

HYPERSCAPES



HI

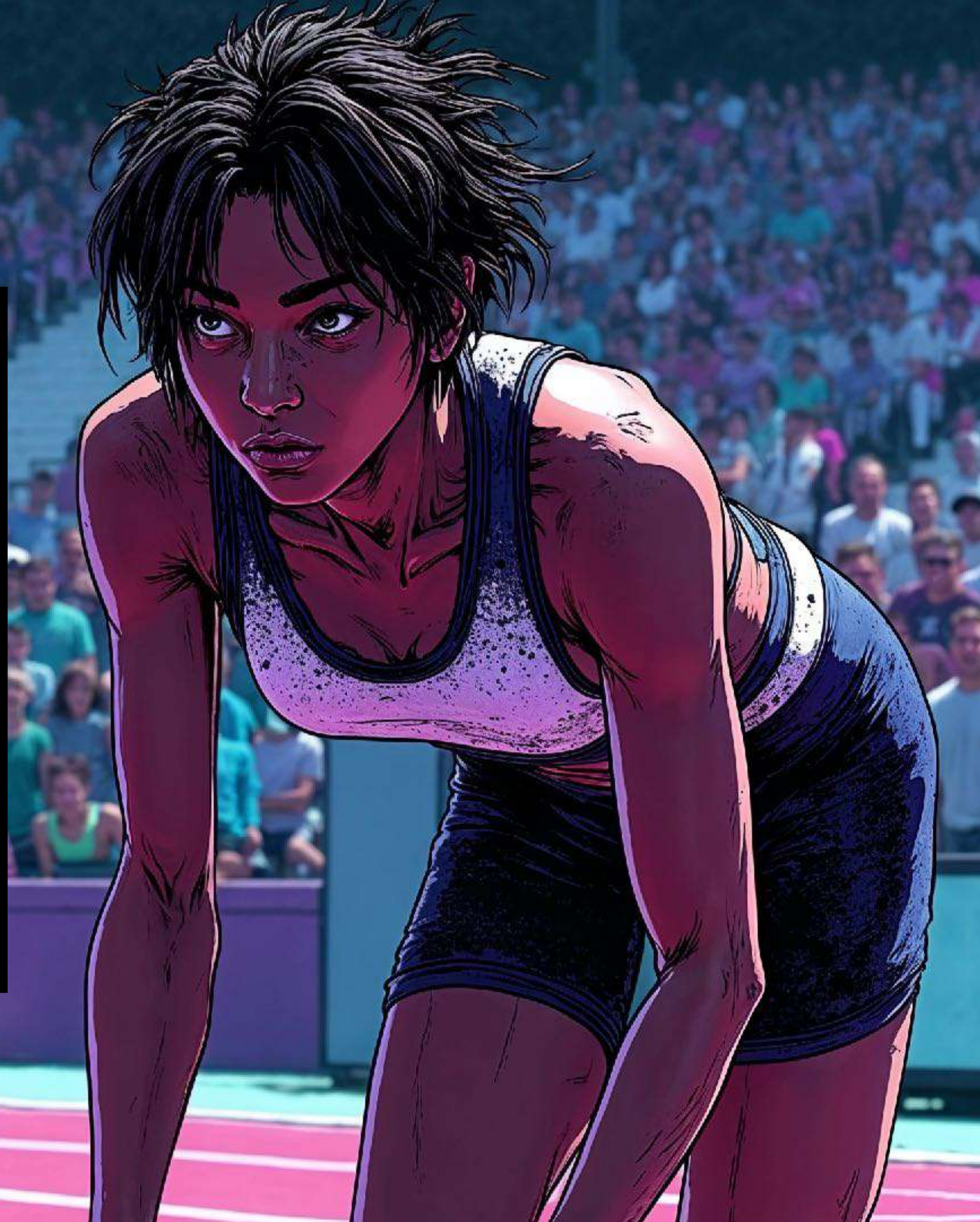
**I'M A DESIGNER
AND A FUTURIST**



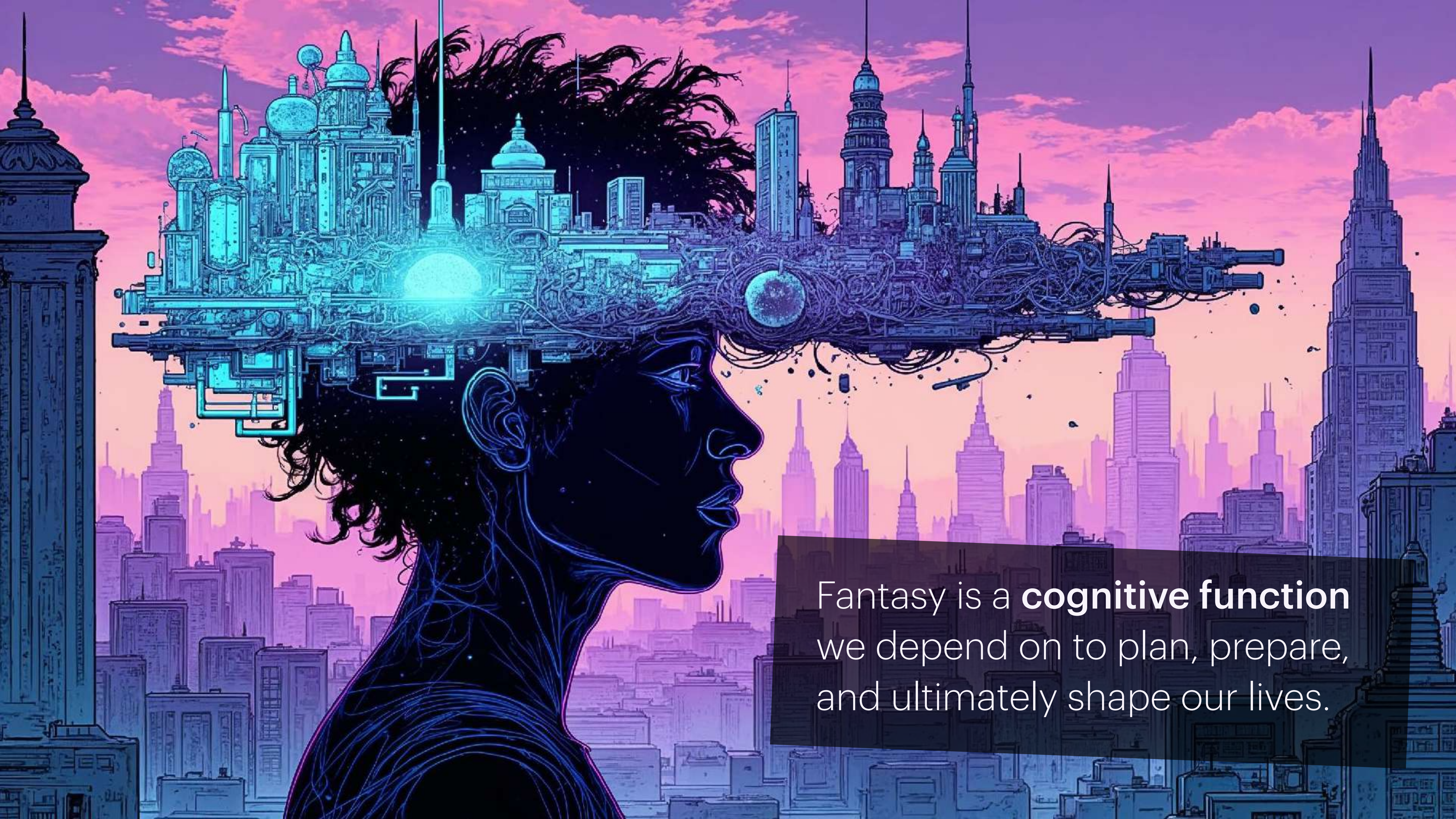
A stylized, layered mountain range background in various shades of purple and blue. The mountains are depicted with smooth, rounded peaks and are arranged in several layers, creating a sense of depth. The colors transition from a light lavender at the top to a deep, dark blue at the bottom.

LET'S IMAGINE...

**WHAT MAKES US
BELIEVE, MAKES
US ACHIEVE**



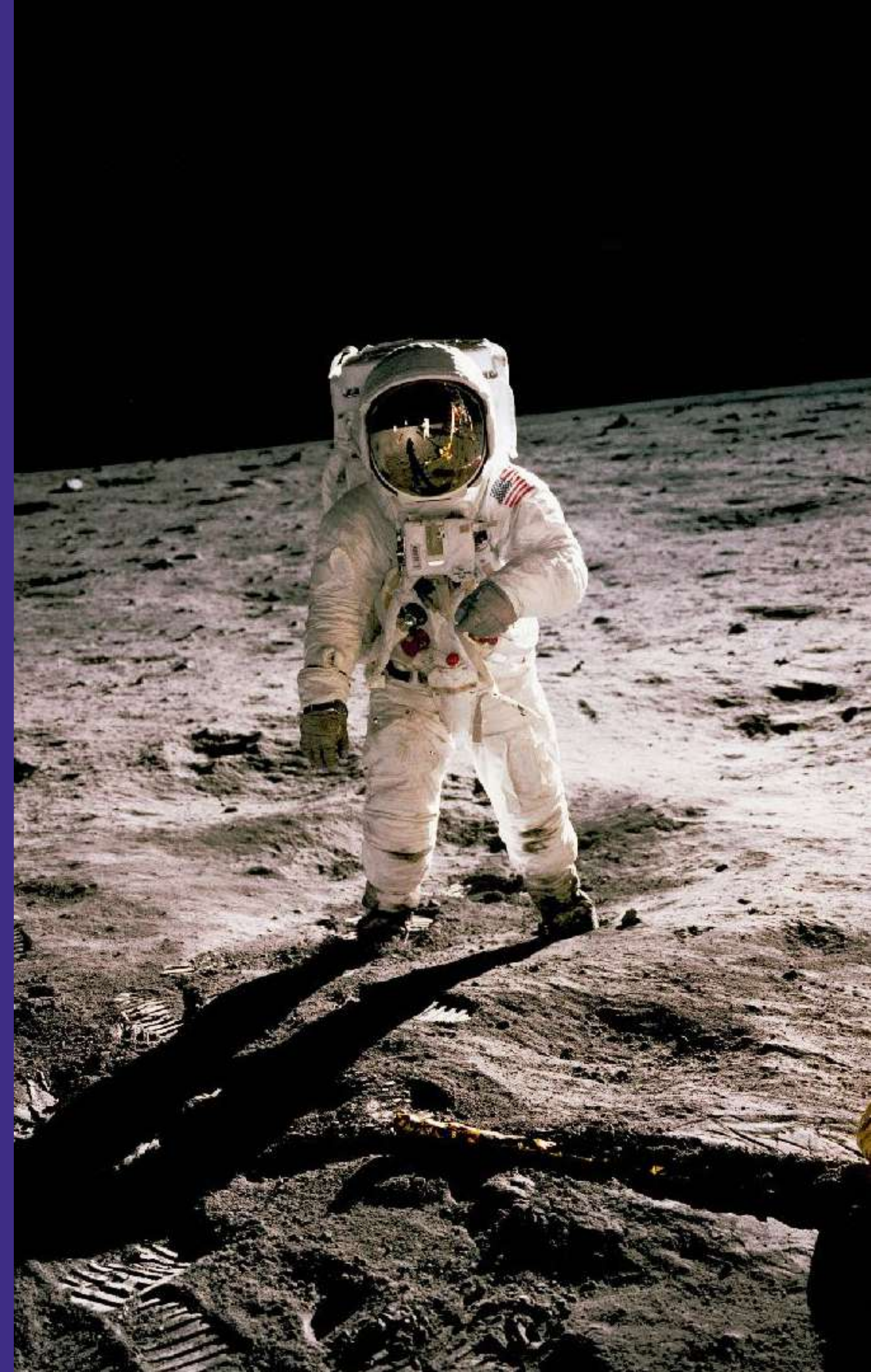




Fantasy is a **cognitive function** we depend on to plan, prepare, and ultimately shape our lives.



Photos: Unseen histories , History in HD









REFRAMING THE FUTURE

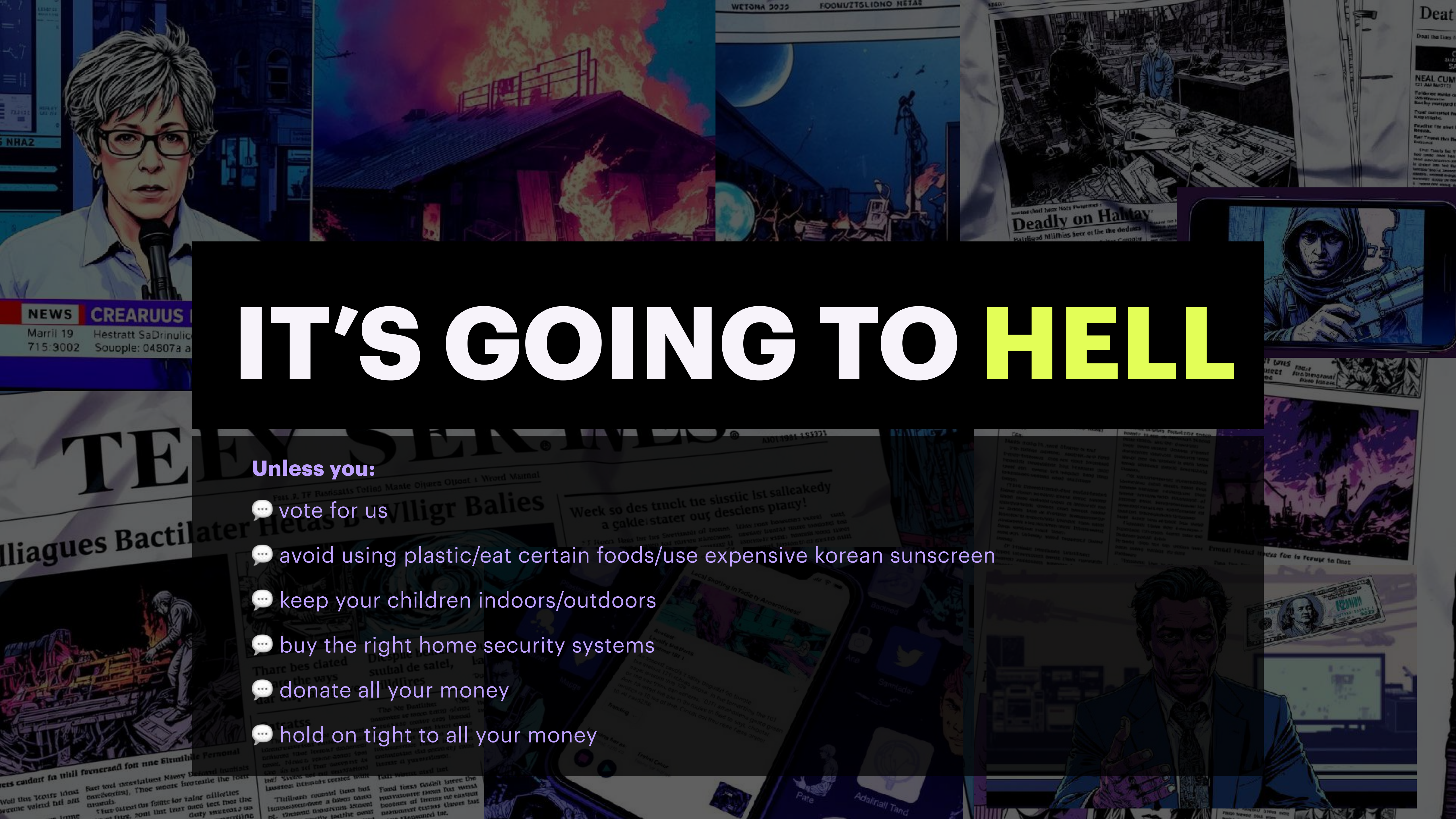
OR WHY WE STOPPED DREAMING AND HOW WE CAN START AGAIN





IT'S GOING TO HELL

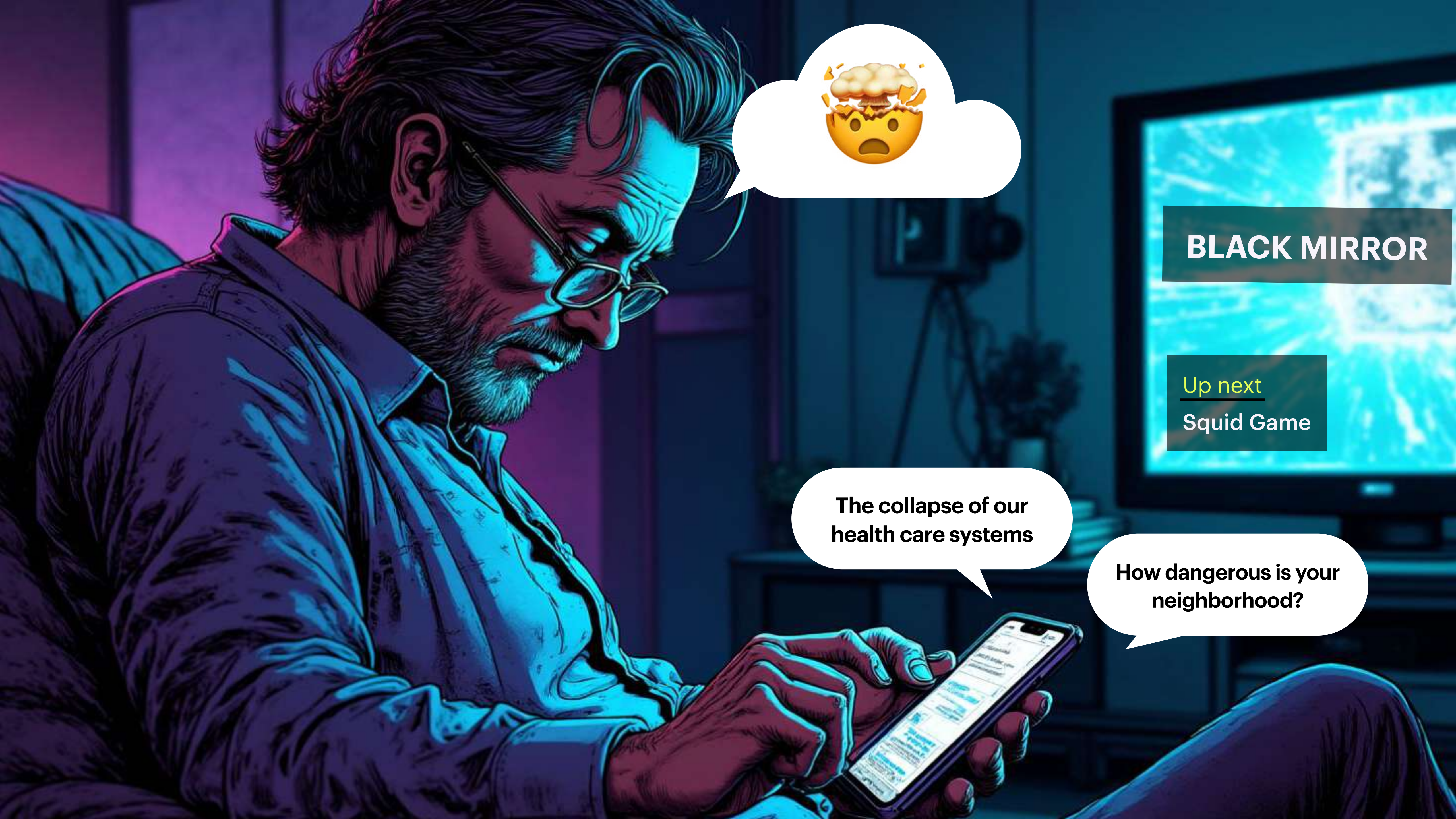




IT'S GOING TO HELL

Unless you:

- vote for us
- avoid using plastic/eat certain foods/use expensive korean sunscreen
- keep your children indoors/outdoors
- buy the right home security systems
- donate all your money
- hold on tight to all your money



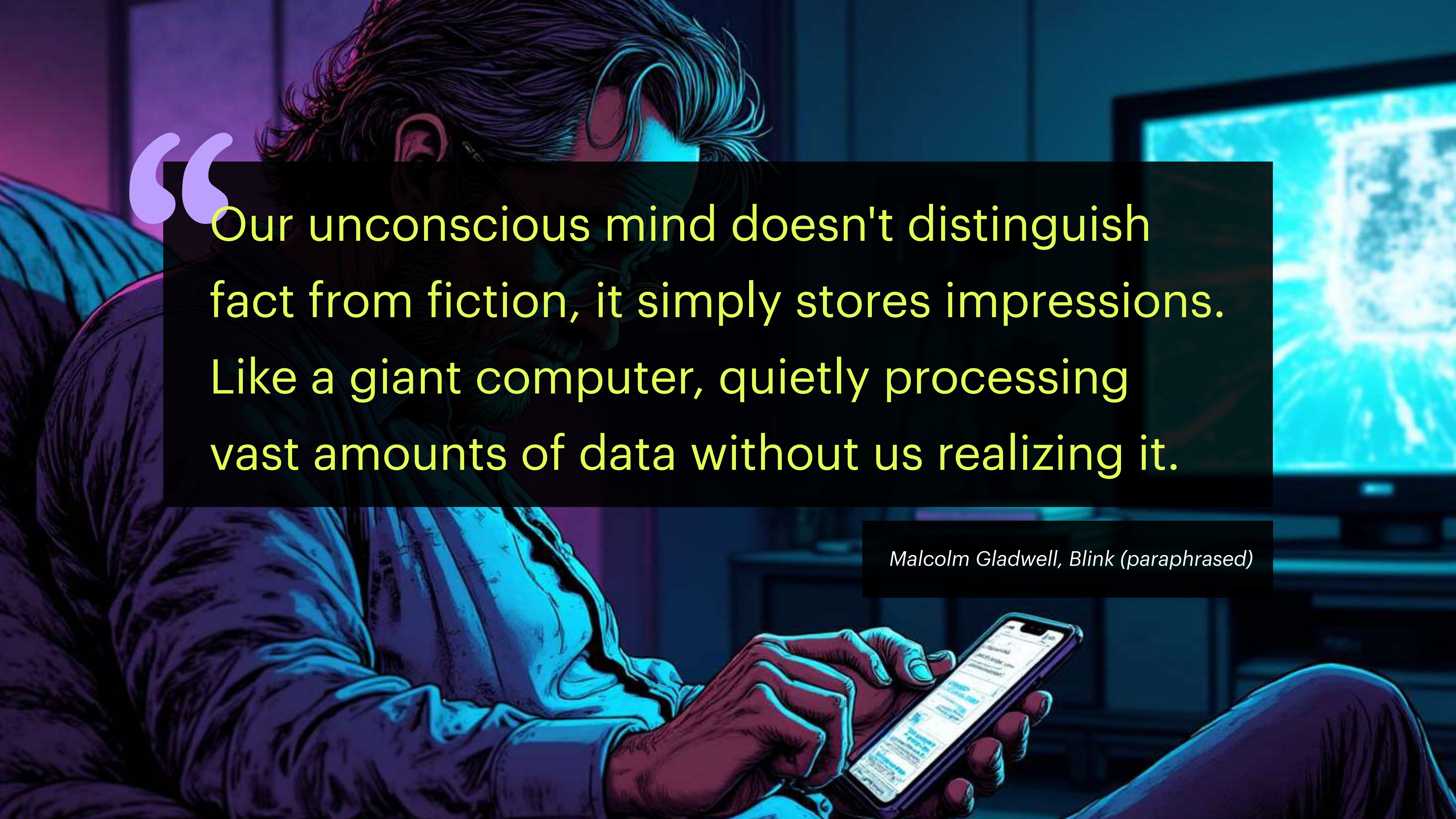
BLACK MIRROR

Up next

Squid Game

The collapse of our
health care systems

How dangerous is your
neighborhood?

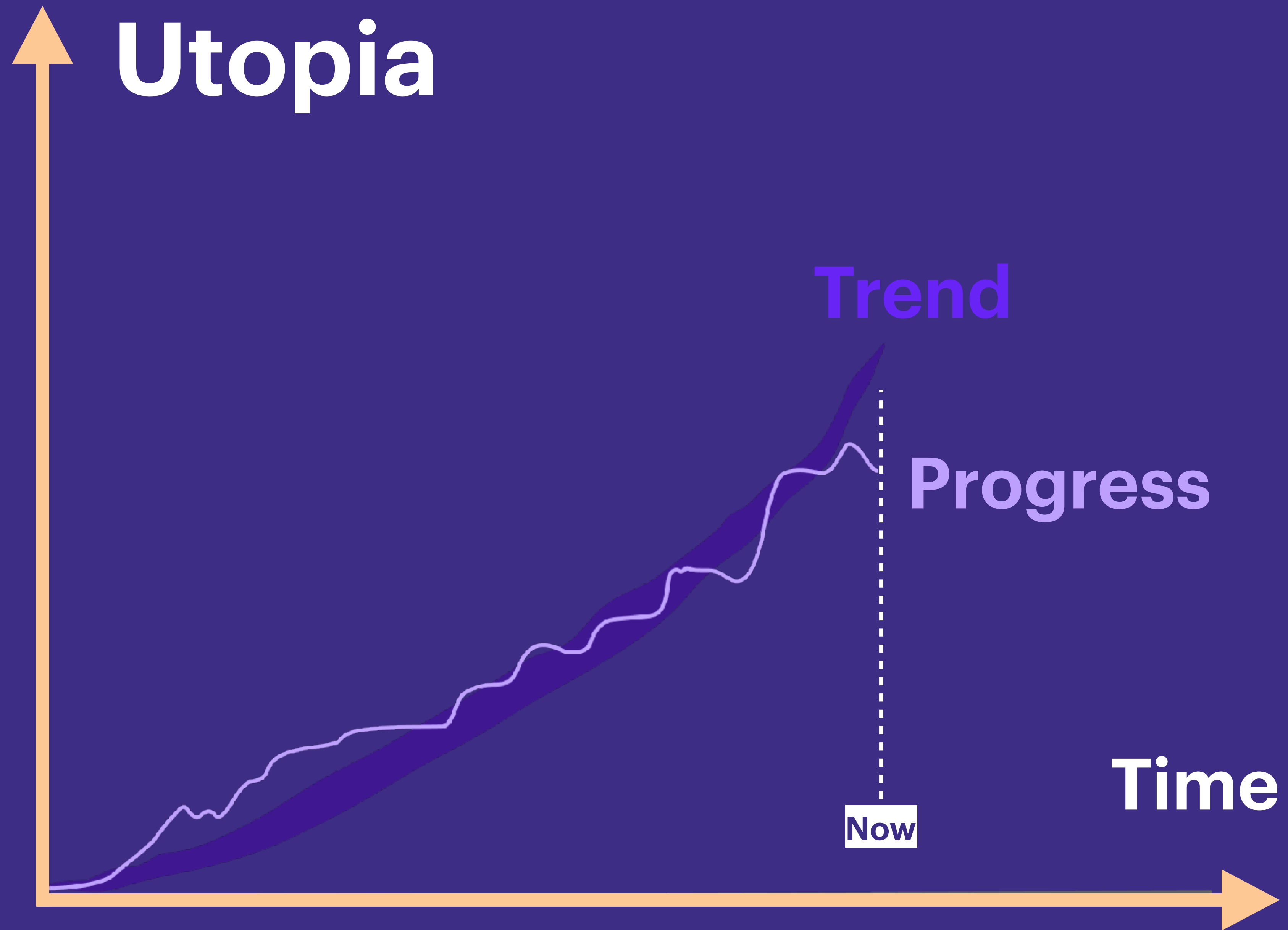


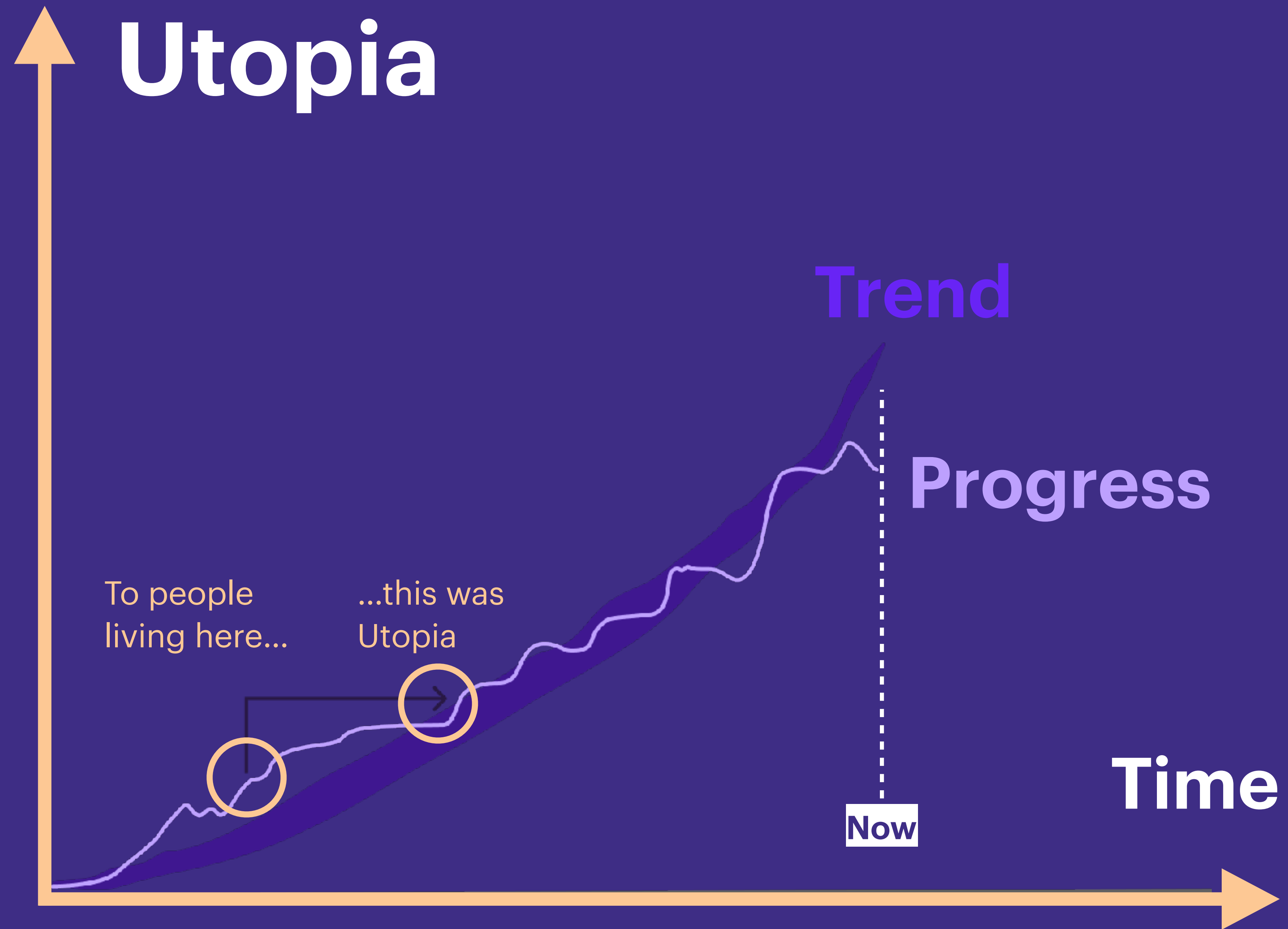
“Our unconscious mind doesn't distinguish fact from fiction, it simply stores impressions. Like a giant computer, quietly processing vast amounts of data without us realizing it.

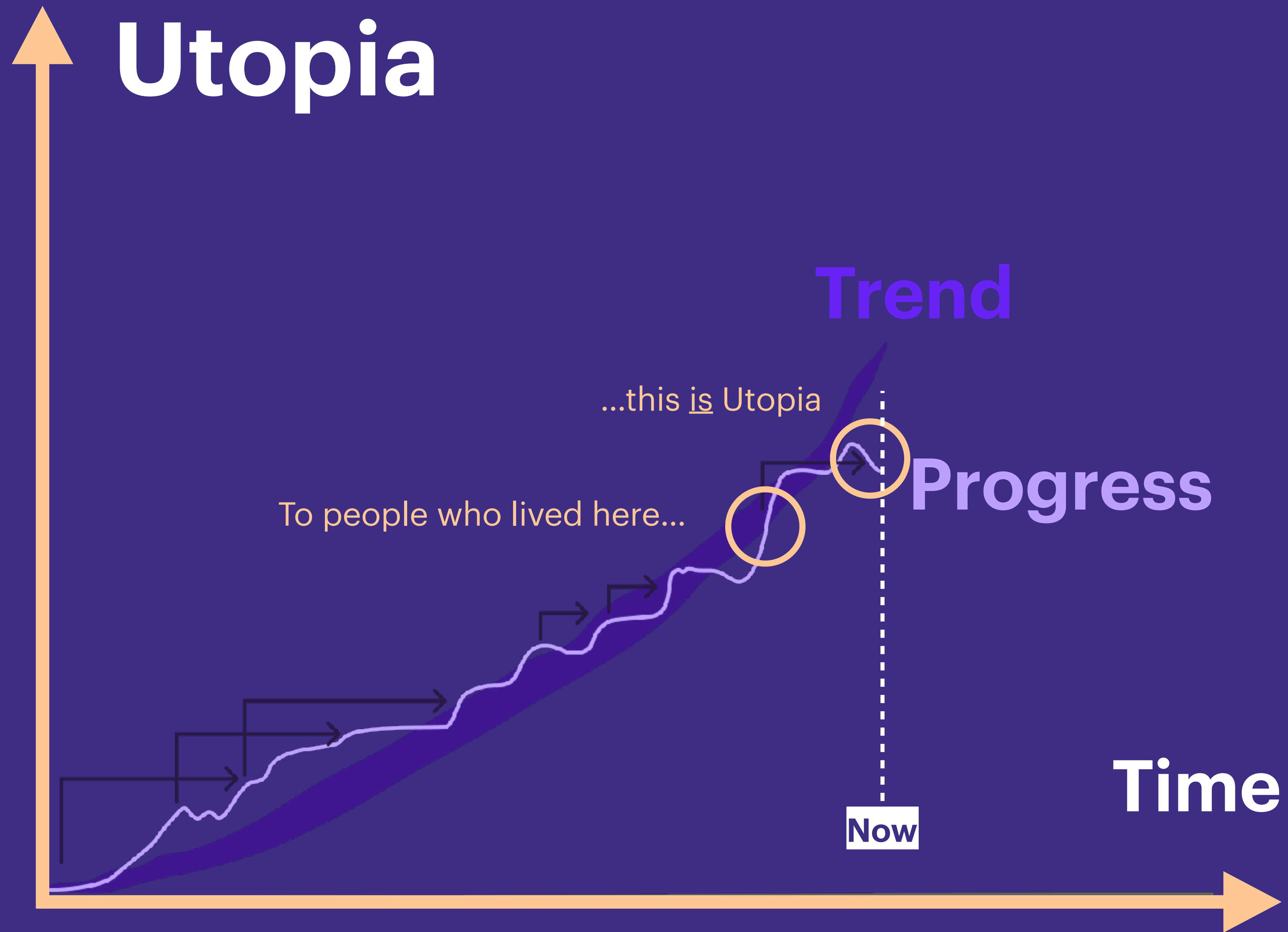
Malcolm Gladwell, Blink (paraphrased)

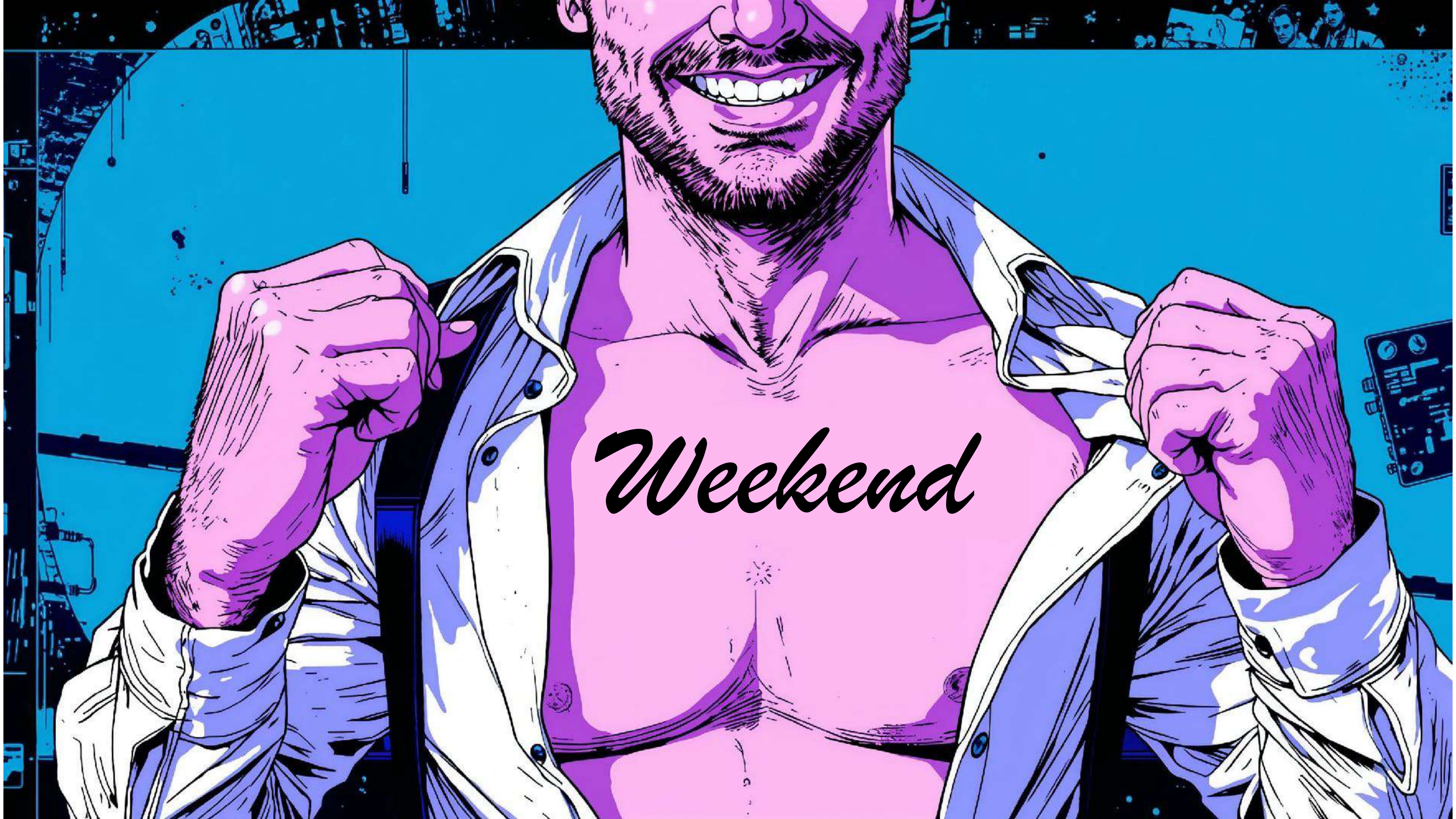
Imagination isn't escapism
- it's rehearsal











Weekend





THE
MATICIE
ASTCAL



HISTORY*

*human history ~300 000 years, recorded history ~5000 years

HISTORY*

***human history ~300 000 years, recorded history ~5000 years**



Photos: Museums of History New South Wales, Social History Archive, Library of Congress, Xavi Cabrera

HISTORY*

*human history ~300 000 years, re



years



Photos: Museums of History New South Wales, Social History Archive, Library of Congress, Xavi Cabrera

HISTORY*

*human history ~300 000 years, re

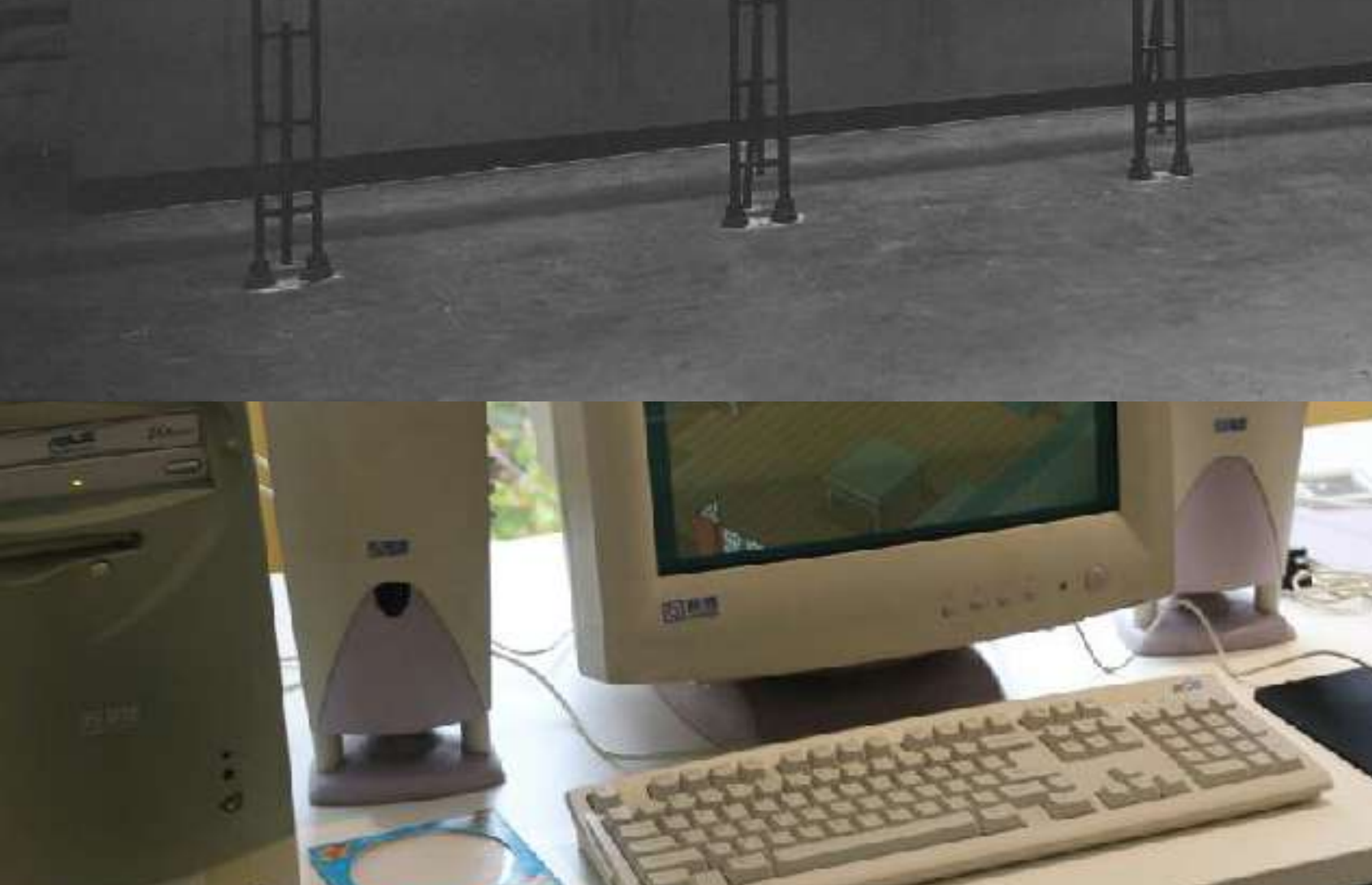


Photos: Museums of History New South Wales, Social History Archive, Library of Congress, Xavi Cabrera





Photos: Museums of History New South Wales, Social History Archive, Library of Congress, Xavi Cabrera



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HOPE ➡ IMAGINATION ➡ ACTION

WITH STORYTELLING AND DESIGN

BUILDING TANGIBLE FUTURES

URGENT OPTIMISM*

*Studied by Jane McGonigal at the Institute for the Future

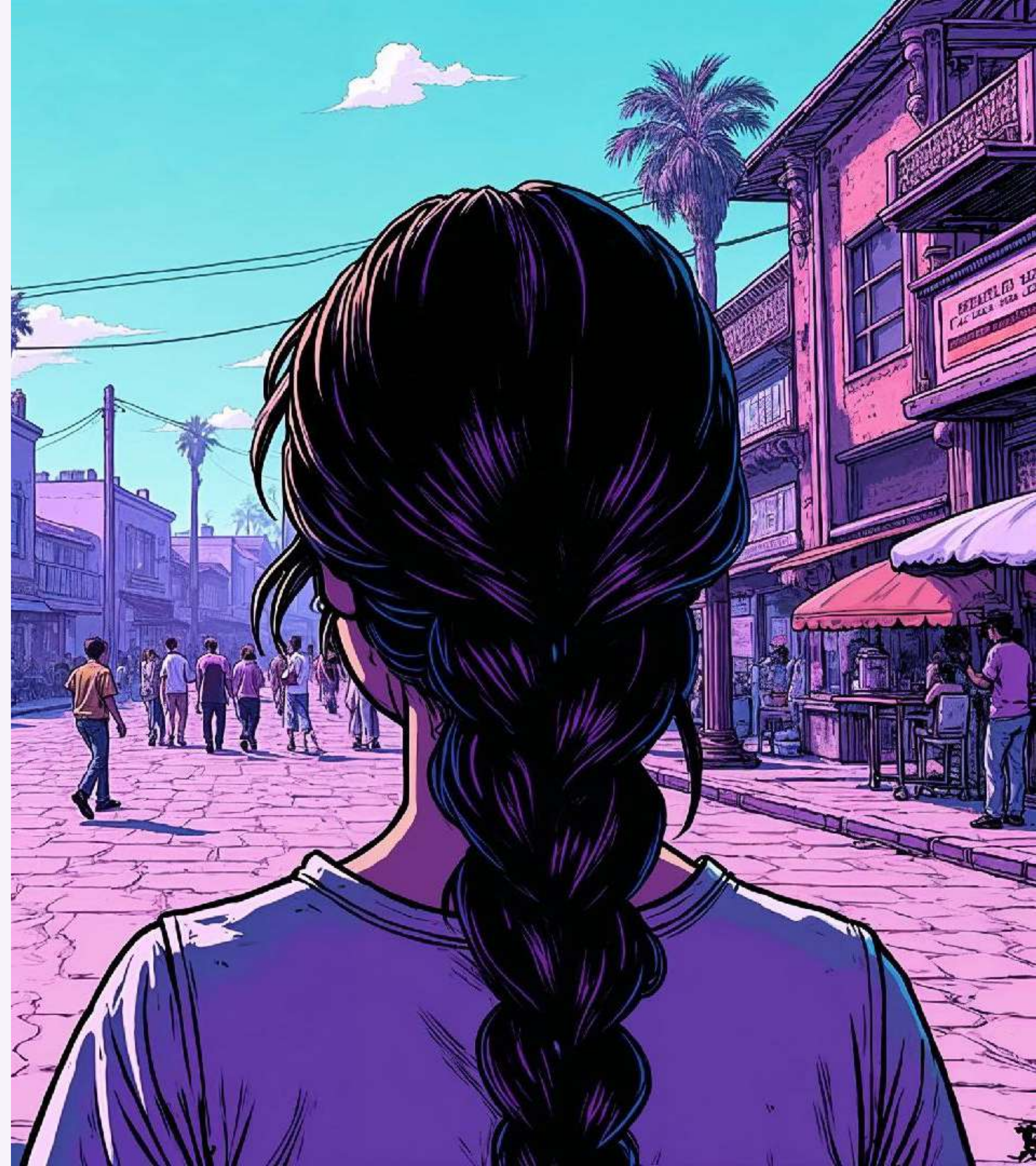
BUILDING TANGIBLE FUTURES

URGENT OPTIMISM*

An unstoppable force within each of us that activates our sense of agency. This mindset encourages people to confront challenges proactively, maintaining a realistic hope for success even in the face of adversity.

*Studied by Jane McGonigal at the Institute for the Future

“FINDING USER NEEDS”



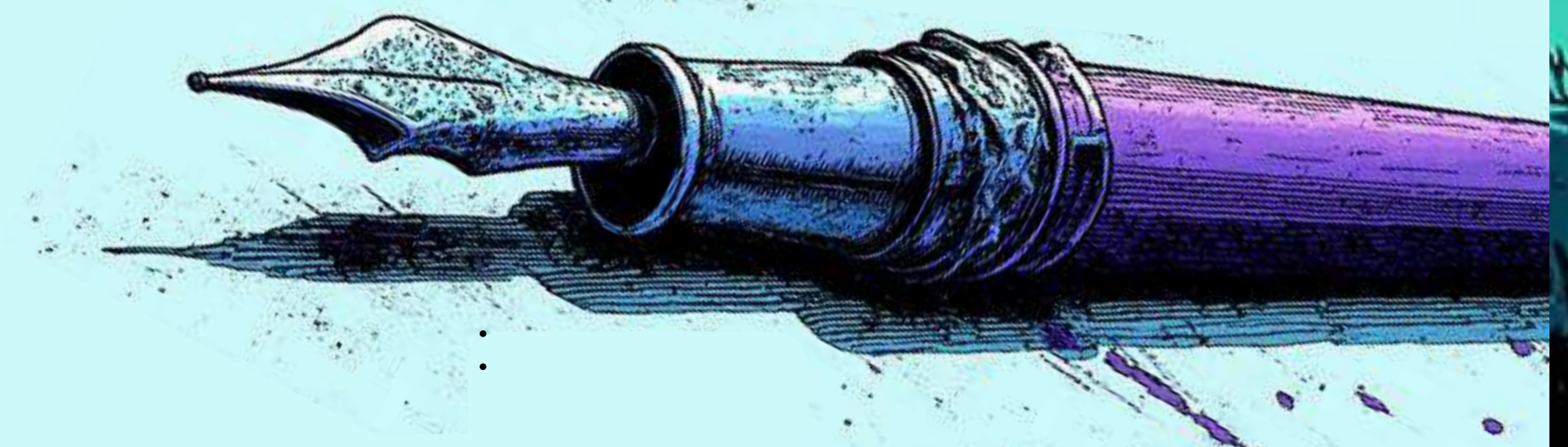
WE ~~RESPOND TO~~ CREATE NEEDS

WE ~~RESPOND TO~~ CREATE NEEDS

AND SHAPE WHAT FEELS REALISTIC

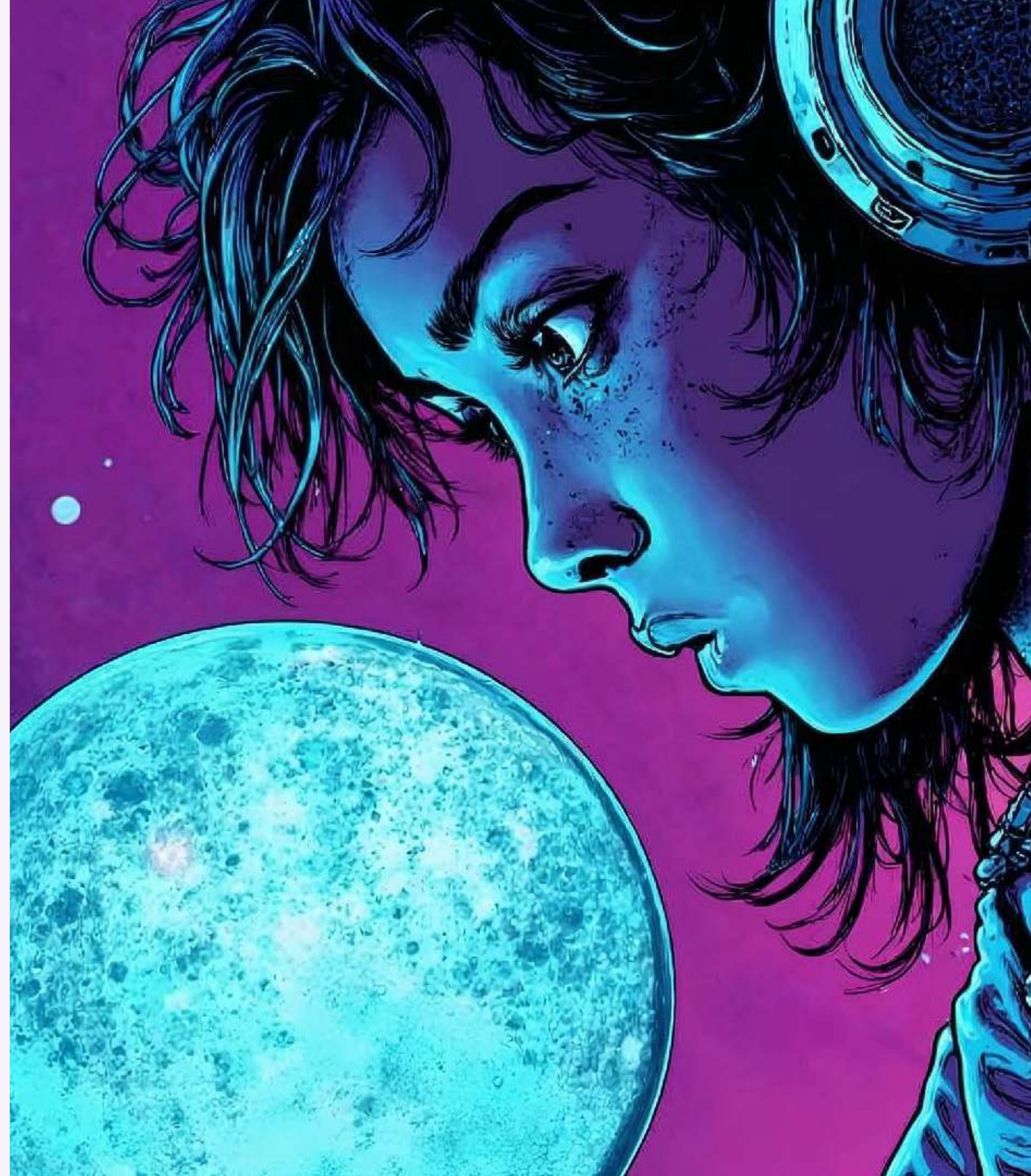
~~WE RESPOND TO~~ **CREATE** NEEDS

AND SHAPE WHAT **FEELS** REALISTIC



SPECULATIVE DESIGN

DESIGN FICTION

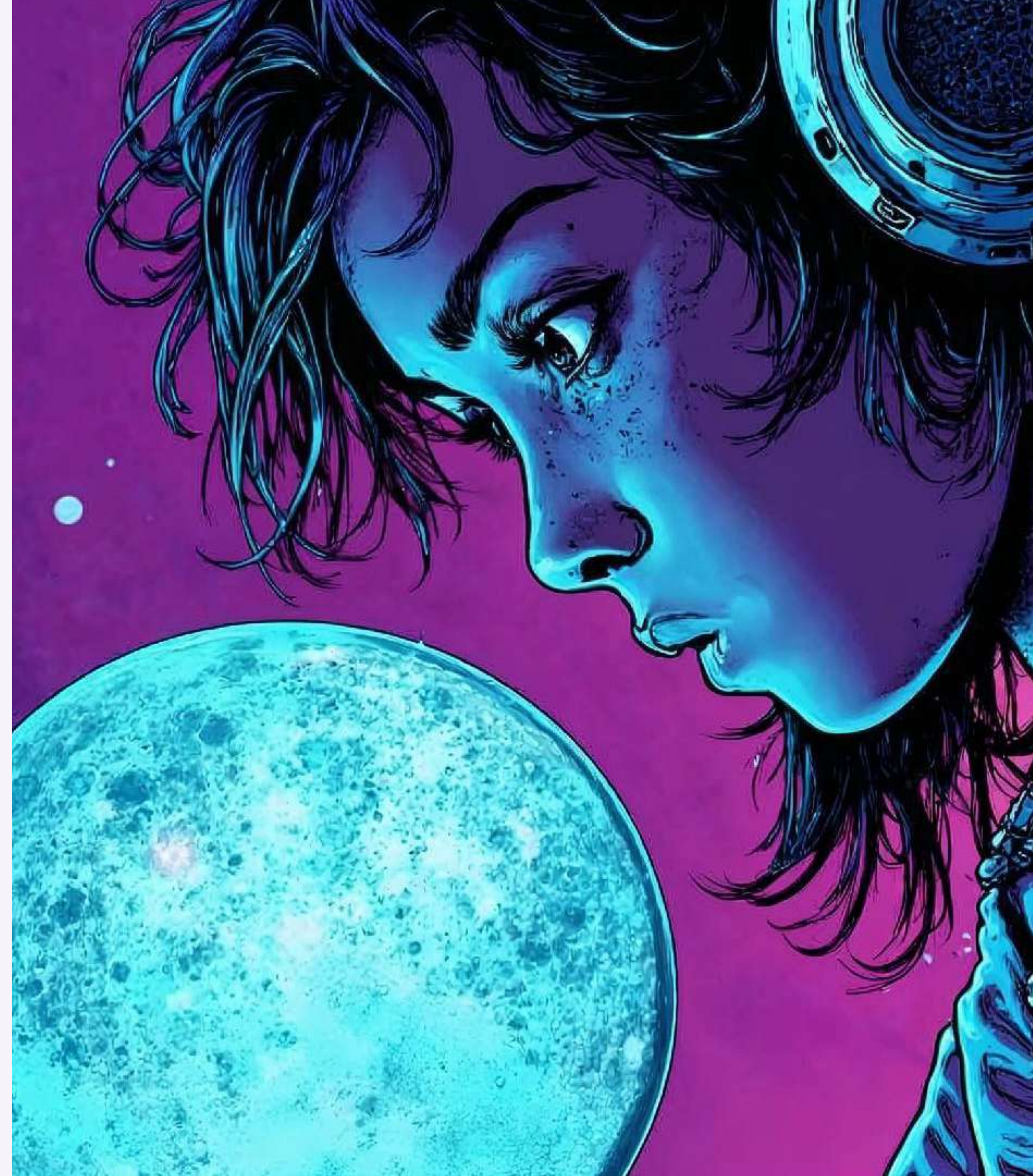


SPECULATIVE DESIGN

Explore possible futures—showing how things could be.

Popularized by Dunne & Raby, rooted in design education and critical theory

DESIGN FICTION



SPECULATIVE DESIGN

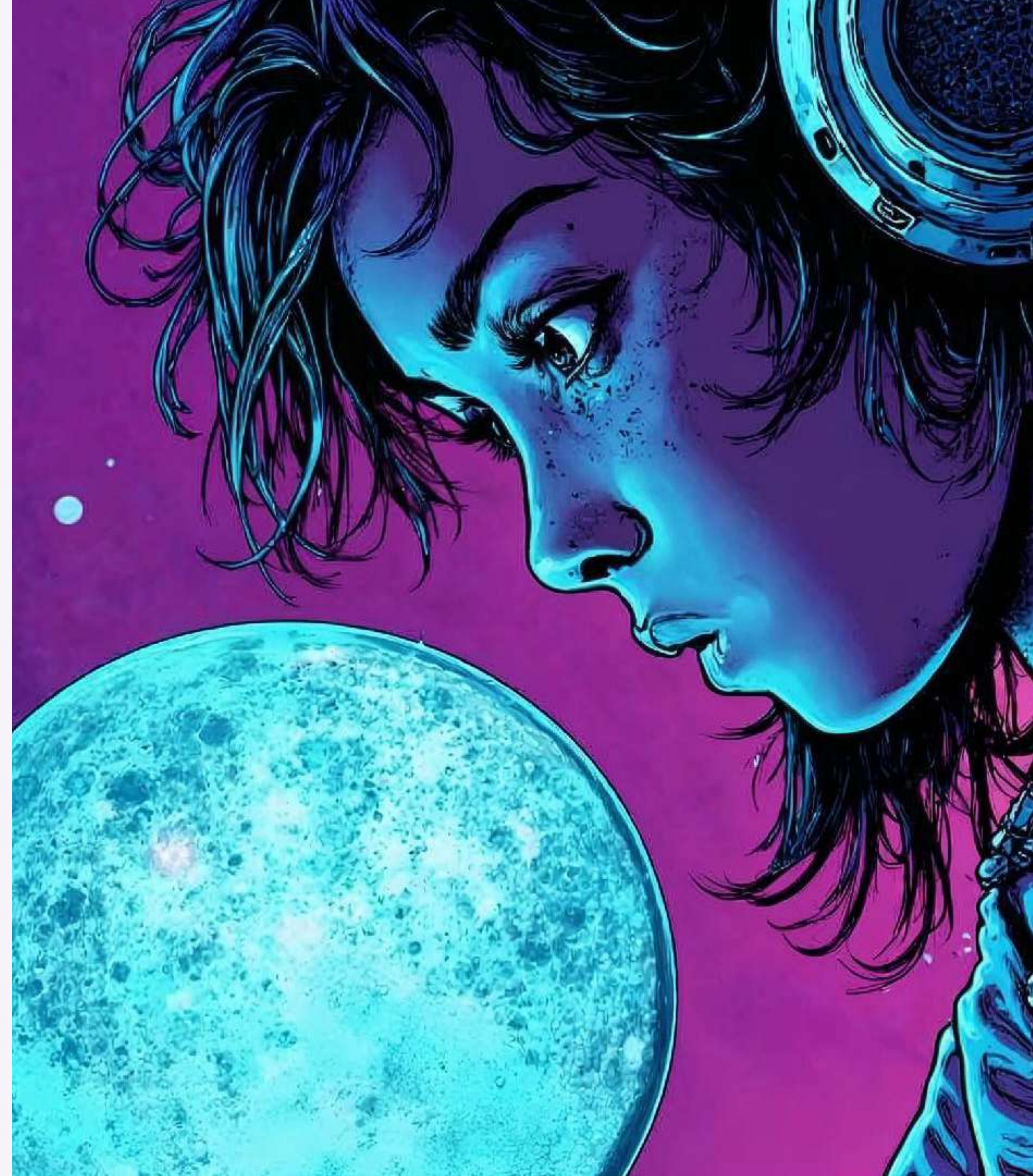
Explore possible futures—showing how things could be.

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DESIGN FICTION

Tell **stories through objects** that make future possibilities more relatable and understandable in everyday life.

Coined by Bruce Sterling, further developed by Julian Bleecker and Near Future Laboratory.





Superflux Uninvited Guests

examines the interaction between elderly and smart home technologies



IKEA Urban Village Project

envisions a sustainable and affordable co-living model



Airbus Concept Cabin 2050

a futuristic vision of air travel



Philips Microbial Home

reimagines household functions through sustainable, biological processes

Near Future Laboratory



MeWee Monitor

MeWee Monitor does continuous and persistent biological monitoring of samples in order to deliver a multi-dimensional assessment of current state. From alcohol levels to hormone quotients, color, pH, nitrates, glucose, nitrite, ketone, hemoglobin, erythrocytes, leukocytes, protein mineral, uploading them to your online data profile to share with your family and friends or proprietary assessor algorithms. Link to Facebook, Foursquare, Twitter, Tumblr and more!

In the US and Africa, you may be eligible for Medicaid assistance.

Purchase price includes 3 months of online service. WPA, WEP, TKIP, EAP wireless security. Data backup options also available.

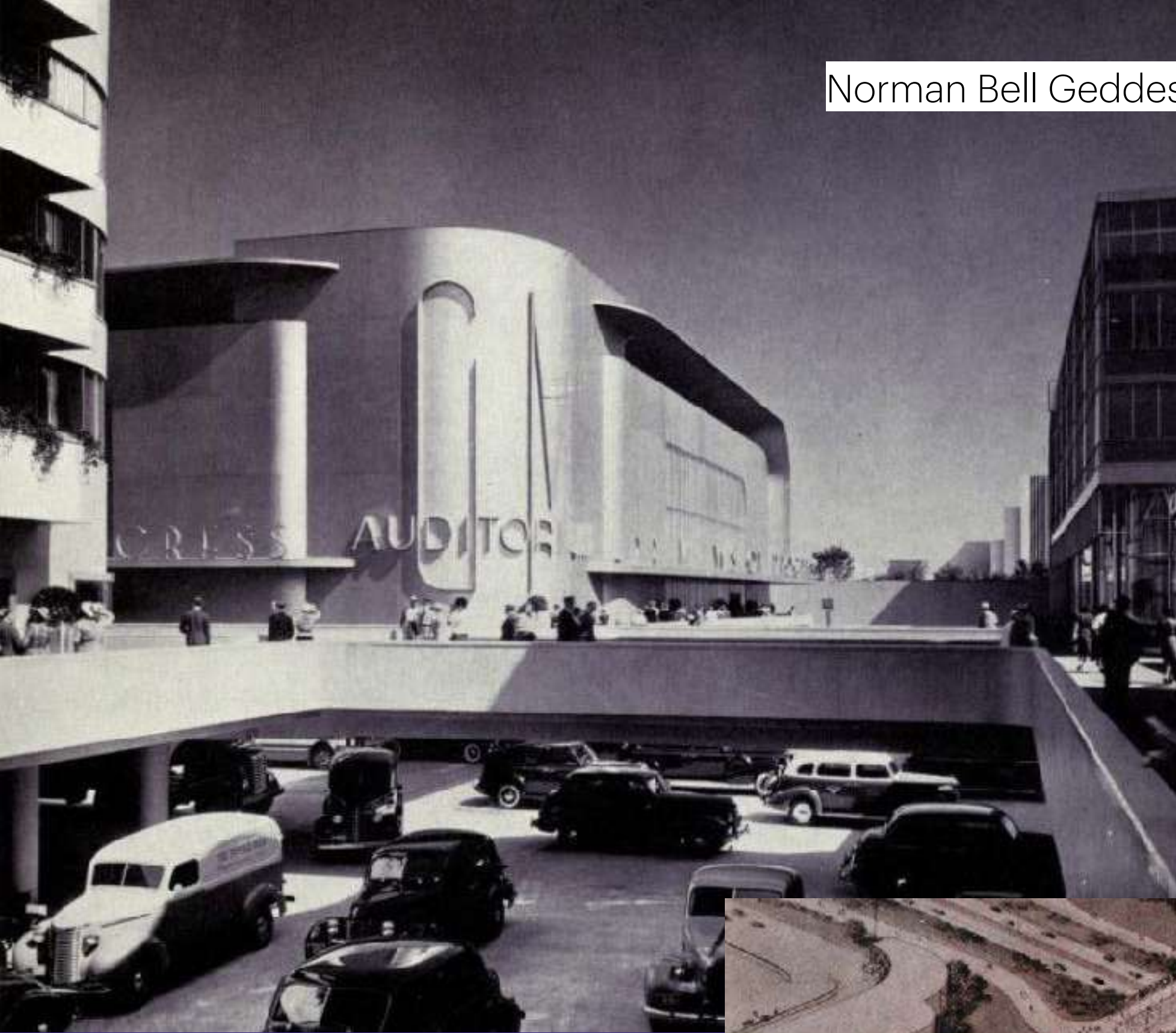
Product # MEW.712.525

\$25 each

\$80 for four-person family pack



Norman Bell Geddes 1939



Richard Garrison 1939

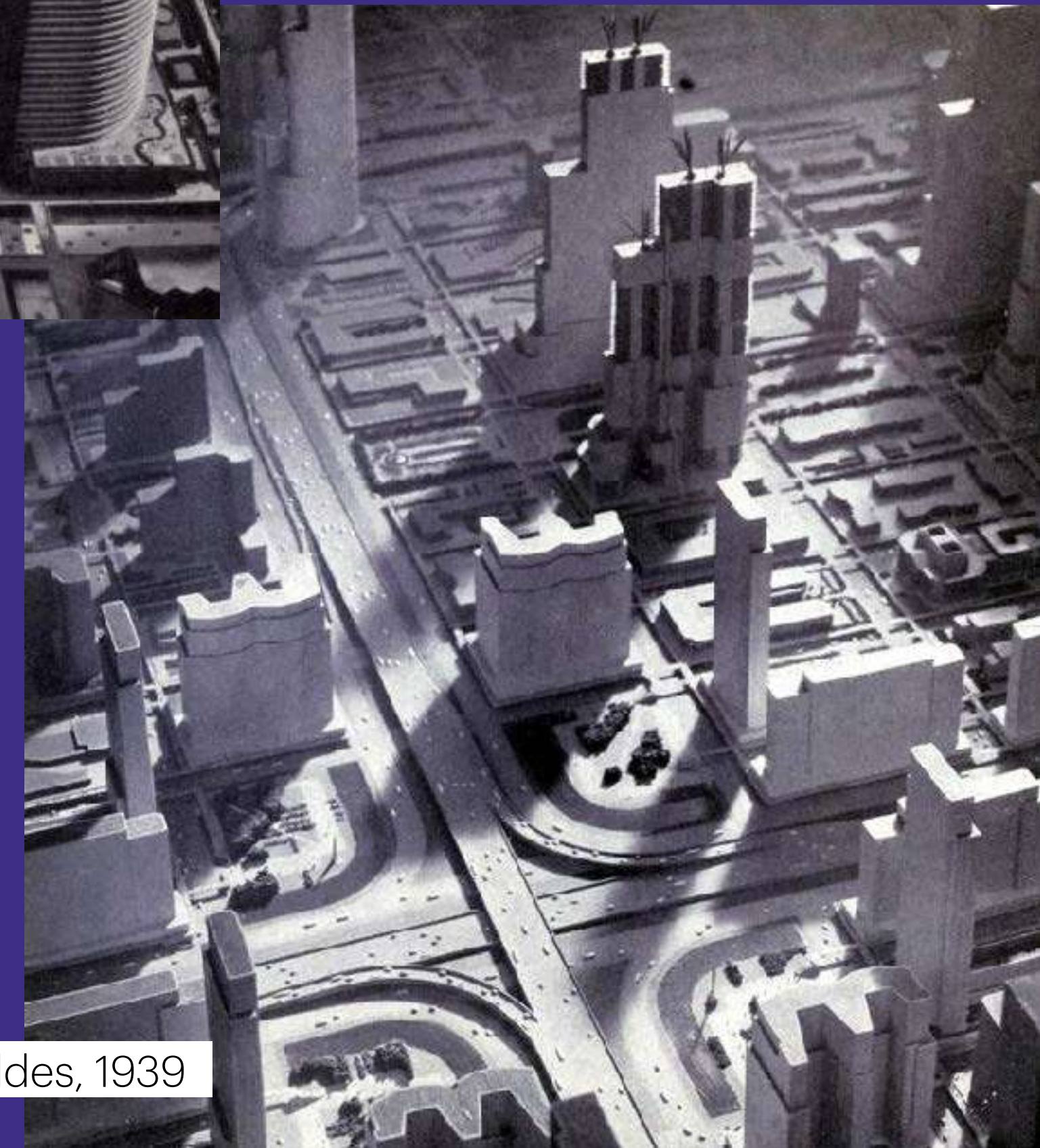


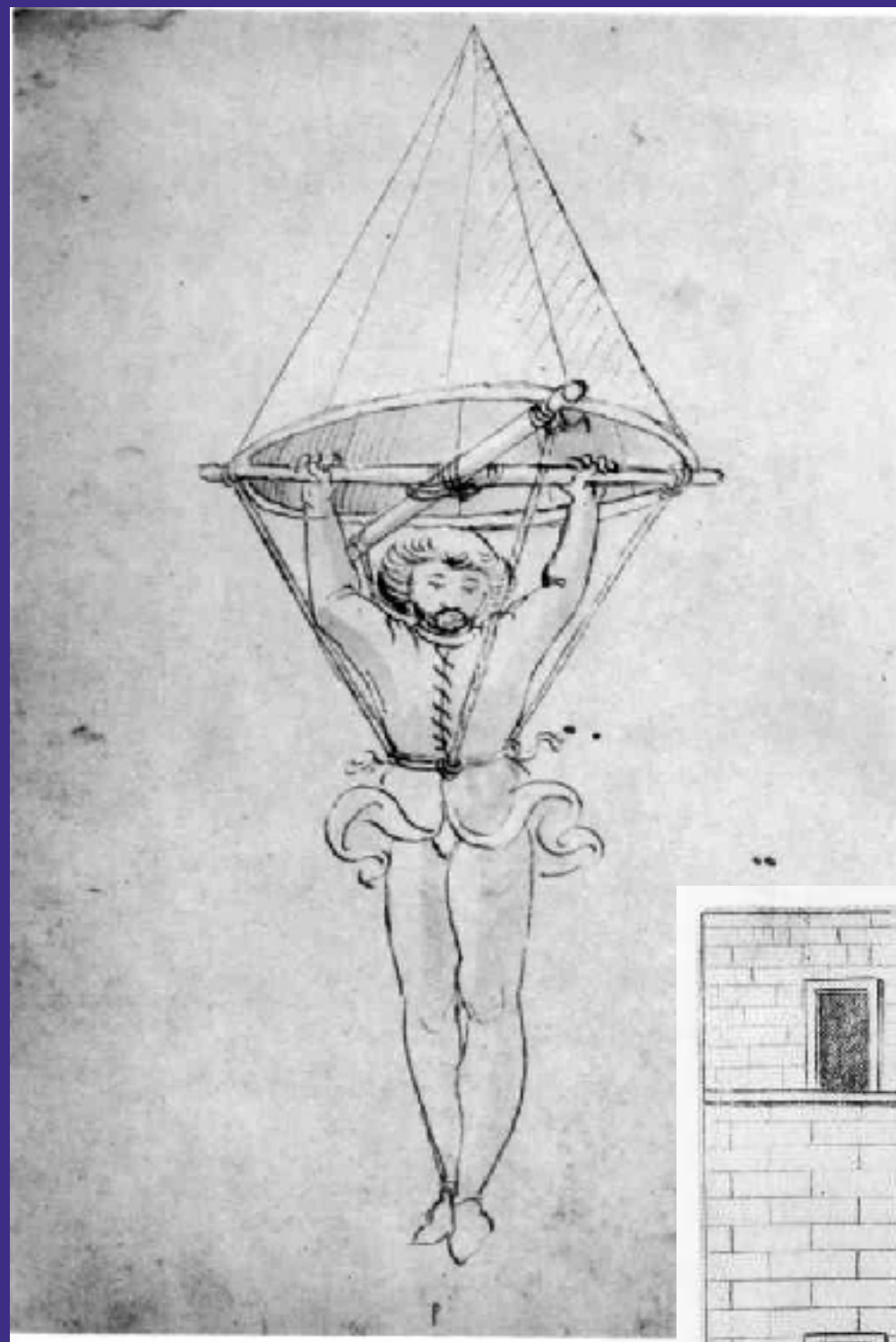
The Futurama exhibition 1939

Edwin D. Mott 1939

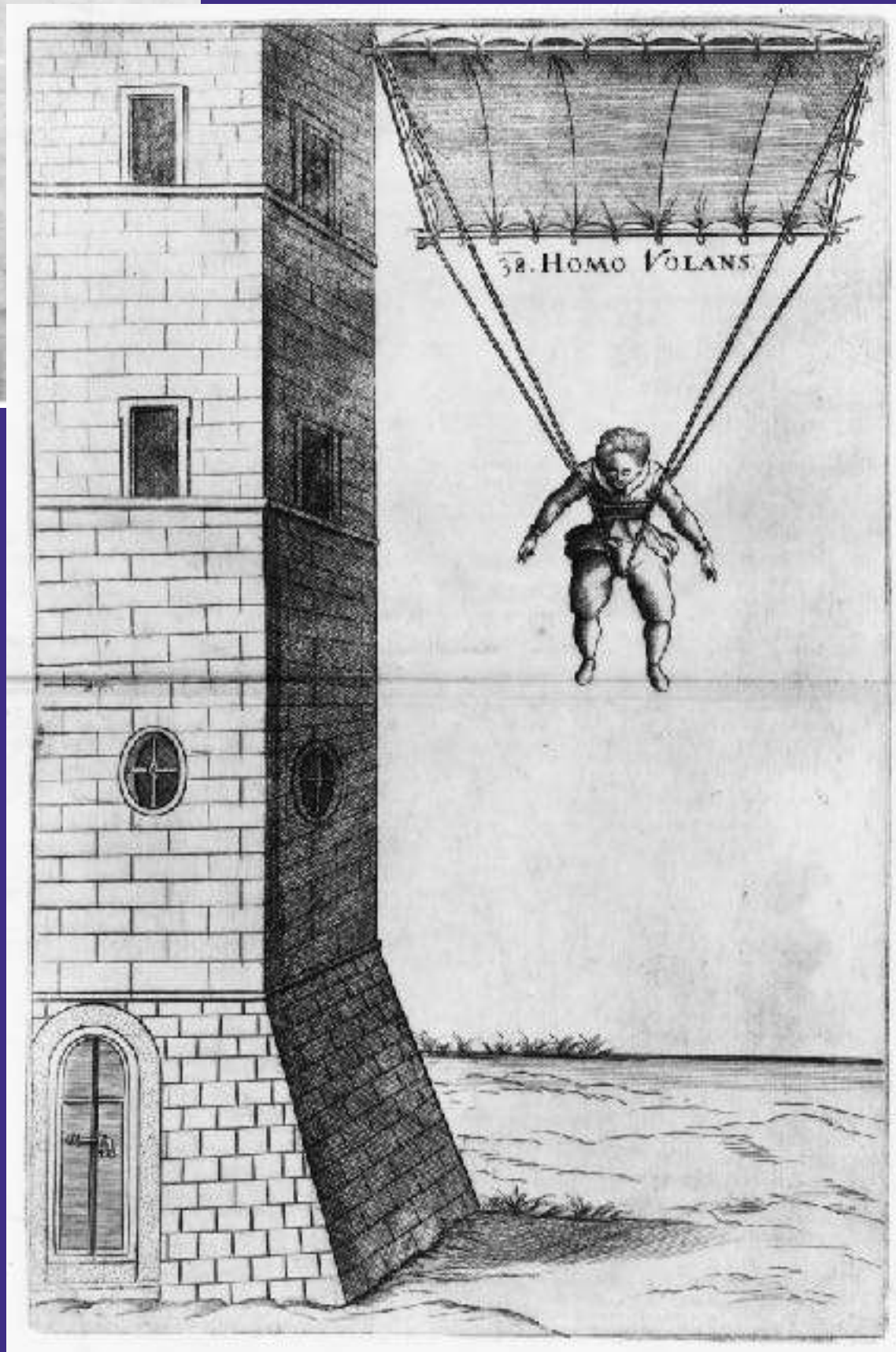


Norman Bel Geddes, 1939

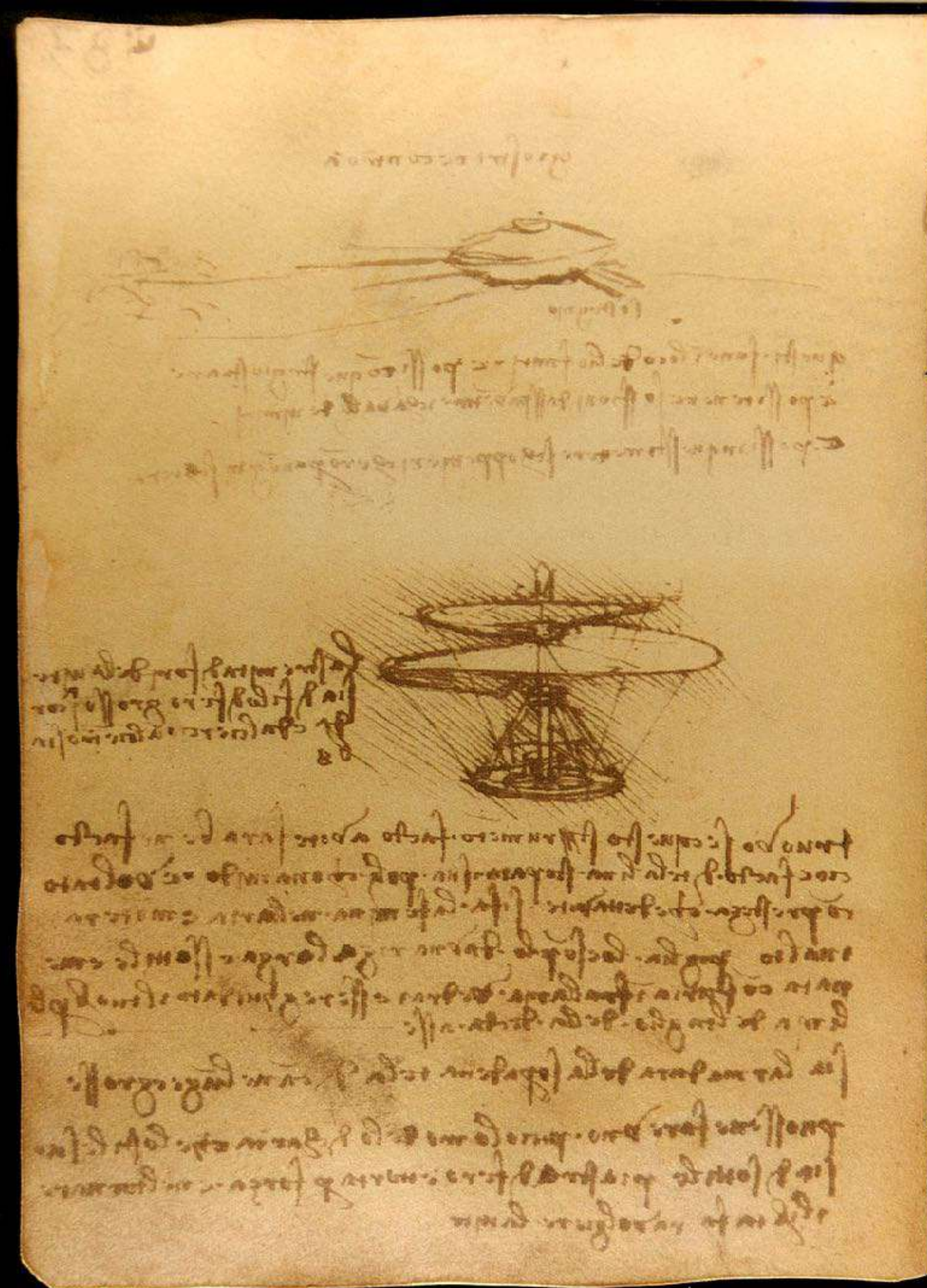




Early sketches of
parachutes



The aerial screw by
Leonardo Da Vinci,
1485



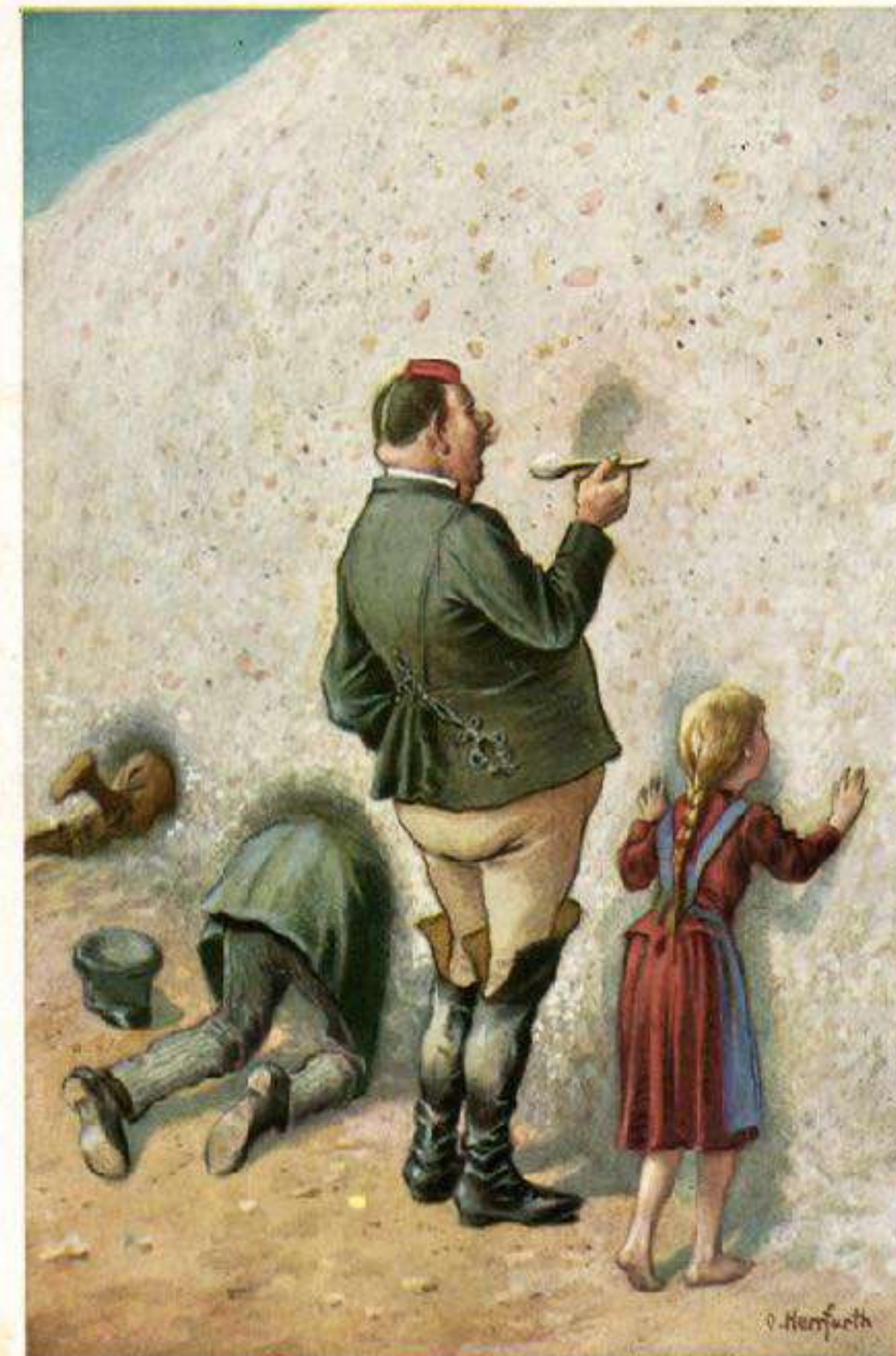
The Utopian Land of **COCKAIGNE**

a.k.a.
Cokaygne,
Luilekkerland, or
Schlaraffenland



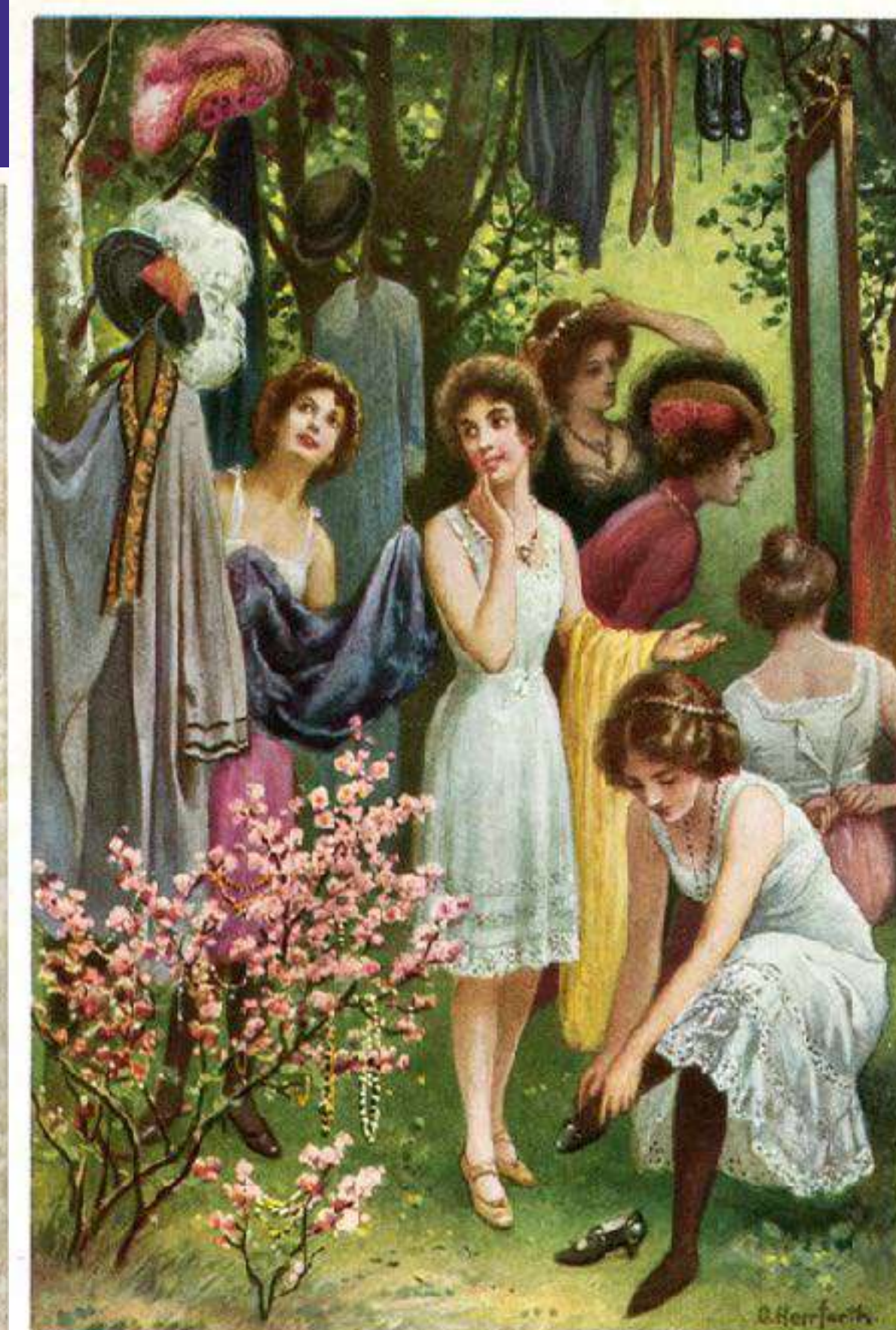
ffenland

O. Herrfurth pinx



Das Schlaraffenland

O. Herrfurth pinx



Das Schlaraffenland

O. Herrfurth pinx



(No, the name it has nothing to do with the drug)

Images by [Oskar Herrfurth](#) and [Grimms](#)



UNIVERSAL BASIC INCOME OR CITIZEN DIVIDEND

Pilots show improved well-being for all, an increase in entrepreneurship and innovation and a **high return on investment** for society (e.g. Alaska's permanent fund).

SHORTER WORK DAYS/WEEKS

Trials in countries like Iceland, UK, and Japan show equal or improved output + improved well-being.

FREE (OR ULTRA CHEAP) PUBLIC TRANSPORT

Implemented in e.g. Luxembourg and Tallinn.

NET-ZERO / CARBON-NEGATIVE CITIES

Already happening in pilot zones (e.g., Masdar City).



Ամեն ինչ հորինված է

Kua hangaia ngā mea katoa

Wszystko jest zmyślone

Sve je izmišljeno

Kaikki on keksitty

همه چیز ساخته شده است

Todo está hecho

Tout est inventé

Alles ist erfunden

Sve je izmišljeno

सब कुछ बना हुआ है

Kila kitu kimeundwa

Все вигадано

Alt er opdigtet

EVERYTHING IS MADE UP

Totul este inventat

كل شيء مصنوع

一切都是编造的

Allt är påhittat

Allt er tilbúið

Sve je izmišljeno

Alt er oppdiktet

'ach ru'choHtaHvIS 'u'

すべては作り物です



UTOPIA
FOR
EVERYONE







The most powerful idea about the future is
that it doesn't exist yet.

A vibrant, stylized illustration of a futuristic city with tall, colorful buildings in shades of pink, purple, and blue, and green foliage at the base. The scene is viewed from a low angle, looking up at the towering structures.

DESIGN

not just for usability or delight, but

FOR POSSIBILITY

FORMGIVNING

ATT FORMGE / Å FORMGI / AT FORMGIVE

= *Design, to design* in Swedish, Norwegian and Danish





HYPERSCAPES
hyperscapes.one