

wrong place. But maybe there was another future we could find but how far into the future should we peek?

The near, the far and the crazy

Back in the late 90s, I had taken a deep interest in 3D printing. It was the main reason why I had originally joined the near bankrupt online photo service in early 2000 because I envisaged a future where images of physical things would be shared. I wanted to learn about the space of sharing images. When we were acquired by one of the world's largest printer manufacturers, I was overjoyed. I assumed that they too would share my passion. I gave numerous presentations on the topic both externally and internally within the parent company on this subject and to my disappointment it was always the external crowd that got more excited. In 2004, I gave a presentation at Euro Foo on the future of 3D printers. The subject was a pretty hot topic at the time and one of the audience that I was fortunate enough to meet was Bre Pettis who was demonstrating his felt-tip pen printer, the DrawBot. Why fortunate? Bre founded MakerBot and subsequently rocked the world of 3D printing.

Whilst 3D printing was a passion, I had also an interest in printed electronics especially the work of Sirringhaus and Kate Stone. I started to use these concepts to describe a future world of how manufacturing would change. The basics are provided in figure 53 but we will go through each step of this map. I'm going to assume you're becoming more familiar with maps and so we will just dive in.