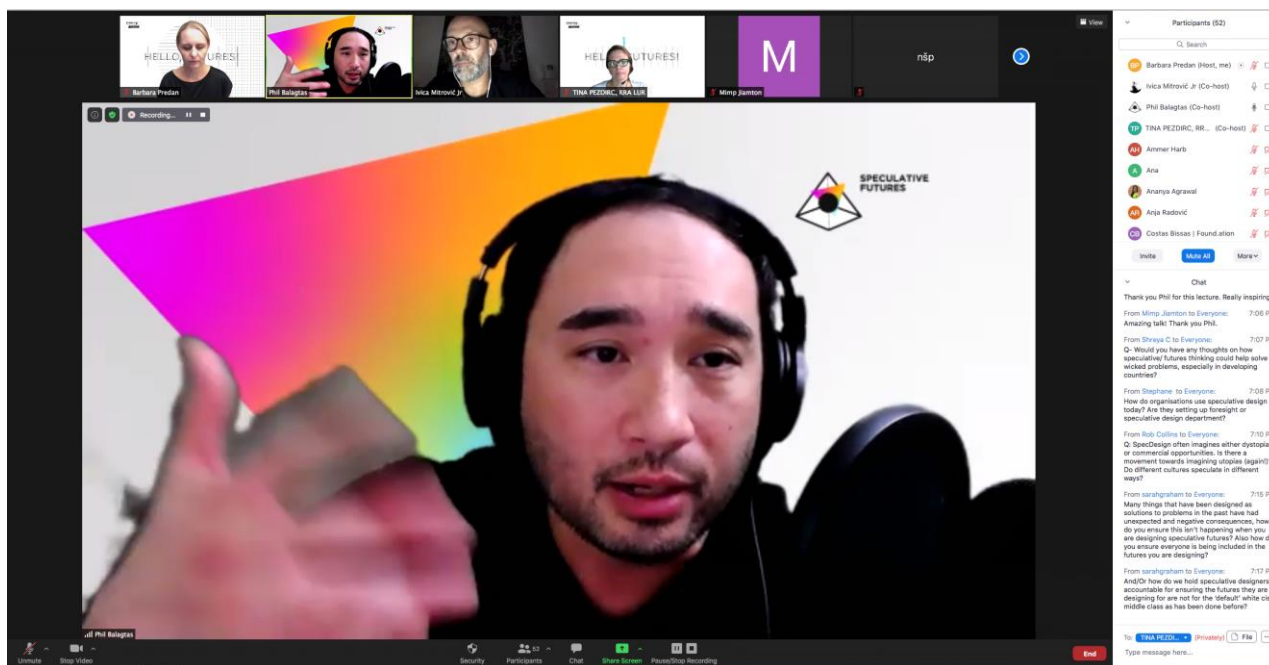
Info Day with the key note lecture by Phil Balagtas presented an introduction in three dimensions: 1) mindset, 2) technology development and 3) future trends. It will be accompanied by the workshop that Ivica Mitrović, an assistant professor at the department of Visual Communications Design at the Arts Academy in Split will hold in February 2021. If the lecture by Phil Balagtas provided an introduction to the methods, tools and selected examples of forward-looking best practices, the workshop by Ivica Mitrović will be a perfect platform to test these methods in practice.

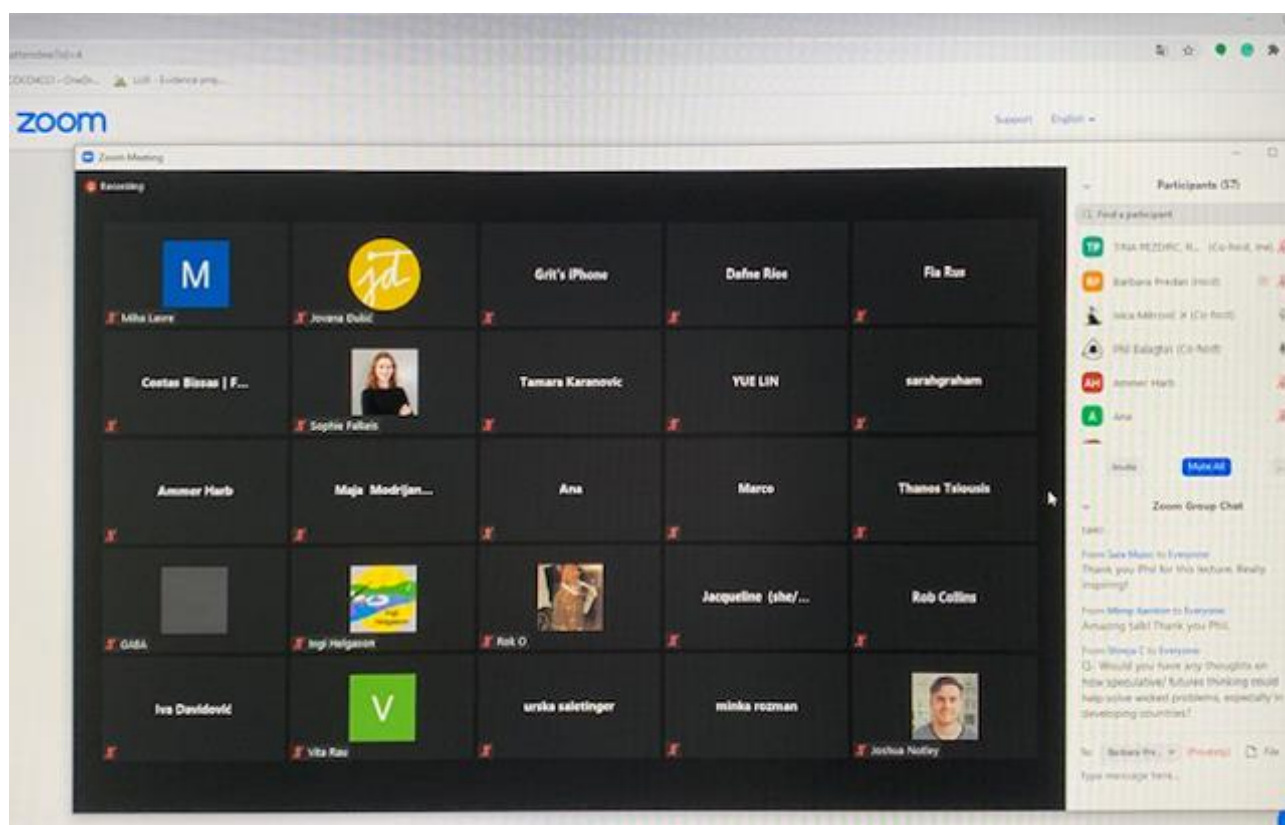
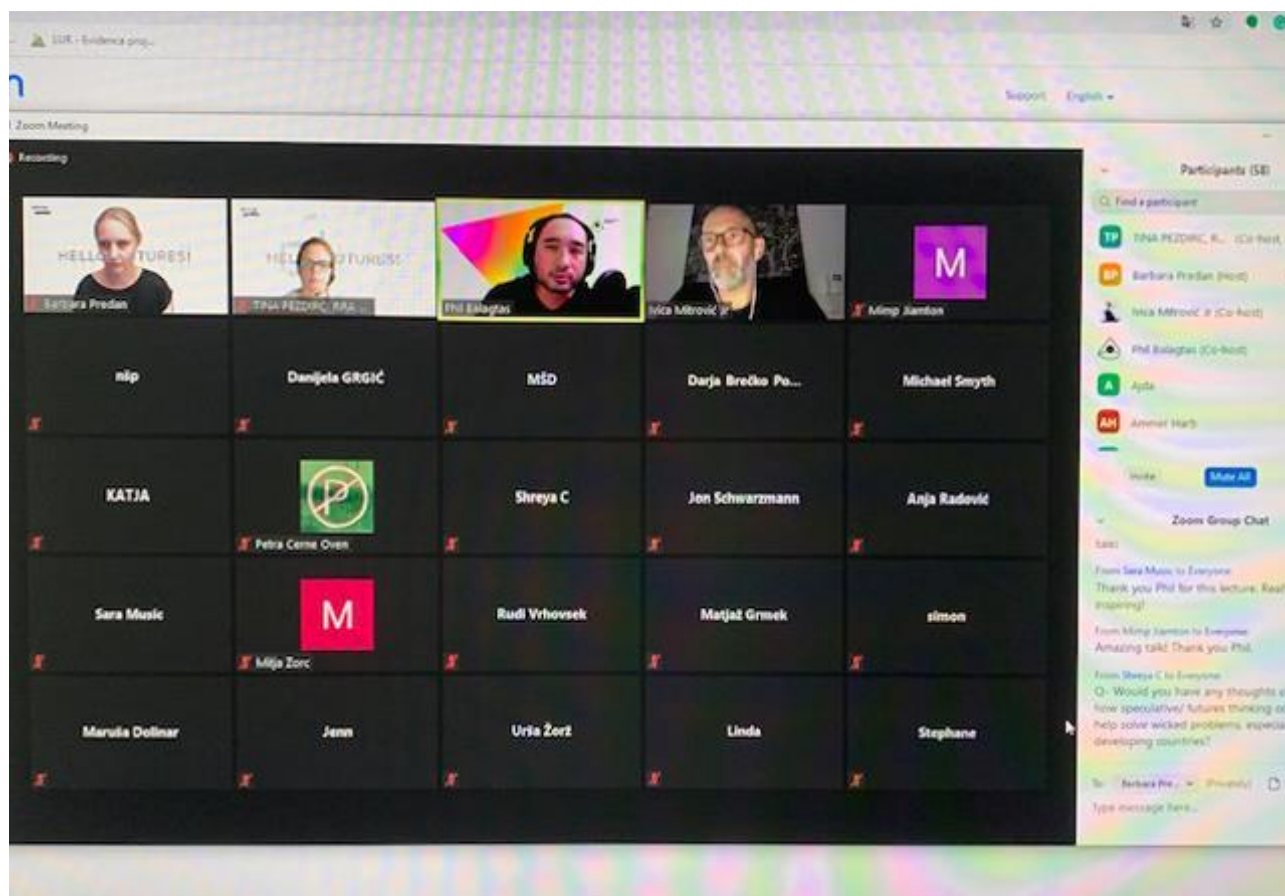
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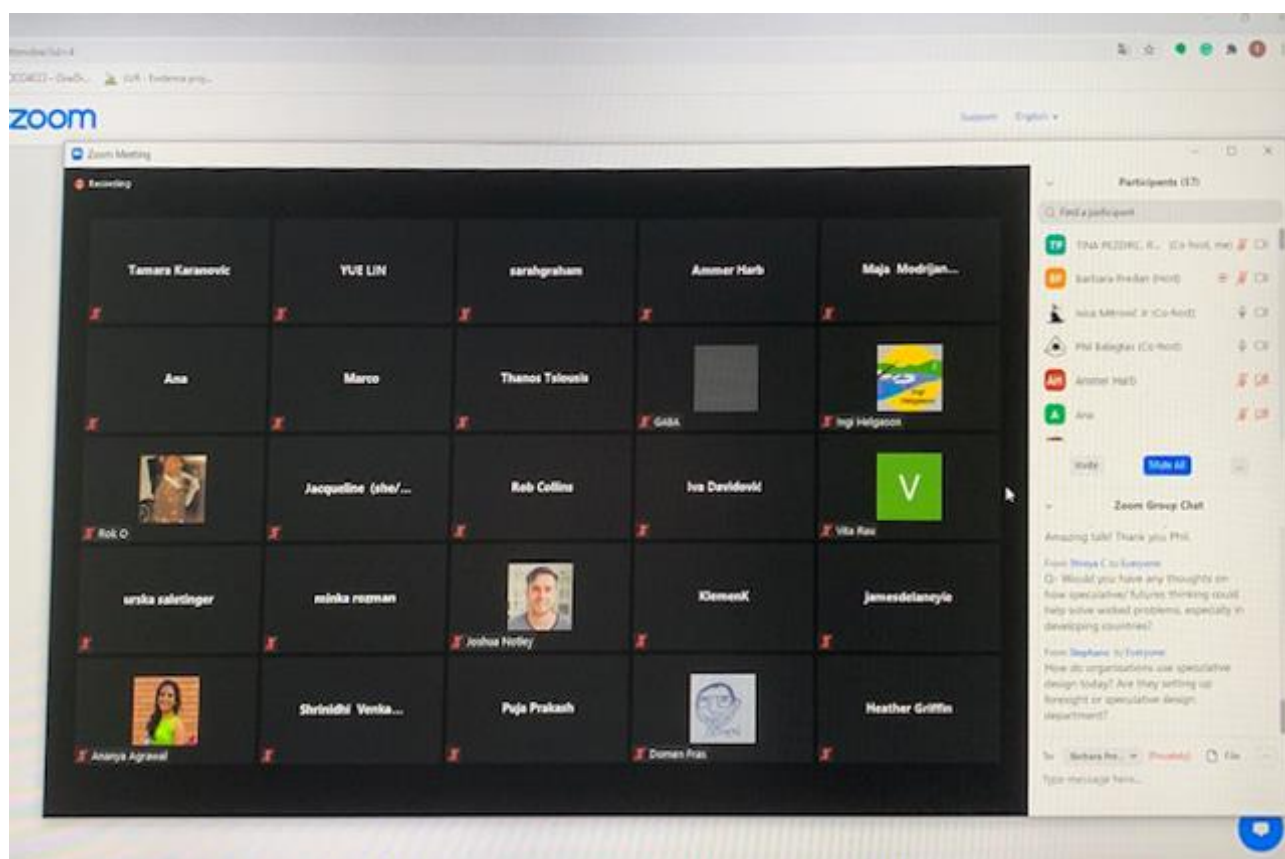
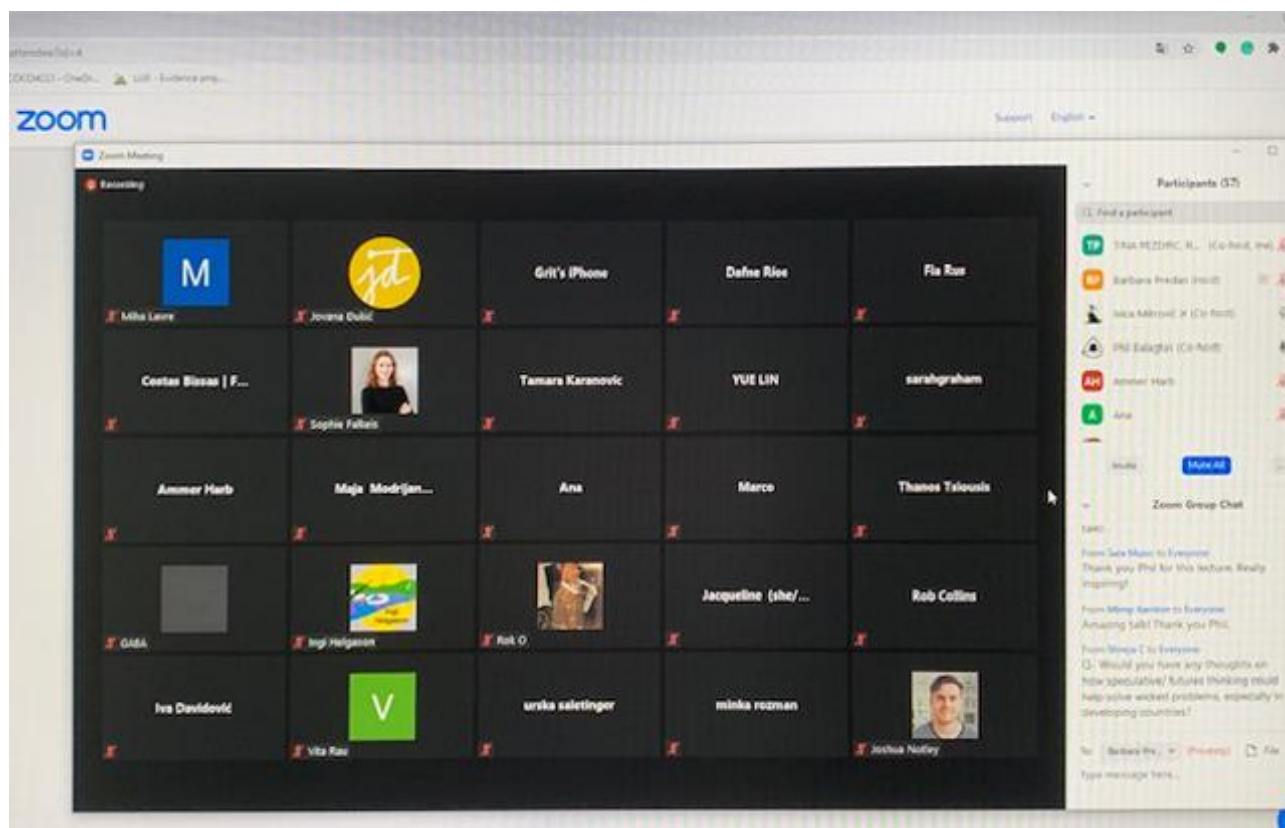
Online material: The lecture and discussion were recorded. Material will be available online.

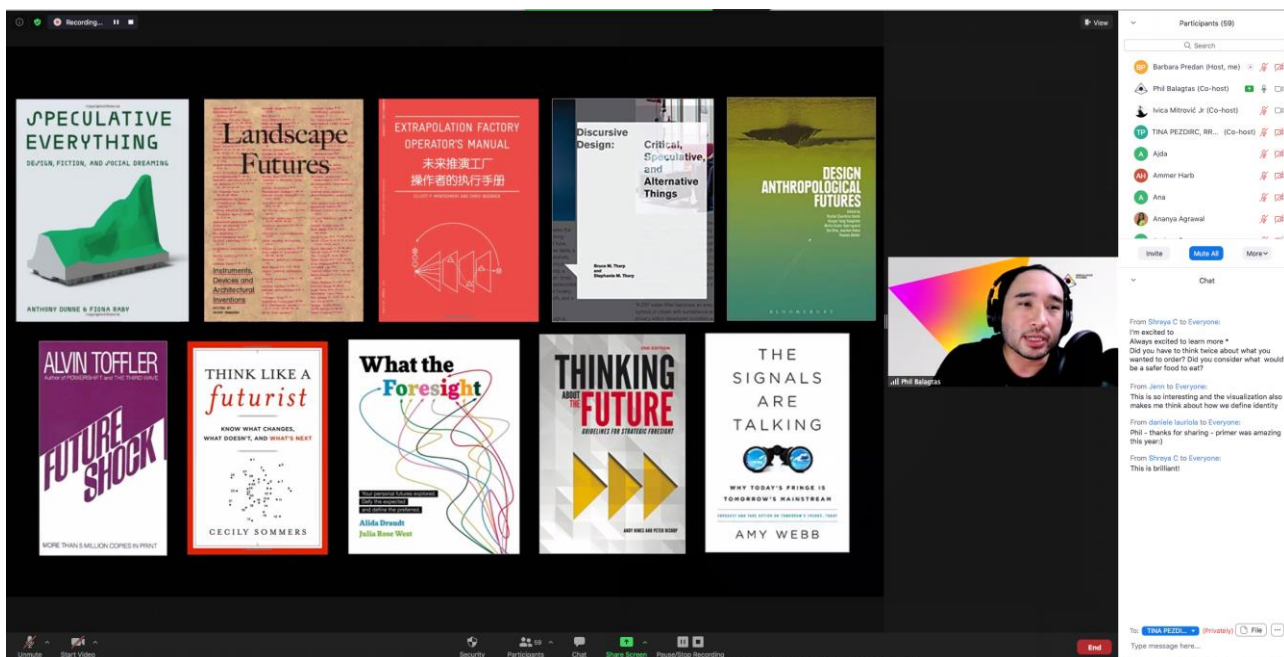


PHOTOS











ANNEX 1: Agenda

Hello, Futures!

What will the world look like 7-10 years from now?

A keynote lecture by Phil Balagtas

Followed by a Q&A session moderated by Ivica Mitrović

10 September 2020, 6 PM (CEST)

Hello, Futures!

Programme:

18:00-18:15 Tina Pezdirc Nograšek (RRA LUR)

Welcome speech and project introduction

18:15-19:15 Phil Balagtas (Design Futures and McKinsey & Company)

Keynote lecture: The Design Thinking of the Future

19:15-19:55 Q&A session

Moderated by Ivica Mitrović (SpeculativeEdu and the Arts Academy in Split)

19:55-20:00 Closing remarks

Phil Balagtas has been a practising visual and interaction designer since 2001 and has experience designing across a variety of devices and platforms within non-profit, retail, advertising, and enterprise software organisations. He is currently an Experience Design Director at McKinsey & Company working with a variety of industries to transform and enhance their digital businesses and strategies. He is also the founder and organiser of the Design Futures Initiative which organises the international Speculative Futures meetups and the PRIMER conference in the US and Europe. An educator and futurist, his events bring together designers and futurists from all over the world to teach and share strategies for designing for the future and the ethical challenges around emerging technologies.

Ivica Mitrović is an assistant professor at the department of Visual Communications Design at the Arts Academy in Split, where he teaches Interaction Design and Interactive Media Design. Since 2001, he has been working on the promotion of new design disciplines such as Interaction Design and Critical and Speculative Design. Together with Oleg Šuran, he was selected as curator for the presentation of the Republic of Croatia at the XXI International Exhibition of the Triennale di Milano, "The 21st Century. Design After Design" (2016). He was also co-editor of the accompanying booklet Speculative - Post-Design Practice or New Utopia?. His current focus is tracking and developing new and emerging Speculative Design practices and educational methods as coordinator of the European Erasmus+ project SpeculativeEdu.



ANNEX 2: List of participants

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