



WTF!

WINNING THE FUTURE

HOUSE OF FUTURES

WTF!

HOUSE OF FUTURES 2012

ART DIRECTION: STINE SKØTT OLESEN

PHOTOS AND ILLUSTRATION: STINE SKØTT OLESEN

ONLINE NOVEMBER 2012

HOUSE OF FUTURES

DEAR CURIOUS,

We feel the urgency to put the present on hold – living the future now. But how is this possible?

We are at a point in time, where we need to address the challenges of the world – on a long-term basis and from a big picture perspective. We do think that people and organisations need a broad, deep, and long-term outlook in order to rethink and redesign value propositions of tomorrow.

We believe there is a great necessity for futureoriented analysis and action, and for significant events and new rituals that truly intersect the knowledge and the visions from very different viewpoints and fields – a need for new ways to meet and discuss the most important and urgent matters.

We believe that the best thing we can do, when we meet, is to go for the future we want. Most of our work is about creating preferred futures, passing on knowledge about how to work with uncertainty, and making new positive opportunities.

We can't do it all by ourselves. We need you, too.

Enjoy Winning The Future!



WTF

WINNING THE FUTURE

The empires of the future are
the empires of the mind.
– Winston Churchill

WE DO FUTURES!

House of Futures co-creates preferred futures to help organizations and people make conscious choices about their future today. We are an advocate for the future and your preferred future adviser. House of Futures do:

- Scenario processes and Sensed Futures
- Policy and business development, visions and strategies
- Futures research, foresight, surveys, and analysis
- Futureoriented communication and branding
- Talks, presentations, and workshops (with or without a ritual)
- Significant conferences and seminars

WHO WE ARE

We see ourselves as a new generation in the field of Futures Studies. We make and perform images of the future – the classic or experimental way. Our main professional and academic areas are futures studies, performance art, concept design, branding, and communication. Read more about us [on our web site](#).

WHO WE WORKED WITH

During the last 10-20 years the partners of House of Futures have worked with a wide range of private companies, public organizations and third sector institutions. Our references include The VELUX FOUNDATION, NCC Denmark, DONG, HK, LO, KPMG, Novo Nordisk, Novozymes, A.P. Møller Mærsk, Ældresagen, AIDS Fonden, TIGER, Volvo, Landsforeningen af VæreSteder, and various ministries, municipalities, and universities. See more project references at [our web site](#).

WHO YOU ARE

You are in the middle of everything. You are working in a private company or a public organisation. You are a leader, and strategy and development is part of your job – and that motivates you. You are curious and like to take part in the world around you. You know that changes in the surrounding world have consequences for you and your organisation, and your job is to take advantage of the opportunities. You probably both have the courage to challenge the existing systems and to navigate in the unknown.

WHAT YOU WANT

You want to do more than manage everyday operations and adapt to to your surroundings. You have ambitions of creating a new and better future for yourself, your organisation, branch, or world. You want to make the future an active player in your company or organisation. You want to create visible results that will push your organisation and the world forward. You want to see the changes implemented in your everyday. And you want to involve and engage other people in doing this – as you know that's what it takes to make new things happen.

HOW DO WE DO?

How can we make you feel at home with the future? How do we put the future you want on your daily agenda? First of all you must want it! We have good experiences and references, but we need more than that. We need your cooperation. If you are doing something that could be more exiting and have a larger, broader, or deeper impact, you will benefit from our core competencies.



WTF

WINNING THE FUTURE

In this great future you can't
forget your past. – Bob Marley

GET AN INSIDE ON THESE TOPICS: THE FUTURE OF BUSINESS, POLITICS, SUSTAINABILITY, AND ART.

“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.

BACKCASTING – FROM VISIONS TO ACTIONS

Backcasting is one of the most useful, simple, and effective framework for thinking about the future. It’s a method for working with the future today.

THE SENSUOUS 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 – the emerging Sensuous Society.

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 five hundred years old. The company of the future needs to be able to operate on new and winning agendas in order to do good.

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. Politics may not be everything, but it is everywhere. Get inspired by politics in new ways.

THE UNKNOWN

The ability to move into and maneuver in the unknown, is a key talent in our times and in times to come. How do we cultivate a society, where we explore and move into the unknown with curiosity instead of fear?

NEW TENDENCIES IN THE ART WORLD

Get an inspiring overview of the newest tendencies within relational, interventionist, human- and social-specific art works.

POETIC ACUPUNCTURE TO URBAN LANDSCAPES

Dive into the design of movement and how insights in performance design strategies can contribute to mind shifting and development of our future cities. How do we move the city in new ways? How do we move our own minds in new ways?

Find more topics we talk about here houseoffutures.dk/downloads/HOForedragkatalog.pdf or contact us to find out if we match at hof@houseoffutures.dk



WTF

WINNING THE FUTURE

I have a dream. – Dr. King



ISSUES 2: THIS WAY, PLEASE!

ISSUES is House of Futures magazine, and it is published regularly as part of projects that want a future oriented exposure. The whole of ISSUES 2 is dedicated to the one-year project “In 100 Years – starting now” and includes two preferred future scenarios for sustainable societies in the long run. Read it **online** or order your personal copy at issues@houseoffutures.dk

FUTURISTS ABOUT ISSUES 2

“I’m impressed. ISSUES 2 provide a fresh approach to exploring issues about sustainable futures. So I do hope that this work will continue and bear further fruit.”

*Richard Slaughter, Director,
Foresight International,
Brisbane, Australia.*

”ISSUES 2 is worthwhile and instructional reading. House of Futures is succeeding well at combining traditional futures study with other approaches, and I wish them all the best going forward in their work.”

*Walter P. Kistler, Founder,
Foundation For the Futures,
United States.*

“Thanks for the beautiful scenarios.”

*John L. Petersen, Founder & President
The Arlington Institute,
United States.*



WTF

WINNING THE FUTURE

The most beautiful experience
we can experience is the mysterious. – Albert Einstein

AN ONGOING CONVERSATION



Links to different projects regarding sustainable societies in the long run that House of Futures are engaged in:

- “YEAR 2112”. Outdoor exhibition at Byens Hegn / Gl. Strand about two mind sets for sustainable futures. **Vote** for the future you want and watch the playful **movie** about the exhibition.
- “**Power of Nature**”. Utne Reader printed one of the two scenarios for sustainable societies in their November/December edition.
- “Memories of the Future”. Workshop at the conference “**Reduce... but use with Aarhus**”.
- “**Ask Yourself...**” Stop motion movie about sustainable development for the Nordic Council of Ministers. Watch the movie and donate an answer.

“In 100 years” is an ongoing conversation, which we invite you to join. We seek partners who want to co-operate and fund projects with a deep, broad, and long-term outlook.

PARTICIPANTS ABOUT OUR “IN100YEARS”-SEMINARS

All participants at the four seminars in the project “In 100 years – starting now” were asked to finish the sentence: *To me “in 100 years” is...* Below are some of the answers from the **170+ experts and visionaries**.

To me “In 100 Years” is...

- ... an interesting meetingplace.
- ... fruit for thoughts, inspiration, new ideas and HOPE.
- ... a daring project with a holistic approach that challenge 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 as institutions.
- ... the beginning of a new way of meeting and sharing knowledge that helps us focusing on the right values now and in 100 years.
- ... a tribute to foresight.

The project “In 100 years – starting now” was supported by The VELUX FOUNDATION. Read more about it at www.in100y.dk



WTF

WINNING THE FUTURE

If you don't develop a strategy
of your own, you become part
of someone else's strategy.

– Alvin Toffler

PICTURES FROM EVENTS BY HOUSE OF FUTURES



FUTURES' DAYS

Every Spring and Autumn we open our house and invite you to join in on the futures work, we do. You can experience different approaches to studying and working with the future, and share your knowledge and experience. Futures' Days are for the curious that like to challenge the status quo, and co-create new paths by walking together with other visionaries.

Futures' Days 2013:

4 April 2013. Program out primo March.

11 October 2013. Program out primo September.

JOIN THE FUN!

Sign up for our [newsletter](#)
Become a friend on [Facebook](#)
Follow us on [Twitter](#)
Watch our [videos](#)
See our [pictures](#)
Read our [blog](#)
[Contact](#) House of Futures



WTF

WINNING THE FUTURE

Eternity is in love with the
productions of time.

– William Blake



WTF

WE TOUCH FUTURES!

We might be flying high and travelling far, but we always stick to the ground.

HOUSE OF FUTURES

Nybrogade 26a, DK - 1203 Copenhagen K.
www.houseoffutures.dk / hof@houseoffutures.dk