



PHOTO: MADELEINE KATE MCGOWAN

LIVING THE FUTURE NOW

Our collection of talks, speeches,
presentations, and lectures
– for your inspiration.

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FROM "TIME AND SPACE DIED YESTERDAY", NEW YORK 2010

LIVING THE FUTURE NOW

COLLECTION 2012

ART DIRECTION: GITTE LARSEN

PHOTOS: MADELEINE KATE MCGOWAN /
ANDREAS INGEFJORD / RILANDO DIAZ / JULIE
JOHANSEN

ILLUSTRATION: STINE SKØTT OLESEN

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HOUSE OF FUTURES

WE DO WHAT, WHY, AND HOW

Backcasting preferred futures is an effective tool to open up the mind to new opportunities. Learn how to do it yourself to improve the quality of your decisions. This is just to mention one thing from this collection of issues, poetry, futures, and new knowledge.

House of Futures has experts in futures studies, performance art, action research, design, communication, and consultancy. Read more about what we talk about on the next pages. All talks can be tailor-made to your needs. We do workshops and rituals too – and we talk both Danish and English.

HOUSE OF FUTURES

MAKING TIMES!

No expert can predict the future, but visionaries can create it as we speak and move. House of Futures co-creates preferred futures to help organizations and people make conscious choices about the future they can create today.

House of Futures invites you on a journey into the future, and we bring holistic perspectives, encourage new thinking, and challenge existing beliefs and mind-sets. We contribute with a broad, deep, and long-term outlook, potentially leading to a more future oriented mind set, and a choice of preferred future.

House of Futures is a private non profit organization founded by visionaries in October 2009 with the vision: Living the future now.

PEOPLE

GITTE LARSEN

Gitte is a partner and director of House of Futures. She is a futurist and editor, MA in Political Science, and has co-authored several books. She is also owner of the company Editions.

CONTACT GITTE AT GITTE@HOUSEOFFUTURES.DK

FLEMMING WISLER

Flemming is director in Nxt and a partner in House of Futures. He is CSR, strategy and communication advisor and executor.

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GRY WORRE HALLBERG

Gry is co-founder of Fiction Pimps and a partner in House of Futures. She has a MA in Theatre- and Performance Studies and a minor in Cultural Economy and Aesthetic Leadership, and is a performance artist.

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INGA GERNER NIELSEN

Inga is co-founder of Fiction Pimps and a partner in House of Futures. She has a MA in Cultural Studies and is a performance artist.

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MADELEINE KATE MCGOWAN

Kate is co-founder of Fiction Pimps and a partner in House of Futures. She has a BA in Visual Culture and is a musician and performance artist.

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STEEN SVENDSEN

Steen is a partner in Public Futures and House of Futures. He is MA in Political Science, a futurist, and policy developer.

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SØREN STEEN OLSEN

Søren is a partner in Public Futures and House of Futures. He is MA in Economy, a futurist, and a policy developer.

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THE SENSUOUS SOCIETY – BEYOND ECONOMIC RATIONALITY

Since the financial crack in 2008 the time we have been living in has been known as 'The Crisis'. This talk examines the crisis, not just as a slump in the output of industrial capitalism, but rather as a sign that the economic paradigm is nearing its end as the dominant logic of society.

Western society has been based on economical imperatives such as optimization and rationality, which leaves no space for more sensuous, inspired and gentle modes of being. But these values could very well form an emerging paradigm that Gry Worre Hallberg calls 'The Sensuous Society'. In this talk, she introduces the ideas behind The Sensuous Society and gives you the opportunity to both explore and shape the new paradigm. Gain insights into the consequences for you as an individual and for organizations, institutions, movements and for society as a whole.

This talk can be done with a small scale ritual to explore the sensuous paradigm with body as well as mind, and also as with a larger scale performance installation.

CONTACT: GRY@HOUSEOFFUTURES.DK

THE UNKNOWN

Replace fear of the unknown with curiosity! As Carsten Rahbek, Danish Professor in Macro Biology, states, the ability to move into and maneuver in the unknown, is a key talent in our times and in times to come. This is a challenging statement, as 'the unknown' has always evoked fear in humans, so the question is, how do we cultivate a society, where we explore and

move into the unknown with curiosity instead of fear?

Madeleine Kate McGowan will cast light on different theories about the unknown, and why we react as we do to the unknown. Together, we will explore different methods to maneuver in the unknown, and examples will be given by looking at contemporary art.

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NEW TENDENCIES IN THE ART WORLD

Gry Worre Hallberg gives you an inspiring overview of the newest tendencies within relational, interventionist, human- and social-specific art works. The talk includes cases from both Denmark and abroad, and also from her own experience as a performance artist.

CONTACT: GRY@HOUSEOFFUTURES.DK

PERFORMING THE FUTURE – MIND SHIFTING RITUALS

One of House of Futures' aims is to combine different disciplines in new modes of knowledge production that open up new ways of imagining and relating to issues and visions of the future. With this lecture, Inga Gerner Nielsen will introduce the performance theories behind the case project "In 100 years – Starting Now". She will point to how Performance Art can be used to turn a seminar event or any other significant event or face-to-face meeting into a ritual. The aim is to (re) open our imaginary to alternative paths,

PHOTO: ANDREAS INGEFJORD



value systems and new myths or root-metaphors, which we believe to be the starting point for any transformation.

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POETIC ACUPUNCTURE TO URBAN LANDSCAPES

Quoting Antero Alli: "When the ritual of theatre has died, it is time to return to the vital sources underlying the creation of culture itself and, with the stealth of devoted ninjas, start inciting a series of benevolent attacks to expose the oppression, decadence and corruption that has crucified and buried the poetic imagination."

With the project "Time and Space Died Yesterday", Madeleine Kate McGowan co-manifested a grand performance ritual in New York (2010), as

the outset for different journeys through urban landscapes, which were explored through contemporary art pieces.

This lecture will dive into the design of movement and how insights in performance design strategies can contribute to mind shifting and to the development of our future cities. How do we move the city in new ways? How do we move our own minds in new ways? What is poetic acupuncture?

Read more about "Time and Space Died Yesterday" at <http://timeandspacediedyesterday.com/>

CONTACT: MADELEINEKATE@HOUSEOFFUTURES.DK



Lectures on this page can either be served with or without a ritual. To experience full impact we recommend choosing one of our tailor-made rituals. Ultimately, we offer full-scale performance installations.

SISTERS HOPE

– ART AS AN EDUCATIONAL TOOL

Sisters Hope is not a school like others. Sisters Hope experiments with the creation of new educational contexts rooted in performance art and the use of fictional strategies. For a while, a performance installation transforms the classroom into an alternative dimension. Within this parallel universe we allow our participants to perform a new persona: A fresh character to explore, full of poetic possibility. The purpose is to activate a critical awareness in the students, inspiring them to acknowledge the different opportunities of self-construction in everyday life and to awaken the aesthetic and sensuous mode of being in the world. This provides the students with inspiration to engage with learning in a new way.

In this talk Gry Worre Hallberg introduces how this concept can shape the educational mindset of the future.

Meet Sisters Hope here: vimeo.com/16651570 and see photos to the left.

CONTACT: GRY@HOUSEOFFUTURES.DK

THE POETIC REVOLUTION

What is a poetic revolution? How does one become a poetic revolutionary, or are you already? How would the world be if the poetic mode of being had soaked everything? We are raised in this world, learning that everything has a name and a function, all to satisfy our needs. Many of us have moved away from nature, which is unpredictable and chaotic. We have

created and moved into the engineered urban space.

“The Poetic Revolution” is a movement followed by poetic revolutionaries from all over the world – groups and people working pro-actively towards a more poetic mode of being in the world. In 2011, we initiated the process of creating a manual on how to become a poetic revolutionary. We want to continue the conversation with you and invite you to join the movement. Are you ready?

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ESTABLISHING UNIVERSES AND EVOKING MOVEMENTS

In opposition to the orchestrated event in which life is limited in time and space, a (fictional) universe is not limited to the event that it plays out. The universe lives for as long as it moves itself a little in someone’s consciousness. And if it has resonated there first, then it can continue to do so for a very long time and can potentially make room for a series of significant events. The vibration that the universe can start to spread, is akin to circles in water and changes the circumstances. That is why its imaginary space and the fact that the universe moves around, is of crucial importance. Because when this cause, the quasi universe, vibrates enough times, you have a movement.

In the talk, we’ll present our ideas on how to make an event significant, we’ll introduce the visions behind universe and movement design and we’ll provide tools for the construction of them.

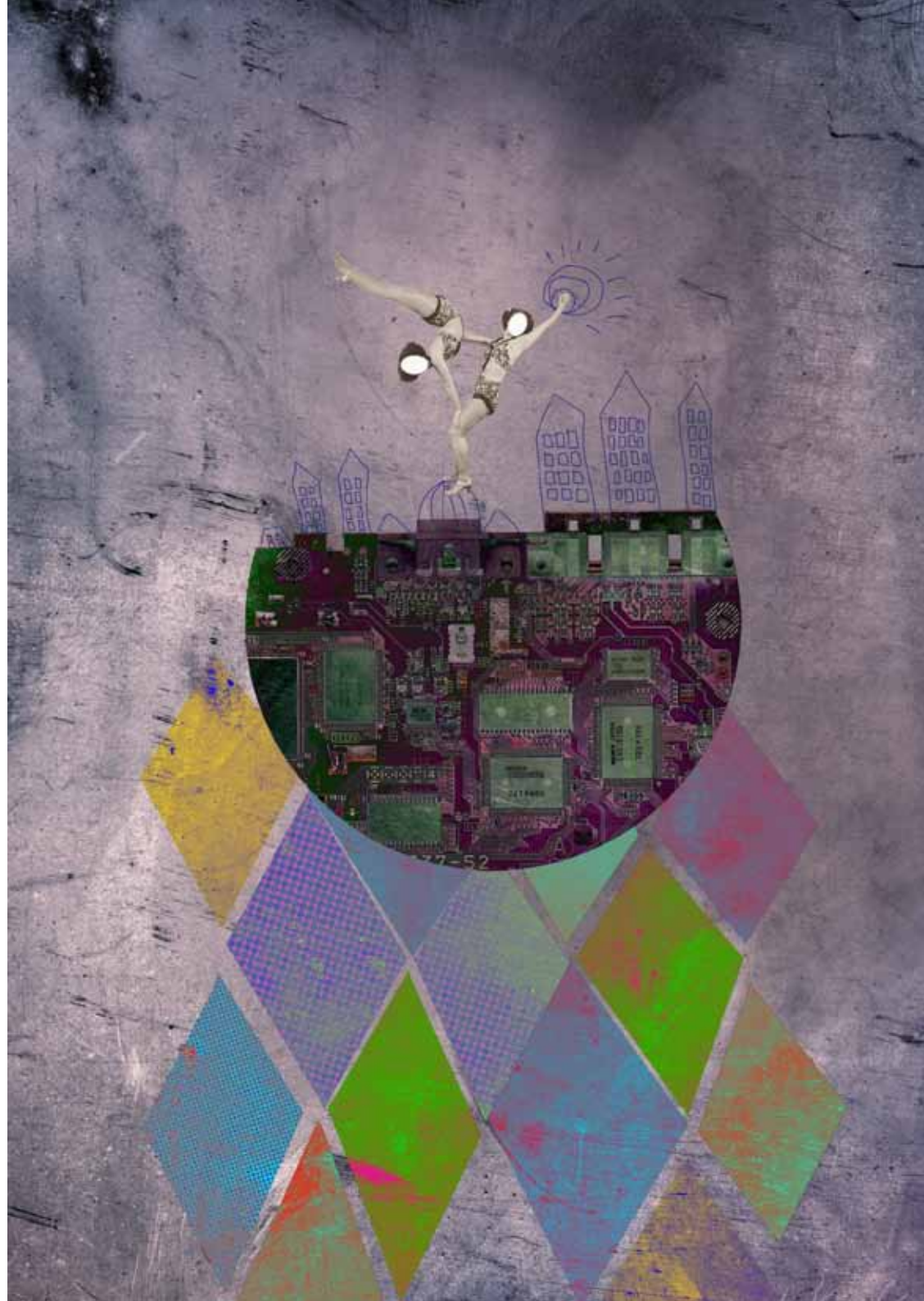
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He said to the room clerk,
'Where can I buy a ticket for a planetary tour?'
'Right here.'
[...]

The room clerk said, 'Good weather. Come to think of it, I do believe it's the dry season now.' He added, conversationally, 'I don't bother with the outside myself. The last time I was in the open was three years ago. You see it once, you know, and that's all there is to it – here's your ticket. Special elevator in the rear. It's marked "To the Tower". Just take it.'

Isaac Asimov, "Foundation", 1951

ILLUSTRATION: STINE SKØTT OIESEN



IN 100 YEARS – STARTING NOW. SUSTAINABLE SOCIETIES 2112

Big picture thinking allows us to see alternative futures, and thereby gives us a choice of a preferred future. We tend to think we agree about basic characteristics when we speak of “nature”, “human”, and “sustainability”. Reflecting upon these concepts and their common sense understanding opens our minds, and we need a broad, deep and long-term outlook to begin transforming our societies for good.

This presentation can be tailor-made to your needs, and we can highlight different insights and new knowledge from the project “In 100 years - starting now” – a one year inter-disciplinary process engaging 170+ experts and visionaries from Denmark. We will present and discuss a key output of this project, namely the co-creation of two preferred futures for sustainable societies 2012.

Read more at www.in100y.dk

CONTACT: STEEN@HOUSEOFFUTURES.DK OR
GITTE@HOUSEOFFUTURES.DK

FEMALE LEADERSHIP

There is a reason why more woman should be part of executive leadership. Women and men are different, although some women are more like men and vice versa. Why get a woman on board if she is an exact copy of the male board member? This presentation is about why we need inter-disciplinarity, and why it's hard to practise. Gitte Larsen will suggest and discuss solutions to move on – seen from a female futurist's point of view.

CONTACT: GITTE@HOUSEOFFUTURES.DK

EXPLORING GREENOMICS: GROWTH, PROGRESS OR WEALTH?

Is the green economy merely using green means to the same ends? Do we in fact want to sustain the system we have? Does the green economy change the system for the better or does it enable us to sustain a system, which is fundamentally broken in terms of achieving global welfare?

CONTACT: STO@HOUSEOFFUTURES.DK

THE COMPANY OF THE FUTURE

What's the value of the company of the future? Most companies are still driven by rules and agendas that are more than one hundred years old. The company of the future needs to be able to operate on new and winning agendas in order to do good. The business of business is so much more than business. A key element is to start and stay in good company. Gitte Larsen will challenge the existing business paradigm and present alternatives.

CONTACT: GITTE@HOUSEOFFUTURES.DK

ANTICIPATING THE FUTURE – THE FUTURIST'S TOOLBOX

How to think and work with futures in business and policy development. Get dressed to create the future now. Through examples from our many years of working in futures studies, we present a number of basic approaches and methods to strategy and development. Including megatrends and business trends, scenario methods, backcasting, and integral futures. Perspectives on changes in the environment are a fundamental foundation for strategic work. It gives you an assurance that the organization is in step with times, and more than that; it gives you an opportunity to shape the future and develop unique opportunities. Are you and your organization proactive and visionary or an adapter?

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“MAN-MADE WORLD” AND “POWER OF NATURE”

The relationship between mankind and planet Earth is fundamental when we want to create more sustainable societies. How can we sustain human life given the limited resources available on the planet? How can we not neglect the needs of future generations? This talk presents two preferred future scenarios for sustainable societies in 100 years: “Man-made World” and “Power of Nature”.

The scenario presentation can be followed by discussions and/or workshops applying the two mindset scenarios to your business, policy, and organization.

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NOT POLITICS AS USUAL – POLICY DEVELOPMENT

Stop pushing your organisation's policy development activities into after-hours and weekends! If you are operating in a political environment, you need to do it consciously and professionally. Policy development is the essential process that translates your ultimate aims and visions into specific positions, plans, initiatives and actions. Learn how to do future oriented policy development by prioritising it properly, applying tried and tested methods and committing relevant resources in your organisation. Politics may not be everything, but it is everywhere. Get inspired by politics in new ways.

CONTACT: STEEN@HOUSEOFFUTURES.DK
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DOING OPPORTUNITIES

There is a difference between possibilities and opportunities: Possible futures are for everyone, while opportunities are for you. Many successful brands tend to think in opportunities rather than in innovation.

In this talk Gitte Larsen will present different approaches to think about the future and inspire you to be more future-oriented and to do opportunities.

CONTACT: GITTE@HOUSEOFFUTURES.DK

CSR AND BEYOND

In many companies, CSR has become an institutionalized approach to being part of society. Legislation in Denmark means that all companies of a certain size must report on what they achieve as a triple bottom line. CSR should play a central role in creating tomorrows' society and tomorrows' business organization. Thinking of and caring for future generations might perhaps be the most important bottom line ever. With a more diverse and complex role for business to play in the future, business will become a more political actor whether we like it or not – or even understand the rules of politics and policy making. It is already happening. Be aware: You might need to change the way you do business after this talk – or at least reflect upon it for a while!

For your choice, this talks comes with or without a Sensed Futures installation.

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MAKE LIFE FIT

– BOTTOM-UP INNOVATION

Social innovation has become a frequently used term in recent years. In practice, however, it is being applied in a much too limited sense, mostly denoting new ways of reaching traditional goals of social policy. But social innovation is much broader in scope including examples such as public health care, education, farmers' cooperative movement, kindergartens, women's liberation, youth culture, super-markets and gay marriage. Social innovation is hugely important to society, to the economy, to businesses, to politics and to people. Social innovation is how we do social transformation. And we desperately need a new great wave of social innovation that can match our future challenges. Right now it has a huge potential to build on social media, new ways of doing business, and new patterns of consumer and social behaviour. Let's get on with it.

CONTACT: STEEN@HOUSEOFFUTURES.DK OR
STO@HOUSEOFFUTURES.DK

BACKCASTING

– FROM VISIONS TO ACTIONS

Backcasting is one of the most useful Futures Studies methods, because it links your visions with your actions today. It is a simple and effective framework for thinking about the future. It's a three-step process that starts with the creation of a vision – a preferred future – and couples the vision with strategy and then, present action. It's a method for working with the future today.

Contrary to forecasting, you start in the future and work your way back to the present. The first step is to formulate your vision, followed by an identification of the barriers and opportunities for realising the vision as the second step. Third and finally, we're back in the present and the development of specific and concrete initiatives to overcome barriers and exploit opportunities, thereby making your vision come through. Learn how to use backcasting in your context. We recommend that this talk is followed by a workshop.

CONTACT: STEEN@HOUSEOFFUTURES.DK

YOU AIN'T SEEN NOTHING YET!

You may think you were born at a time when everything had already been discovered with little adventure left for mankind. The age of the explorers was 500 years ago, the moon landing was 40 years ago, the IT revolution, the fall of the Berlin wall, the rise of China started several decades ago. The future is not what it used to be, condemning us to sensible tasks of maintaining what we have achieved, defending it from dangers and challenges.

Admittedly this is by no means a trivial task. But sustainability as the great agenda smacks of maintaining status quo rather than an exciting adventure. Think again. More, much more, will happen in your kids' lives than in yours, and still more will happen in your grandchildren's.

200 years ago, the world was empty and life was hard and uneventful. Few people with few opportunities, living short, unhealthy lives with little education, few books, no media, little contact with outsiders. Then things accelerated – they are still accelerating, and it is not going to stop. We will see amazing progress, we will see technological, economic and human development. We will also, no doubt, see terrible setbacks, conflicts, diseases, and disasters. The most is yet to come. Whether the best is yet to come is up to you and me.

A rush talk outlining the big picture.

CONTACT: STO@HOUSEOFFUTURES.DK

SALON
SUSTAINABLE LEADERSHIP
FOR THE 21ST CENTURY

For people and companies that can and want to take the lead
in developing our structural and organizational systems,
and thereby the way we do business. Why?
To co-create sustainable societies for the next generations.
Read more at www.houseoffutures.dk/blog/services/salons/

Two-day salon:
12-13 November 2012

Developed in co-operation with Ole Fogh Kirkeby,
Professor in Philosophy at Copenhagen Business School,
and Steen Hildebrandt, Professor in Leadership, Aarhus University,
who will both be leading sessions at this Autumn salon.

Contact: Steen Svendsen, Partner, House of Futures
at steen@houseoffutures.dk

SALON
FUTURE CONSUMPTION
– MAKE MORE USE

In a culture and context where we make more use, the quality and
performance of the daily use of our products, buildings, and land can
become more important than whether or not we own them.
Read more at www.houseoffutures.dk/blog/services/salons/

One-day salons:
24 October and 21 November 2012

Contact: Gitte Larsen, Partner, House of Futures
at gitte@houseoffutures.dk



HOW CAN WE HELP YOU?

'In100Years' visits you – if you want us to?

We do 'Mindshifting Operations', policy and business visions and strategies, scenario processes and sensed futures, conferences and seminars, and more. We might be flying high and travelling far, but we always stick to the ground.

Living the future now!

CONTACT: Gitte Larsen, Director and partner, House of Futures,
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HOUSE OF FUTURES

TO ME "IN100YEARS" IS ...

... an interesting meetingplace.

... fruit for thoughts, inspiration, new ideas and HOPE.

... a daring project with a holistic approach that challenges mind sets and belief systems.

... an extension of our professional comfort zone.

... extremely important as a stimulus of sustainability knowledge, intention and action.

... a promise that there will be a future.

... mind blowing.

... a chance to interact as humans instead of institutions.

... the beginning of a new way of meeting and sharing knowledge that helps us focus on the right values now and in 100 years.

... a tribute to foresight.

At the four In100Y seminars, all participants were asked to finish the sentence: To me 'In100Y' is ... See many more in ISSUES 2 at www.in100y.dk



www.in100y.dk

HOUSE OF FUTURES

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