

Shaping Signals

Preparing for the Future through Speculative Design

Phil Balagtas
Senior Designer/Researcher- GE Aviation Digital Solutions
Founder, Speculative Futures San Francisco

@neshacom1
contact.phil@gmail.com



United States
Department of Energy

Waste Isolation Pilot Plant

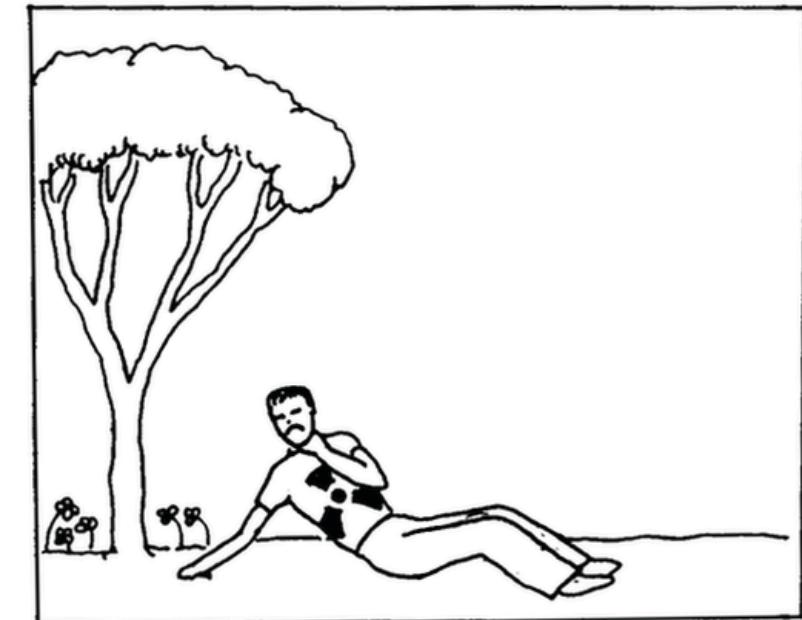
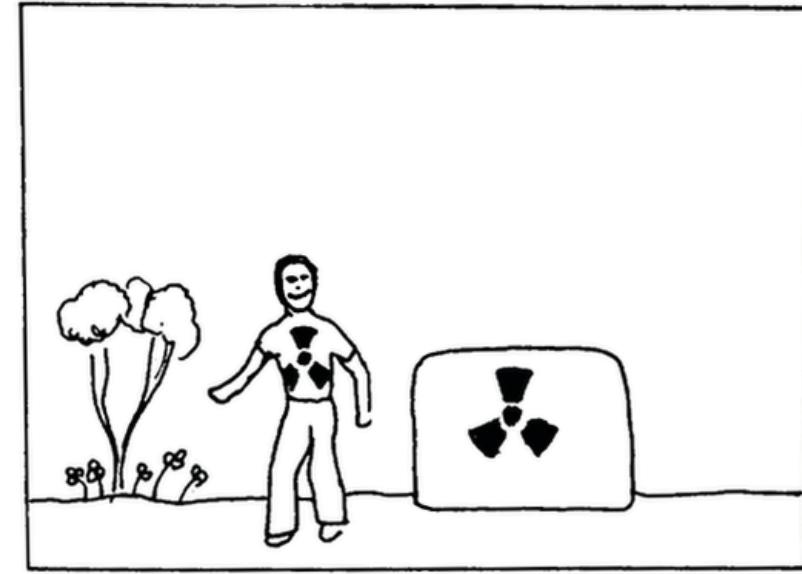
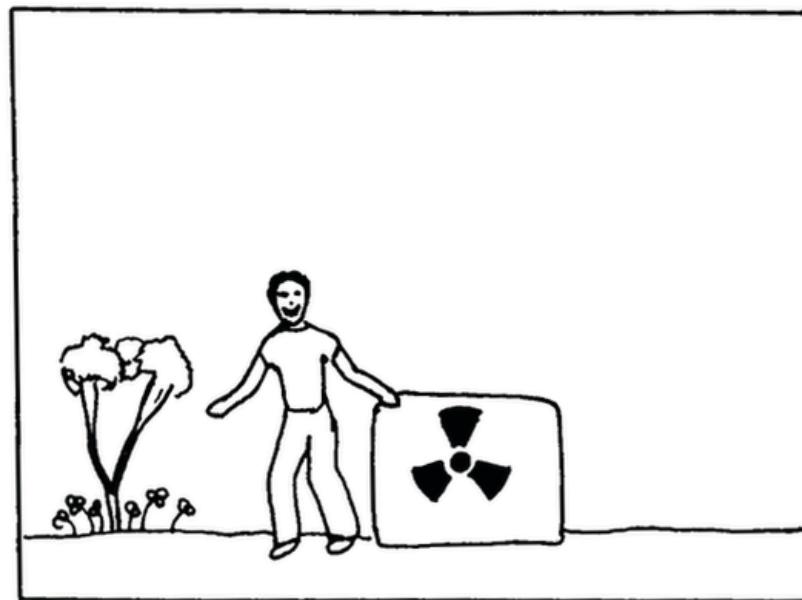


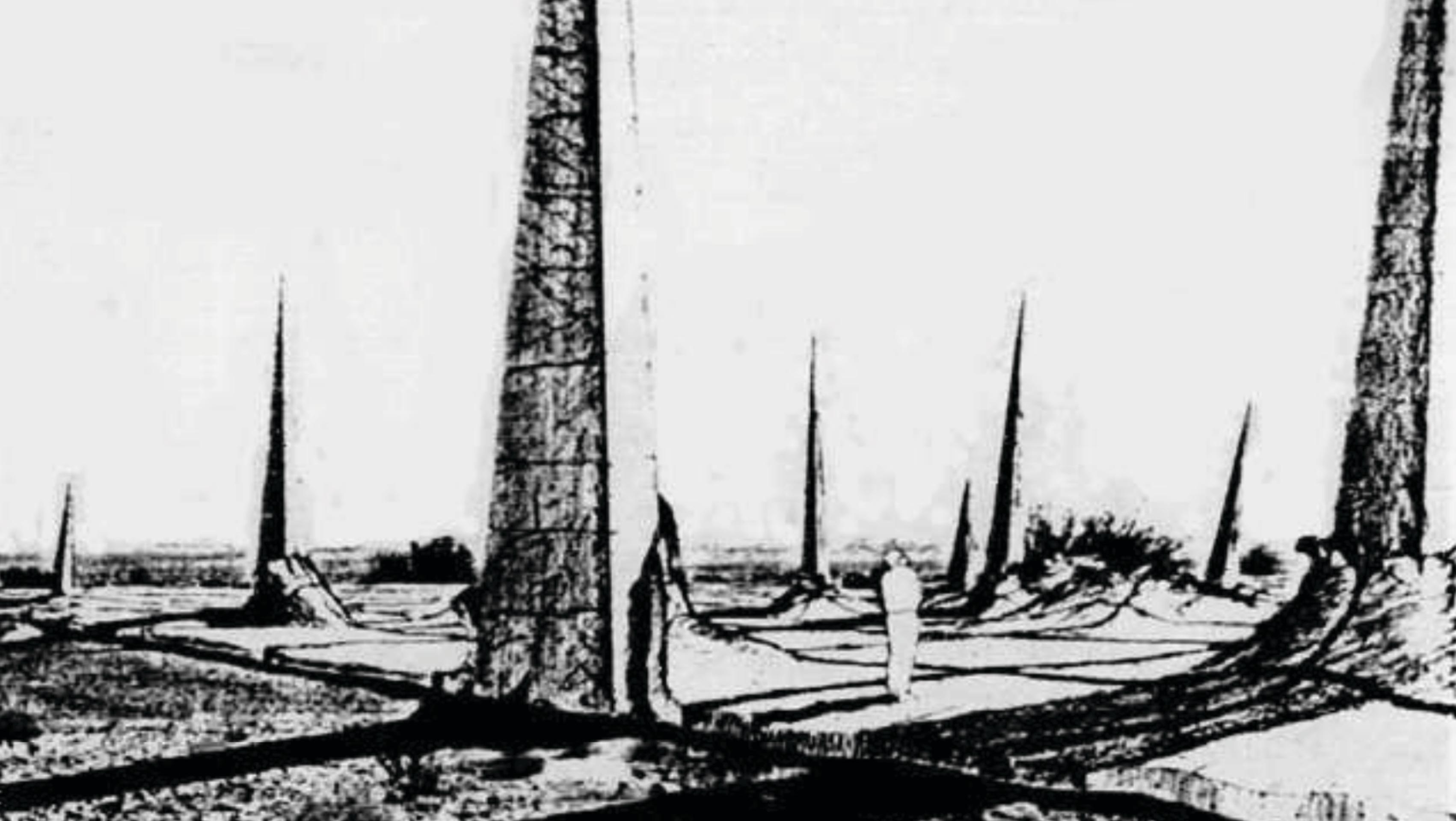
problem, the criteria for selecting participants from the nominees, and scheduling information follow.

The knowledge necessary to develop a marker system that will remain operational during the performance period of the site—**10,000 years**—can be found across many of our traditional disciplines of study. For this reason, we are constructing a panel of eight to ten experts that is multidisciplinary in nature—spanning the fields of materials science, climatology, communications, and the social sciences including archaeology, anthropology, and psychology. Each panel member will answer questions regarding the marker system that directly concern his or her expertise. For example, a materials scientist will help identify what the markers should be made of, while a linguist will be concerned with what kind of inscription should go on the markers.

Attached is a more detailed description of the tasks to be accomplished. While the total effort required from the various team members may vary because of their backgrounds and









What is Speculative Design?

Critical Design

Design Fiction

Discursive Design

Interrogative Design

Adversarial Design

Design Probes

Ludic Design

Critical Design

Design Fiction

Discursive Design

Interrogative Design

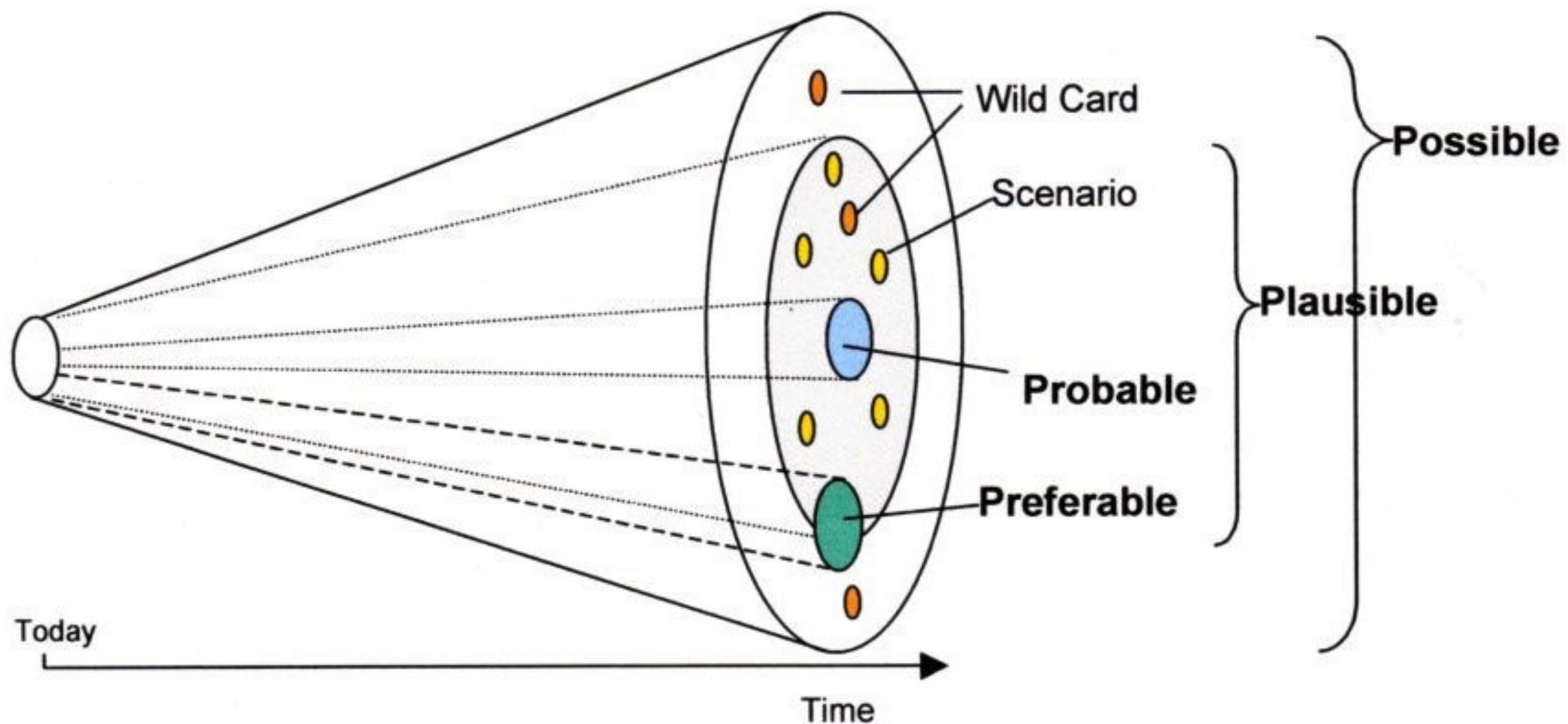
Adversarial Design

Design Probes

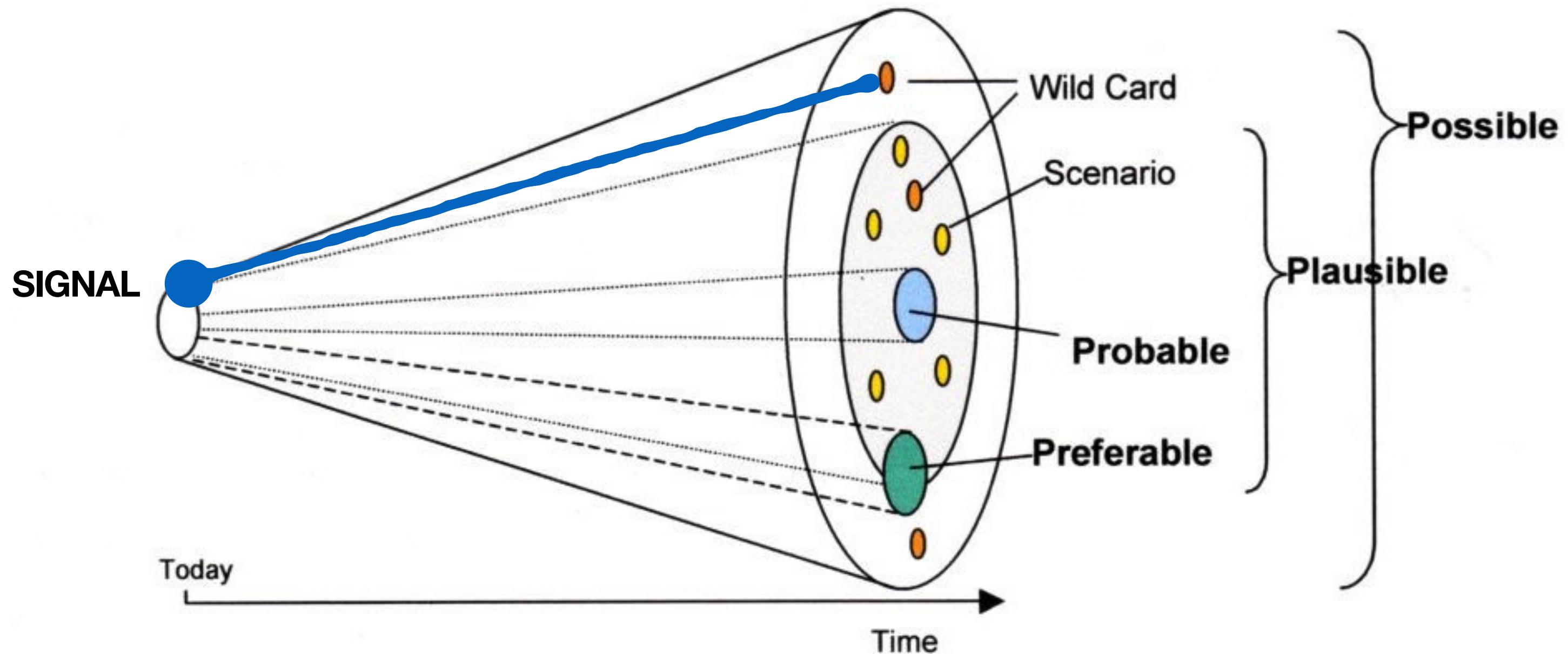
Ludic Design

Speculative Design

The Futures Cone

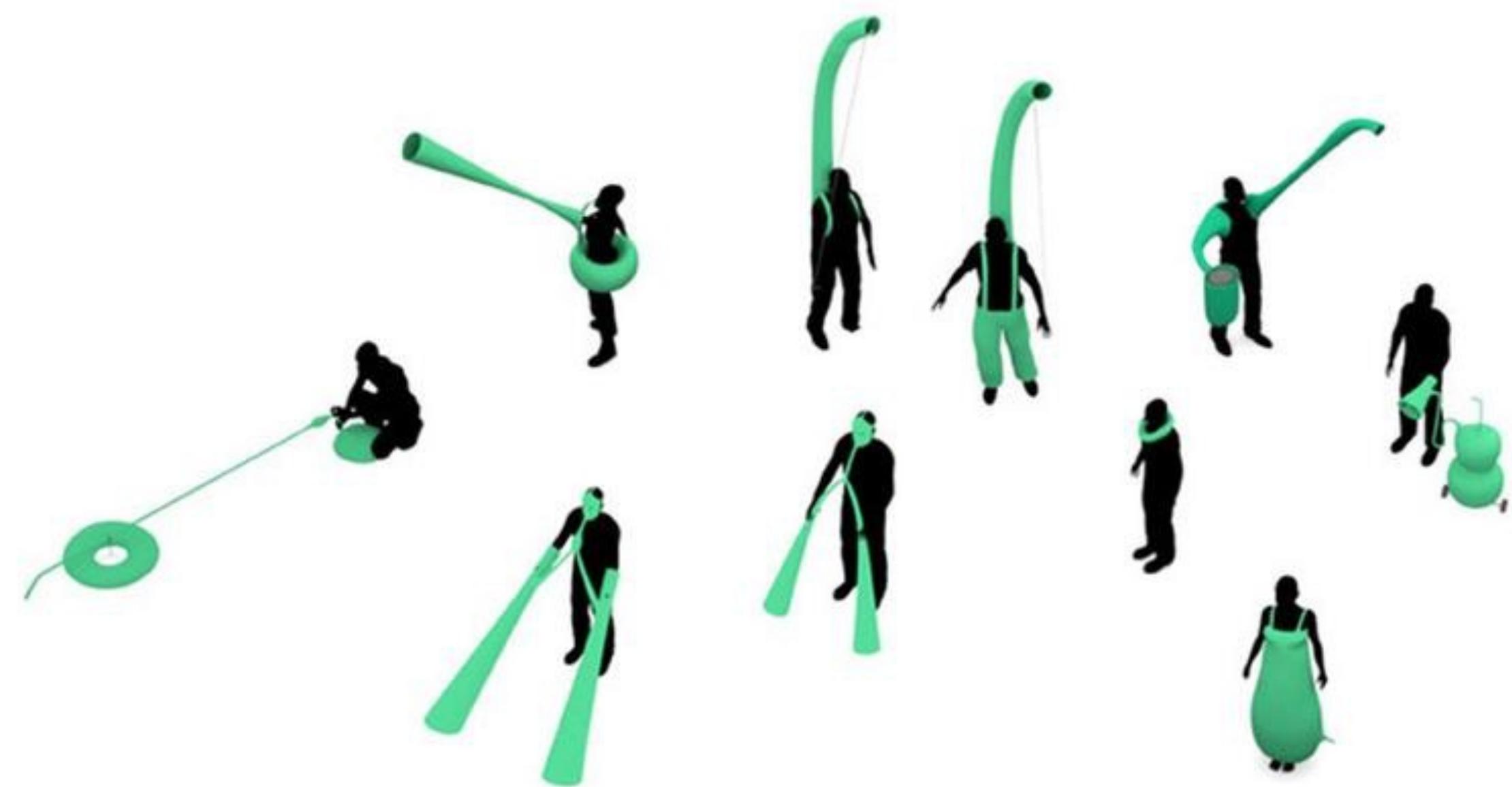


The Futures Cone



Designs for an Overpopulated Planet: Foragers

Dunne & Raby





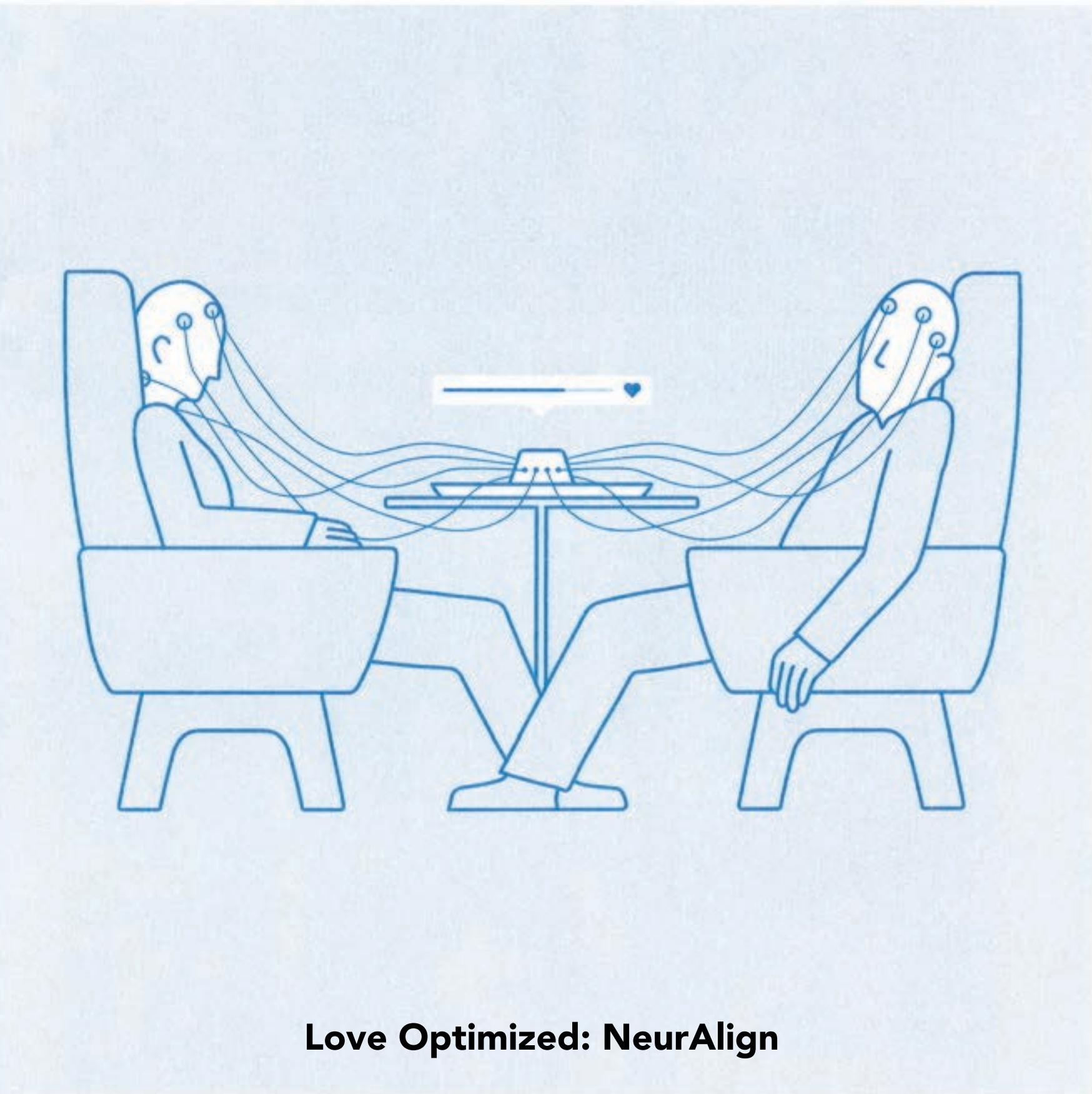


Evidence Dolls

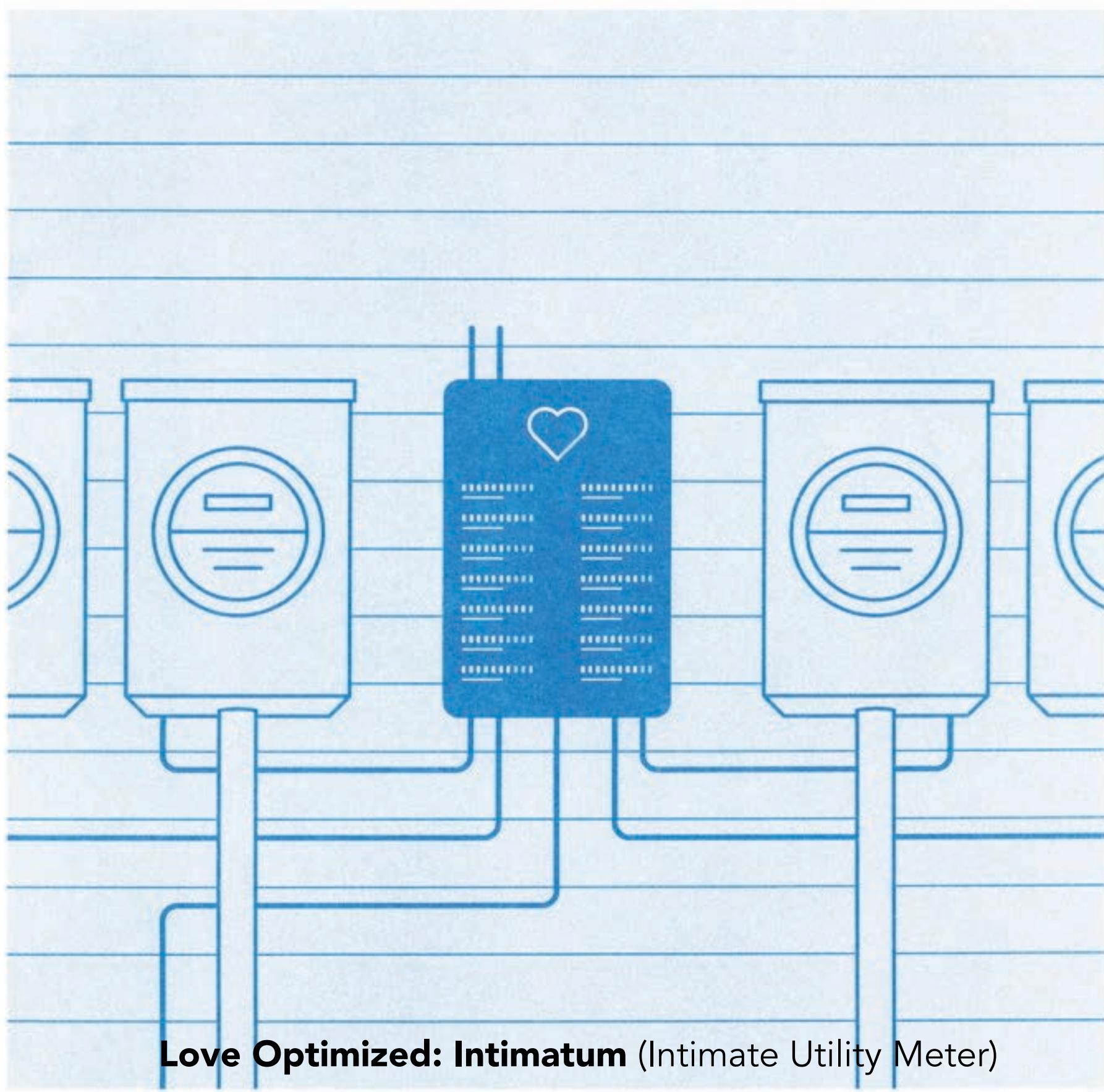
Dunne & Raby







Love Optimized: NeurAlign



Love Optimized: Intimatum (Intimate Utility Meter)



One Way Ticket

Joseph Popper (2012)



MARS ONE

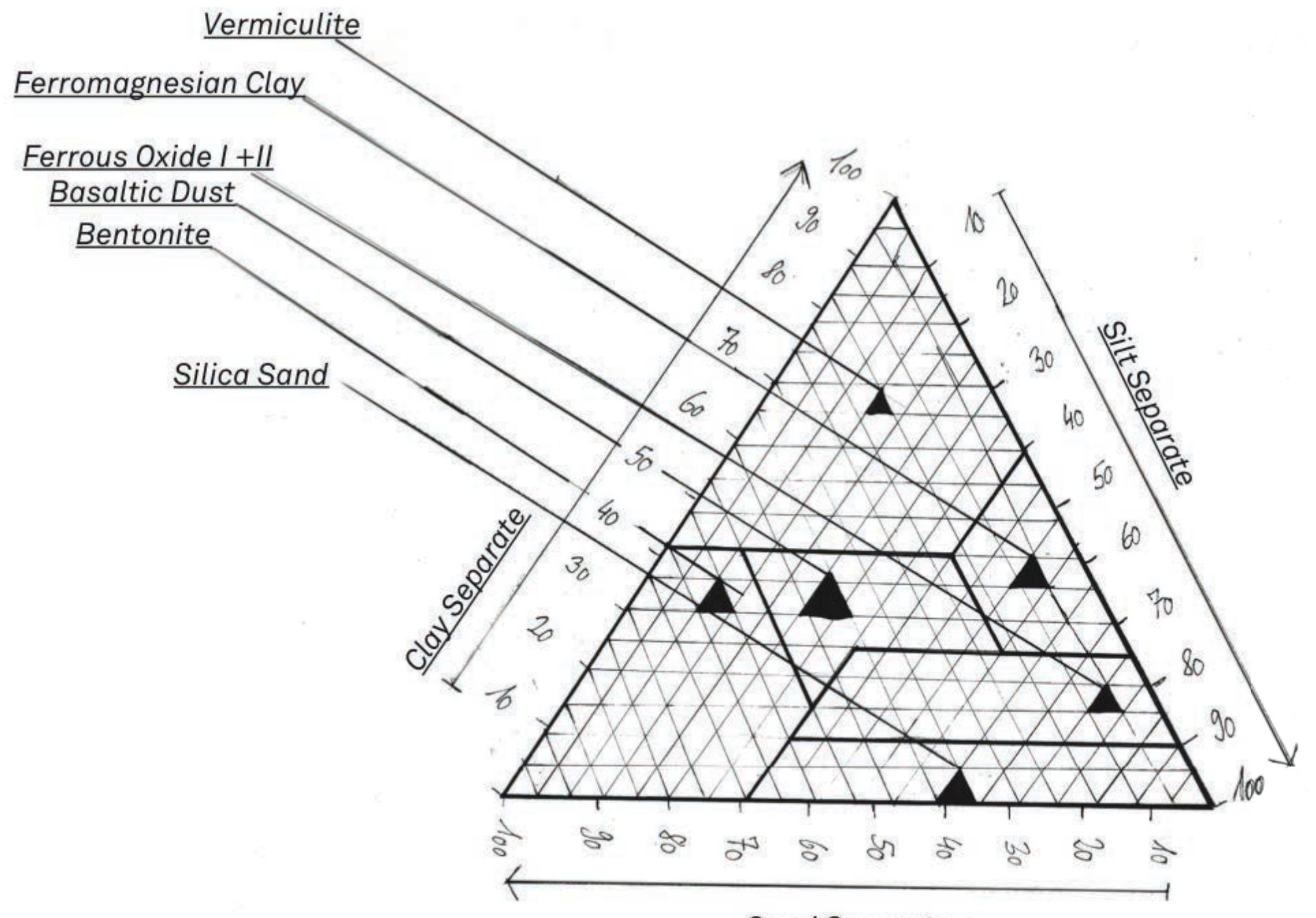


@MarsOneProject
#MarsOne



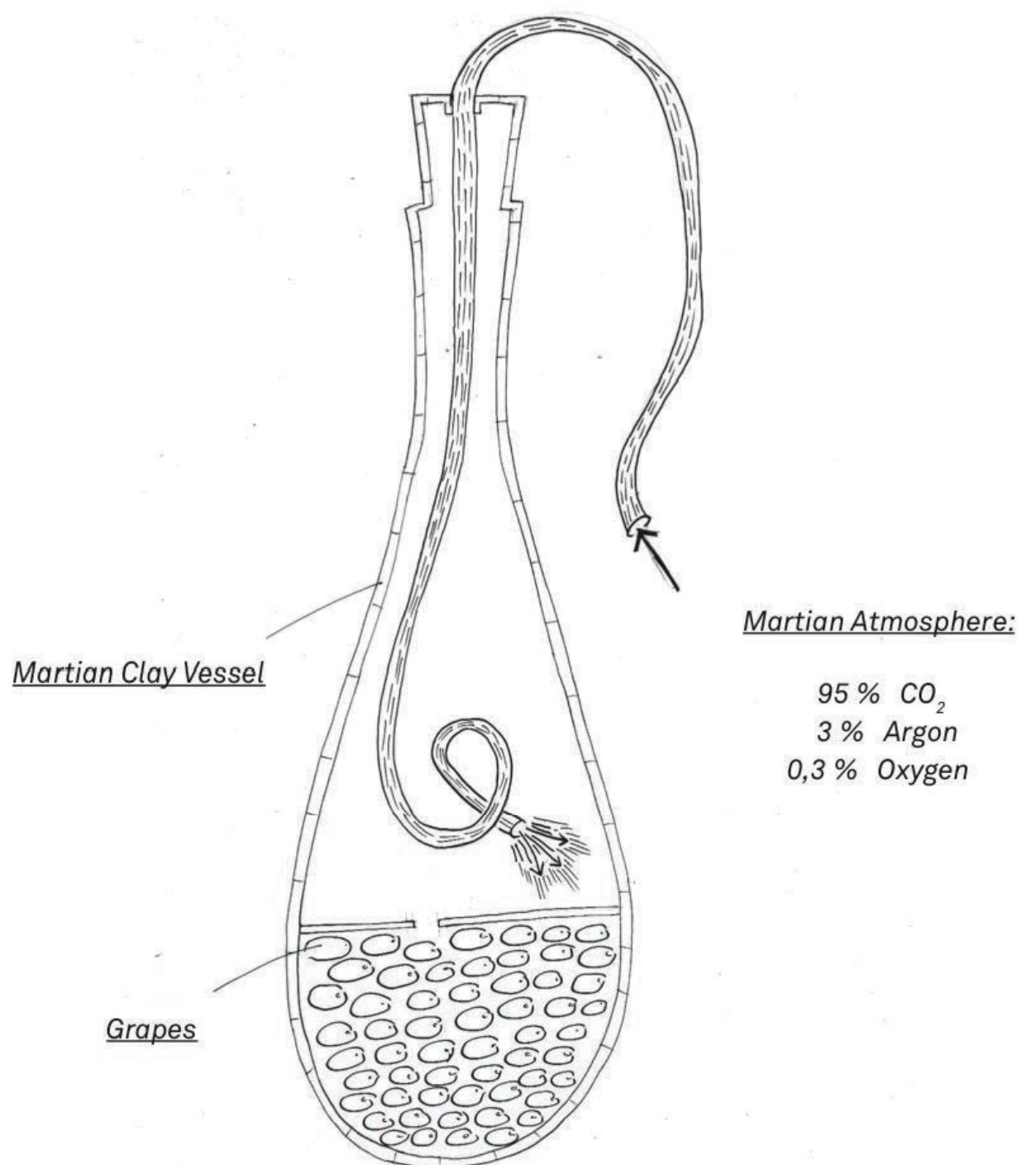
Martian Wine

Carlos Monleon-Gendall



Martian Soil Analog

Martian Maceration





“Genetics, Nanotechnology, & Robotics will provide the means to overcome age-old problems such as illness and poverty, but it will also empower destructive ideologies,”

-Ray Kurzweil

Transfigurations

Agi Haines



New Plastics

Agi Haines

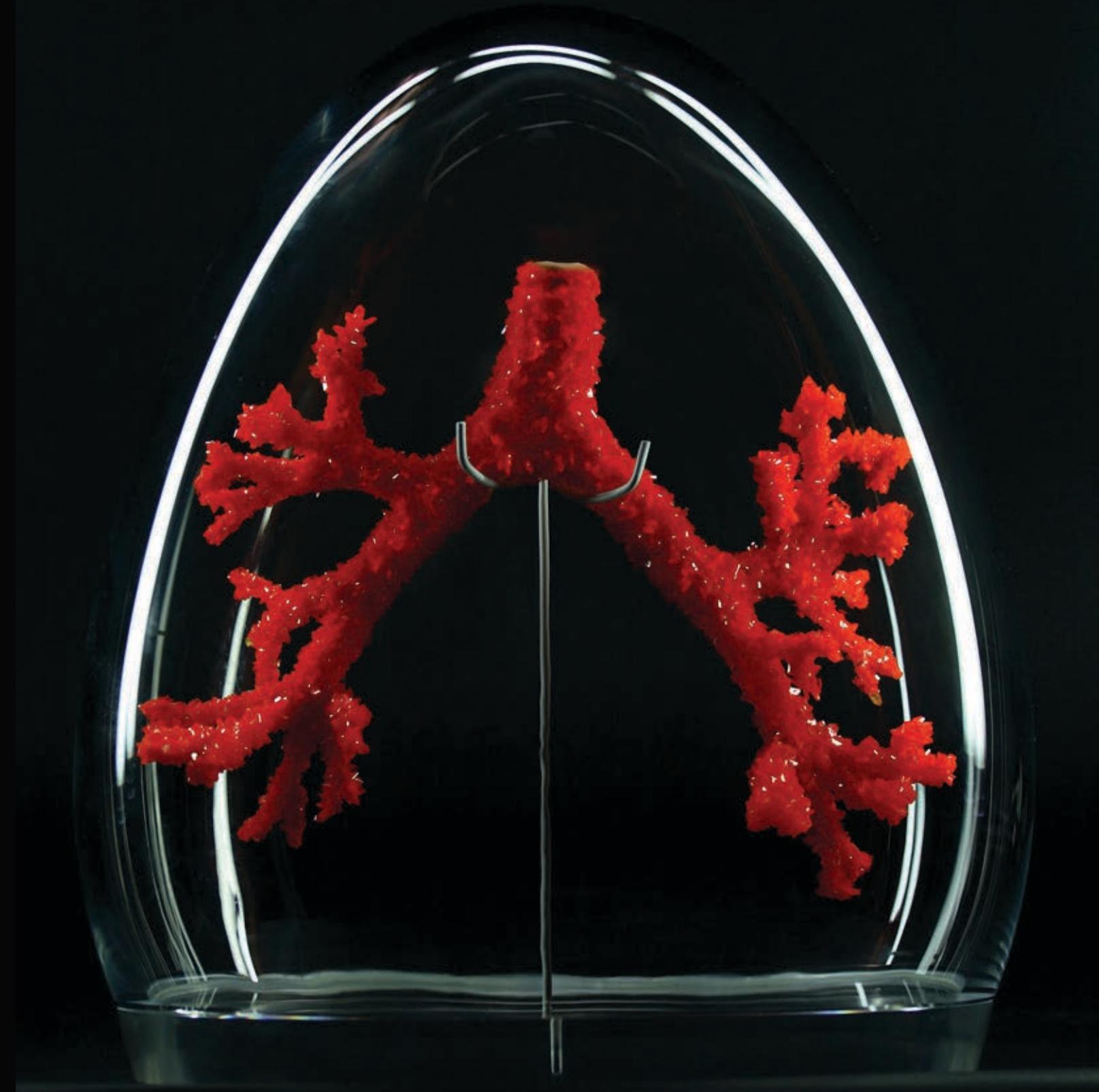




New Plastics

Agi Haines

Alexandra Daisy Ginsberg



The synthetic Kingdom



Living Colour

"Design can set agendas and not necessarily be in service, but be used to find ways to explore our world and how we want it to be."

-Alexandra Daisy Ginsberg

Museum of Future Government Services

Tellart

مرجأً بك في المستقبل

Welcome to the Future

museumofthefuture.ae



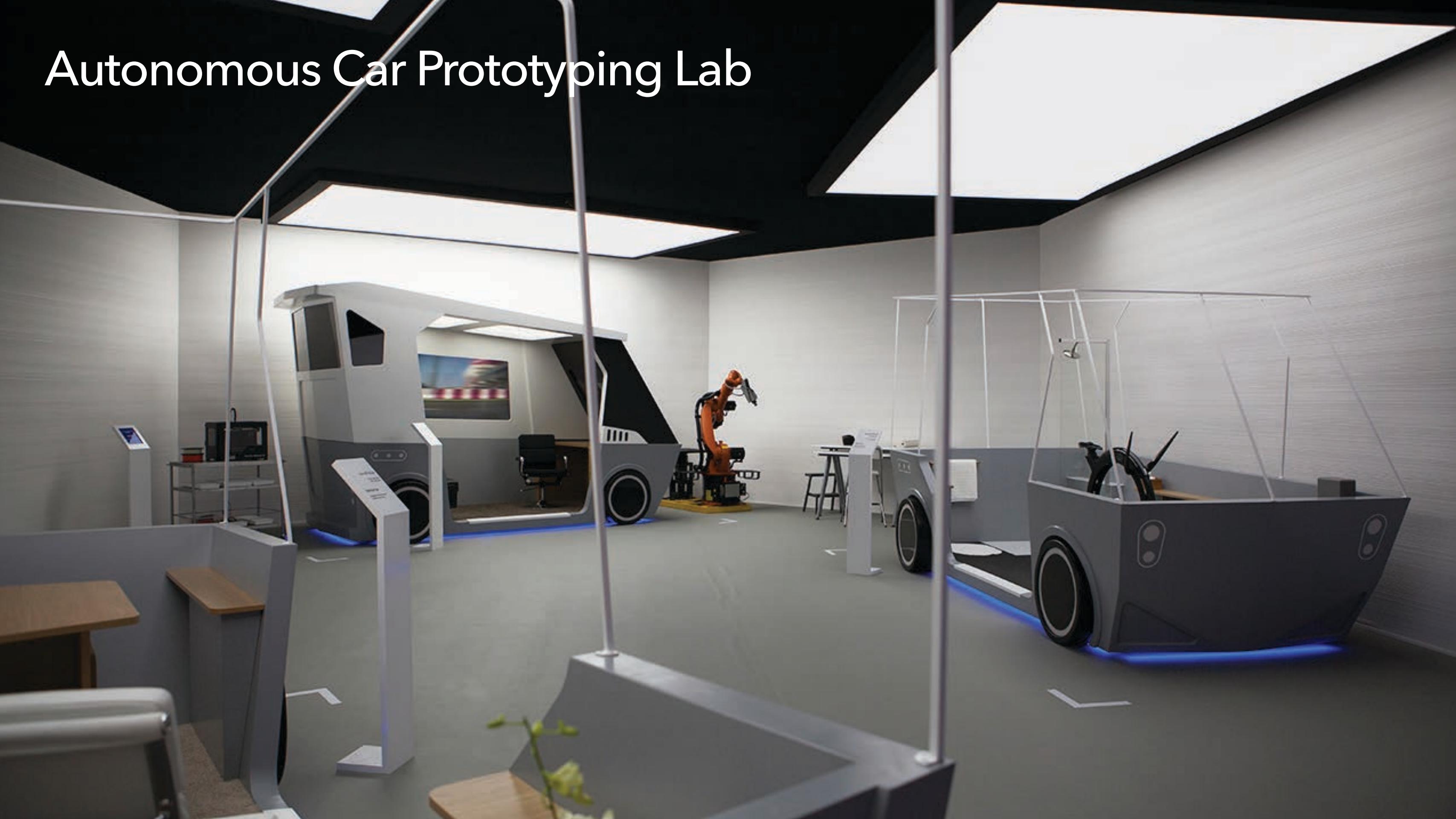
Smart Street

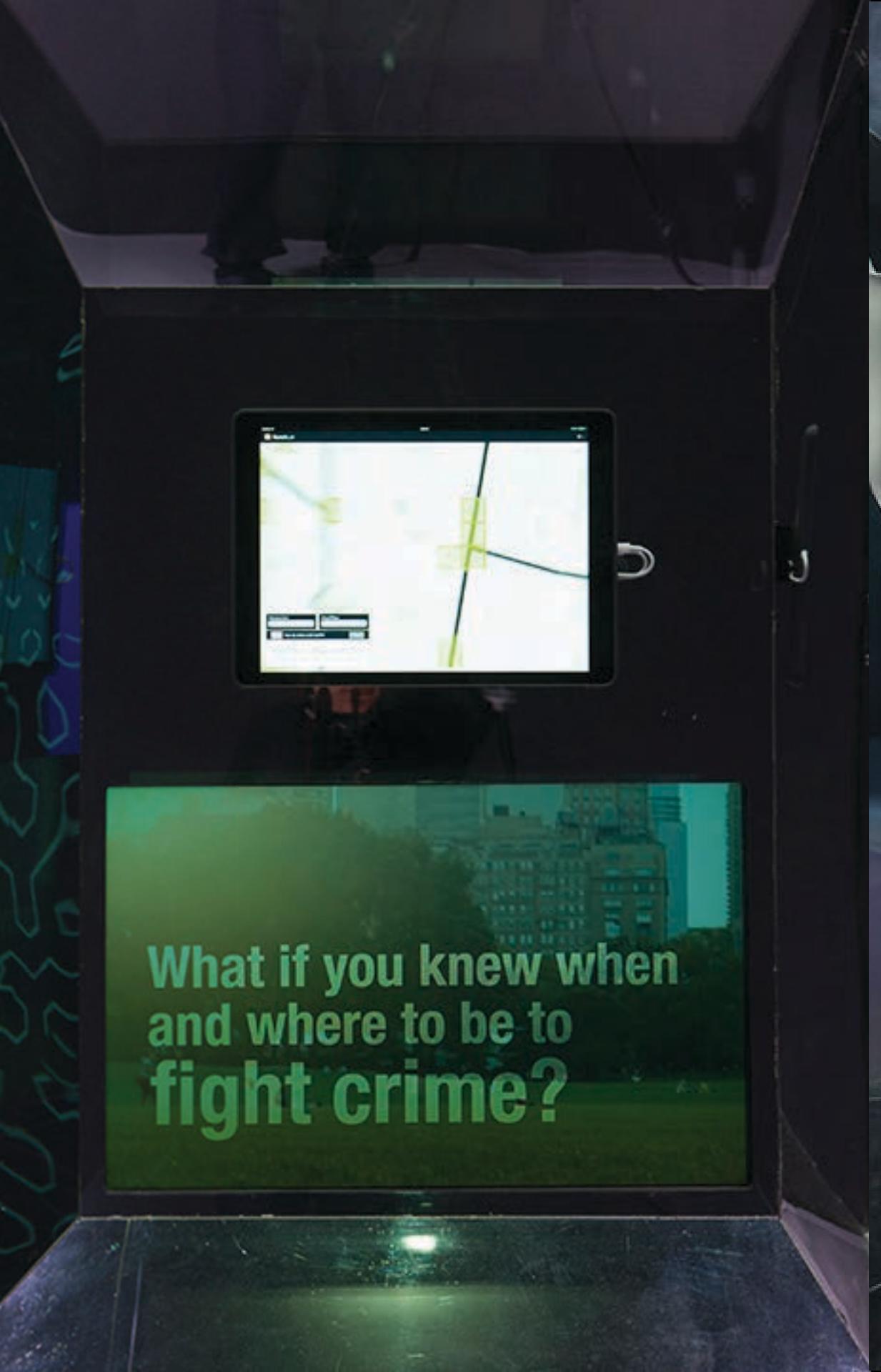
متحف الخدمات
الحكومية المستقبلية
Museum of Future
Government Services



museum.governmentsummit.org/2015/

Autonomous Car Prototyping Lab







The prototypes aren't based on fictitious realities, they're based on real, provable drivers and trends that are moved down the road in predictable ways to create plausible scenarios. Of course no one knows what will happen in the future, but this process hinges on the most plausible future outcomes based on rigorous research and study.

Andrew Haarsager
Strategy Director, Tellart

The Future of Ageing

futureofageing.blog.gov.uk



The Future of Mobility & Transportation





Teacher of Algorithms

Simone Rebaudengo



**WHAT DO WE HAVE TO CONSIDER
WHEN DESIGNING FOR THE FUTURE?**



HIDDEN IMPACT, INFLUENCE, & ECOSYSTEMS

Ecosystem

What does the future environment feel like?

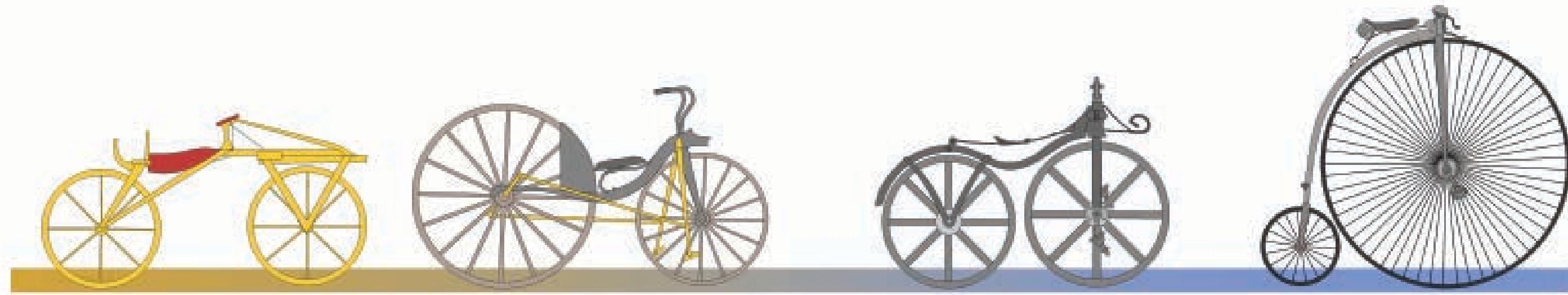
What are the challenges and rules?

Social/Cultural Implications

What impact will it have on society?



Consider the bicycle.



1818

draisine

Karl von Drais
Germany

1830

two-wheel velocipede

Thomas McCall
Scotland

1860

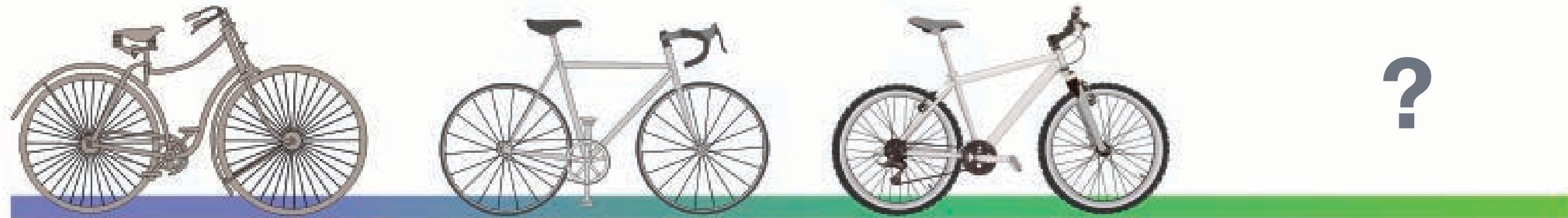
pedal-bicycle

Pierre Michaux
France

1870

high-wheel bicycle

James Starley
France



1885

safety bicycle
John Kemp Starley
England

1960s

racing bike
--
USA

Mid 1970s

mountain bike
--
USA

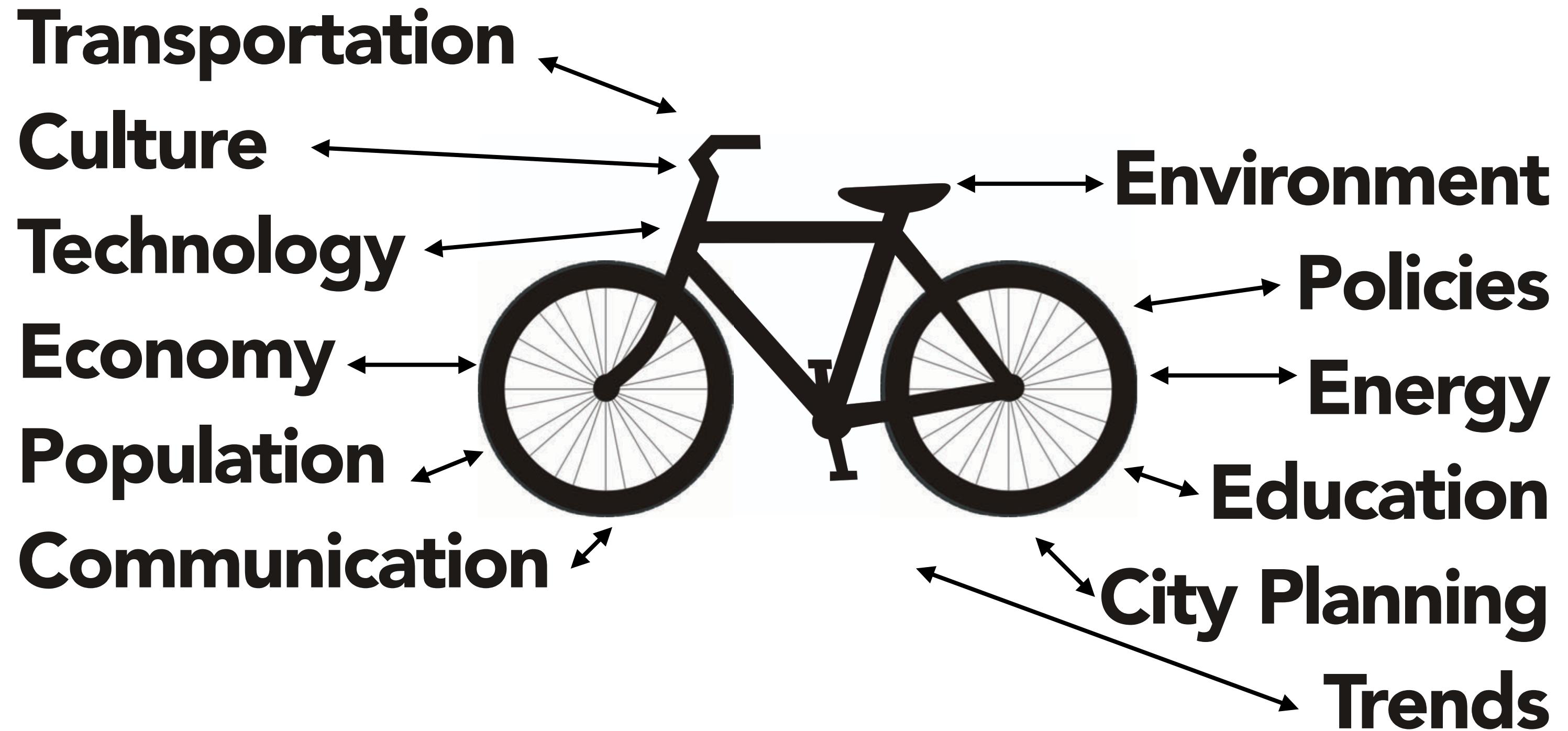
?

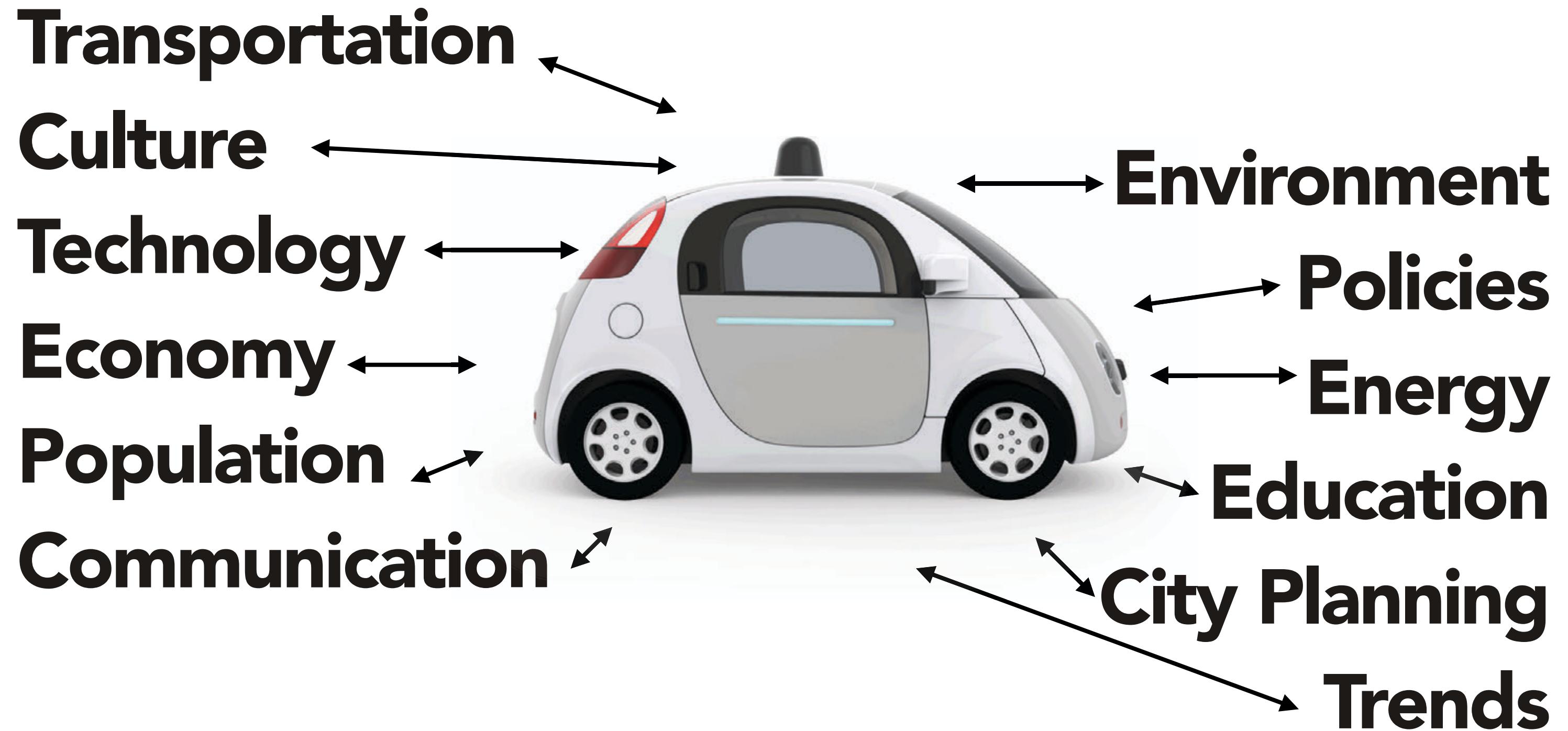








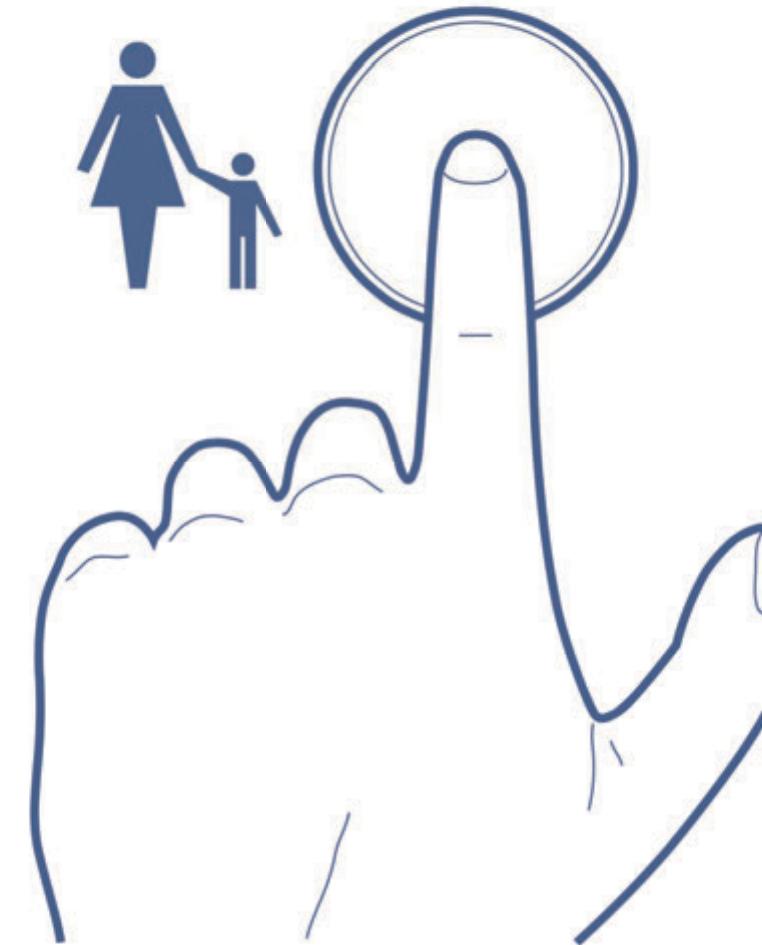




HELIOS: PILOT QUICK START GUIDE

for Autonomous Cars

POWERED BY



Your Amazon Helios:Pilot conforms to ISO1851* Codified Child Rearing Mandates and Findings and most/many regionally advisories on suitable restrictions and controls for the maintenance of child-safe, child-friendly and child-appropriate activities, areas, zones and enclosures. Rest-assured that Amazon and its products, partner-products, systems, analytic gathering mechanisms, datavoidance procedures, systems and algorithms are all configured to work with these internationally recognized codes in order to establish that Amazon Helios:Pilot is safe and secure for use by children exclusive of direct adult/parental/avuncular supervision.

Select Child Safe Mode

Select Your child's profile from the available options.

Select Zone

Hit 'Enter'

Near Future Labs



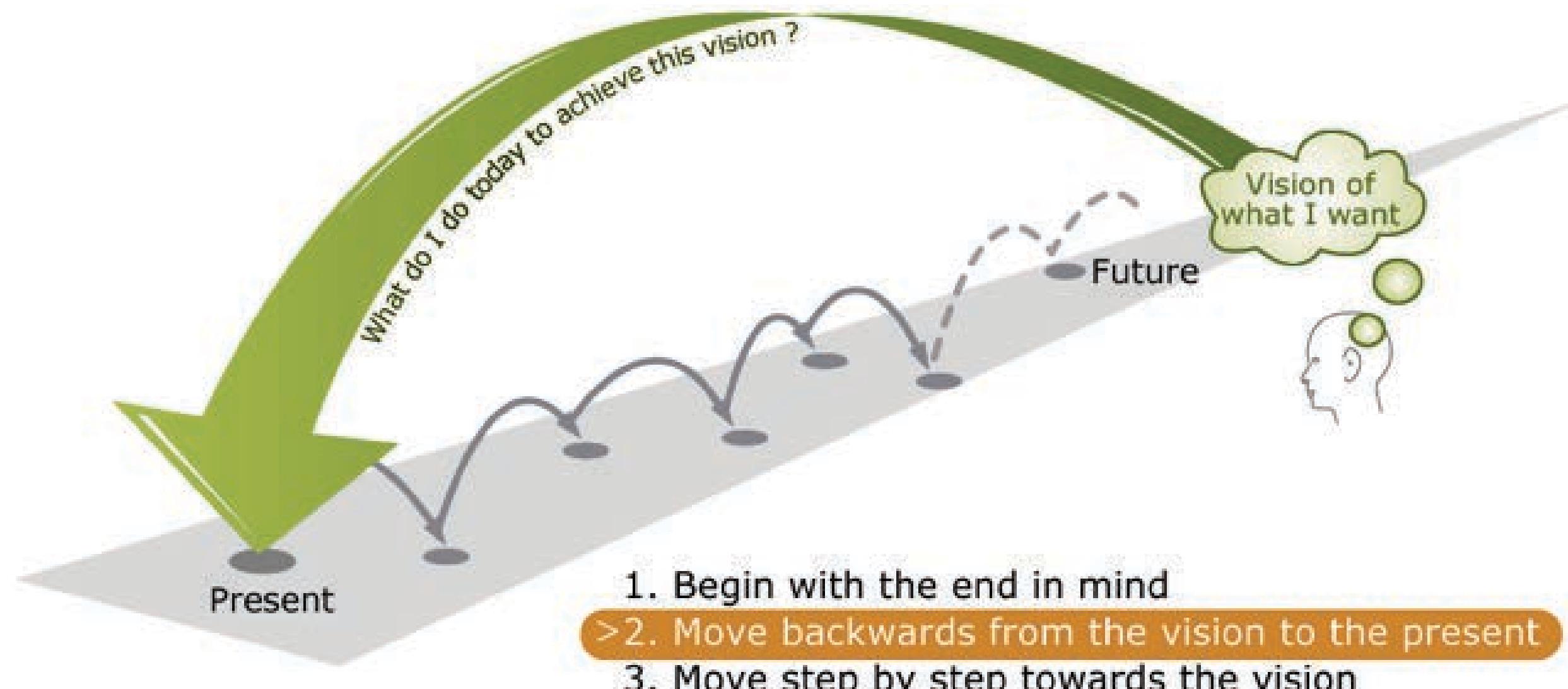
Honda. Great Journey.

A person wearing a white t-shirt and dark pants is riding a red longboard down a city street. The background shows buildings, trees, and a bridge. The image has a dark, slightly grainy texture.

RETROCASTING

(understand the past to shape the future)





Futures Design Lab

The Future of Disease in 2026



Plant Genomics



Bio-sensing

Machine Learning



HEAL

A modular wearable platform for optimal health

Signals

2016

Quantified Self
Bio-hacking

Wearables

Machine Learning

3D Printing

2026

?



*Speculative Design is a way to manifest possibilities,
to prepare us for inconvenient challenges and facilitate
a more desirable, responsible path into the future.*



Future of Parenting

Fisher Price

Shaping Signals | 2016



THANK YOU

Phil Balagtas

@neshacom1

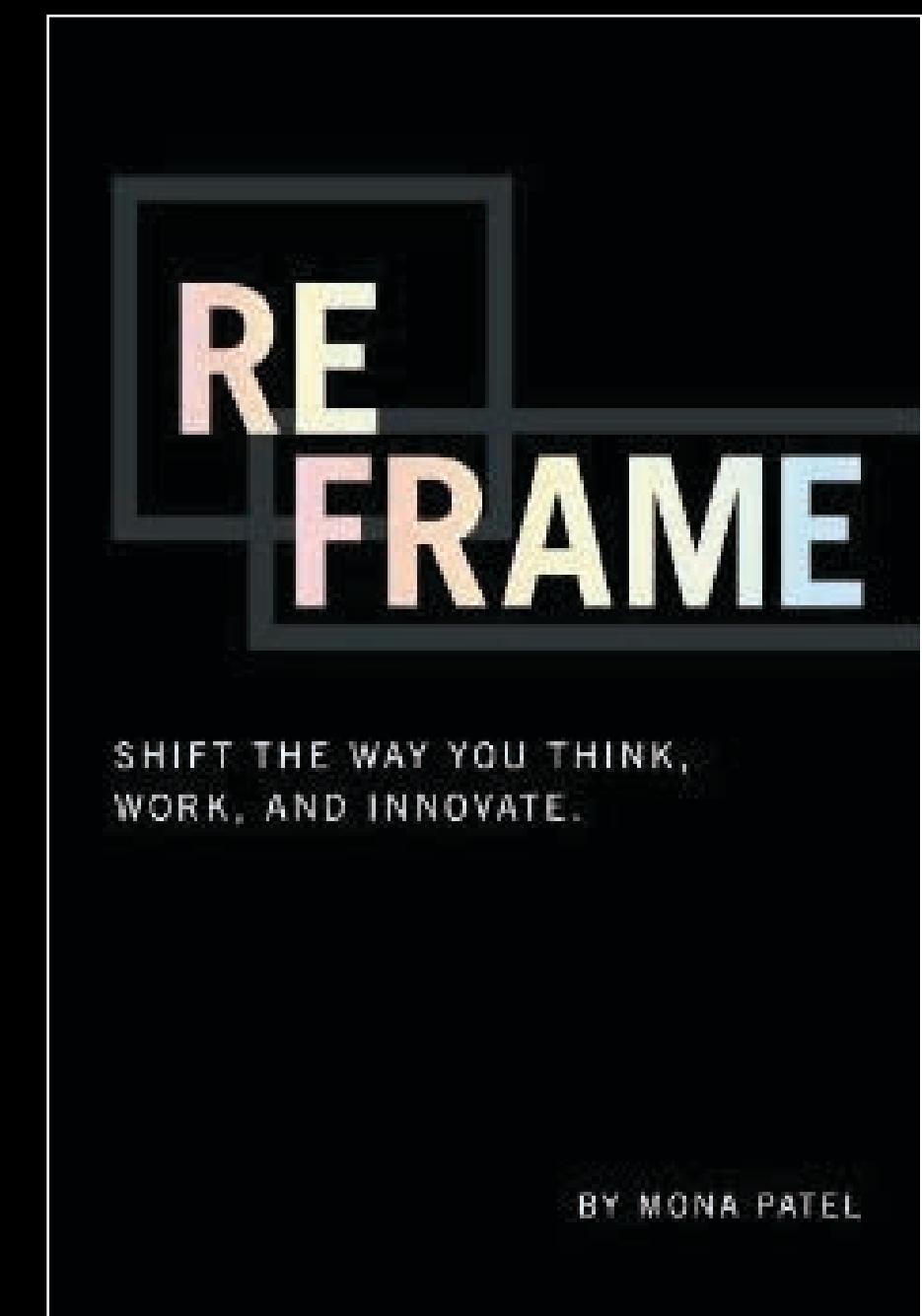
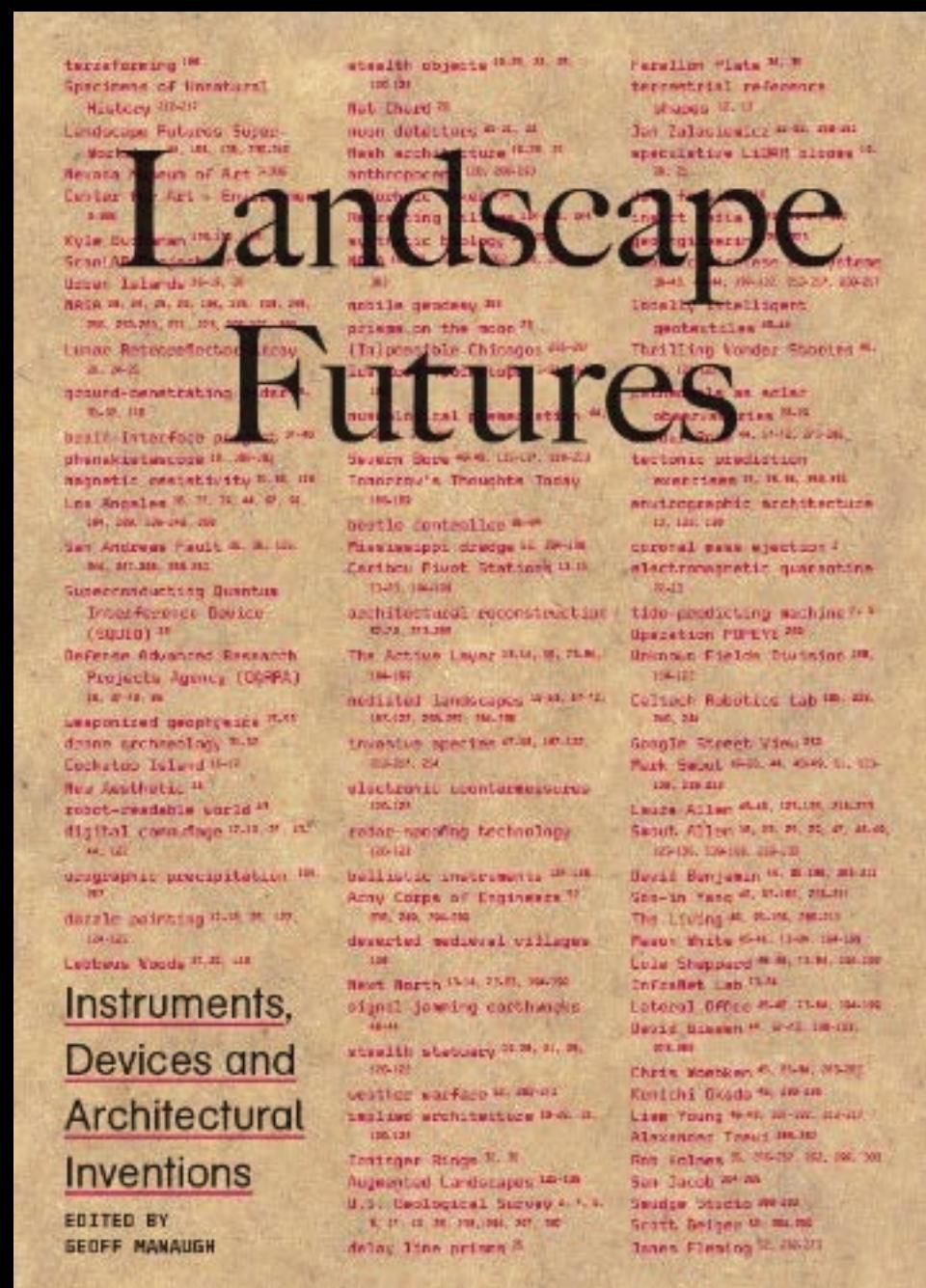
contact.phil@gmail.com

@futures_design

www.futures.design

facebook.com/speculativefutures

futuresmeetup@gmail.com





Royal College of Art



*“let's call it critical design, that questions the **cultural, social** and **ethical implications** of emerging technologies.*

*A form of design that can help us to **define the most desirable futures**, and avoid the least desirable.”*

- Anthony Dunne & Fiona Raby