**Experimental design futures project**

1. Hypothetical context
2. Time horizon
3. Signals
4. Drivers of change
5. Day in the life

**Art licensing and NFTs**

I would like to conduct my experimental design futures project imagining new routes of ownership, licensing, and payments in the creative content space. This would be done in the context of my employer, Adobe Stock, who currently licenses royalty-free creative content but would explore what ownership and payouts might look like in a space in which Adobe works with artists to produce, sell, or distribute NFTs and yet-to-be-imagined “metaverse” work.

The time horizon for this project would be between 3-10 years, as the space is rapidly evolving but there’s \*so\* much to be discovered about how it might work and what it would do to the media landscape as whole.

The relevant signals will likely cover all the STEEP model categories: there are huge social, technological, environmental, economic, political and questions to be explored here.I believe working with a futures wheel or a three horizons framework would be most effective for this project, though I believe more signals research would be needed to hone in on what kind of futures there could be.