

WORLD FUTURES DAY 2023

# Futuremade

Made with the future in mind

# OUR TRENDS 2021-22

01 Decentralisation

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# DECENTRALISATION

Old institutional systems established in the post-war era are failing and crumbling. A new system is emerging. One that echoes the properties of the internet : the network

Flat, participatory, inclusive systems are establishing themselves, offering a permissionless world where there is no central authority to act as gatekeeper

Consensus is everything



# VIRTUAL VALUE

The virtual gaming environment taken advantage of during the pandemic, offering adventure and identity exploration becomes commercial world building: virtual experiences beget virtual goods and virtual currencies

"People buying things, that don't exist, from people who don't own them"

- Professor Richard Bartle | co-inventor of MUD

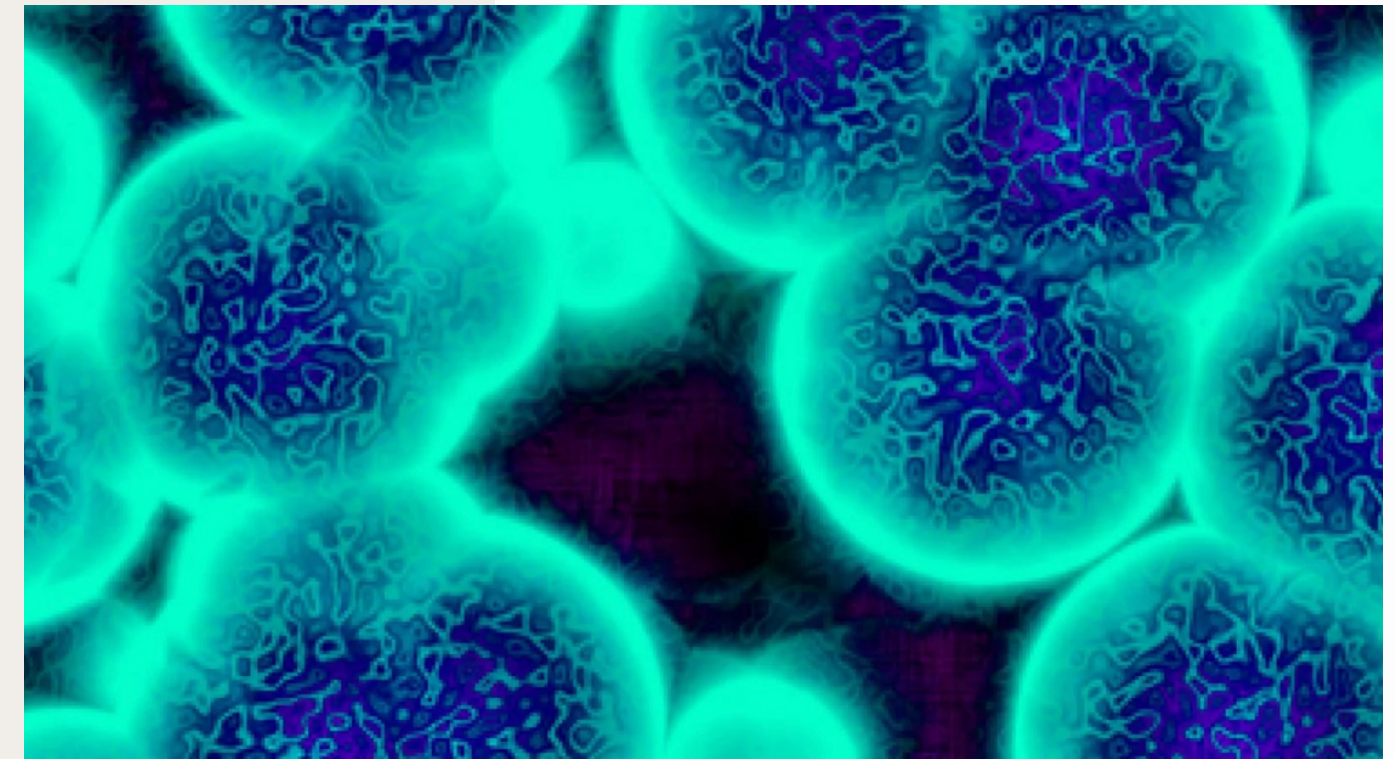


# BIO SURVEILLANCE

Technologies that were repurposed during covid for human surveillance have not gone away. In fact it is the legacy of the pandemic that everyday people are regularly policed in numerous ways.

"There's more information in biology for us to extract than there is in physics...there's more data in the natural world than there is anywhere else"

- Kevin Kelly



# CULTURE OF CATASTROPHISM

As we lurch from crisis to crisis creating an ever-increasing state of emergency, people are feeling helpless given the scale and scope of the problems. They have no faith in their national governments to solve the permacrisis and worry that supra-national government will fill the vacuum. Amongst many groups there is a creeping hopelessness bordering on nihilism.

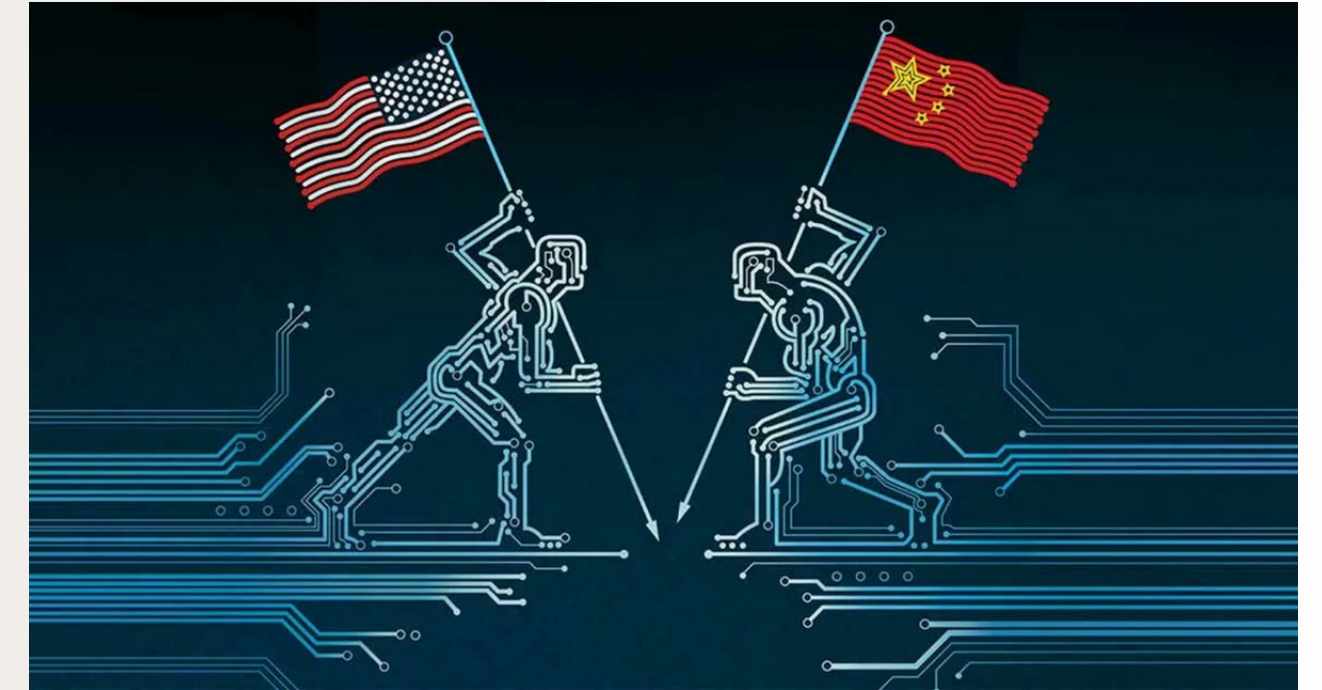
78% of people report some level of eco-anxiety (source: Global Future)



# THE GREAT BIFURCATION

This bifurcation is taking place along values, resources and policy lines, and what we see is two completely distinct worlds emerging, each powered by their own cultural beliefs, material resources and regulatory approaches to technology.

A splinternet is on the cards as both the Collective West and DragonBear cancel each other's media and reinforce their own narratives - or 'narrowtives'



# WORK AS NETWORK

Work is no longer a 'place' and has not been for a while. But post-pandemic, employees are empowered to lobby for more flexible working arrangements. Workplace is replaced by Worklife which has its advantages and disadvantages for women, given that women work best in and for networks

A survey of Apple's employees (April 2022) found that 76% were unhappy with the return -to-work plans and as many as 56% claimed they were considering leaving the company because of the policy.





# THE NEW SCARCITY

As consumers we are going to be asked to travel less, to eat less, to shop less, to consume less, and to waste less. We will be encouraged to share more, repair more, re-sell more and store more. Only weeks ago, Selfridges announced that they are aiming for 50% of their transactions by 2030 to be in the re-sale, repair, rental or refill.

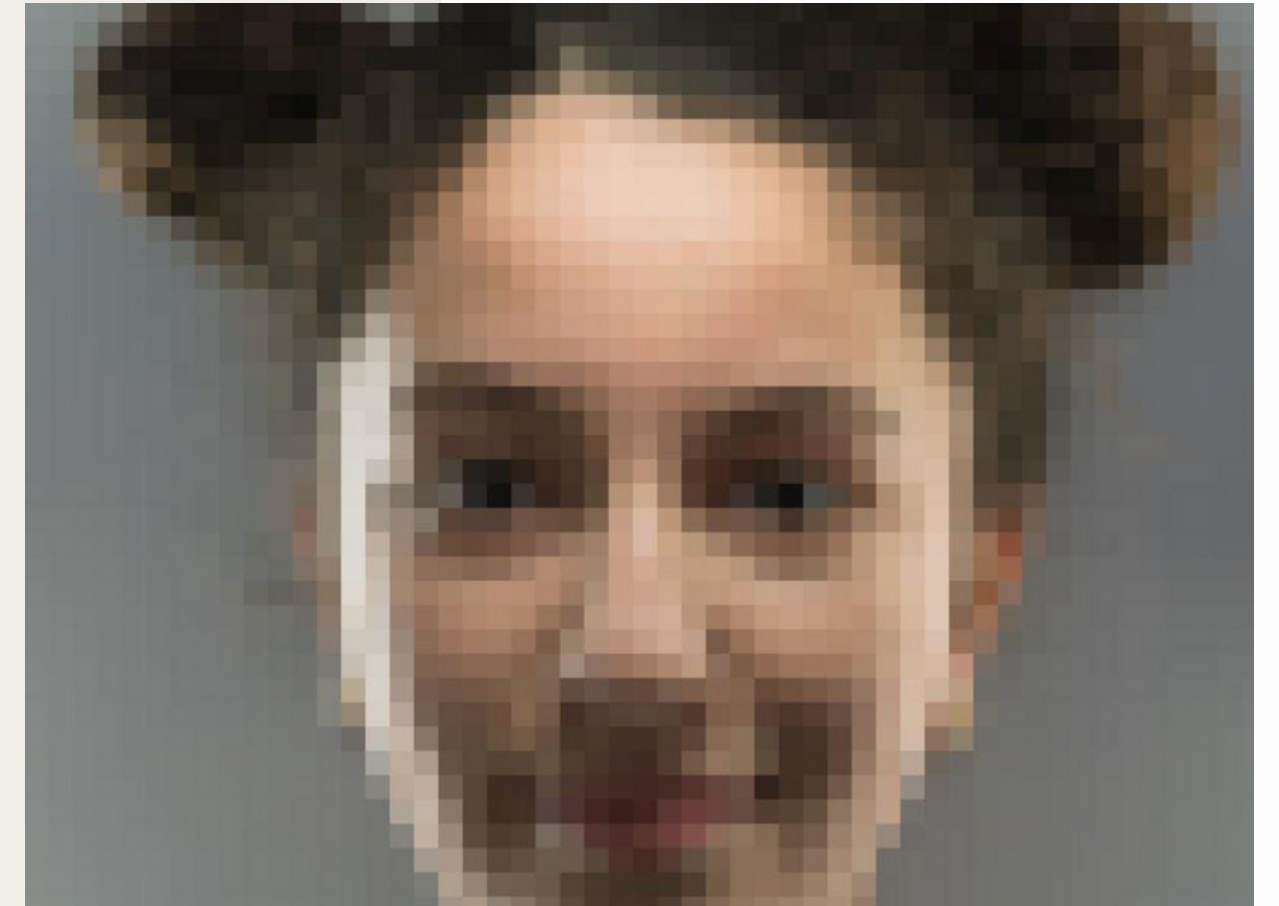
The more de-industrialisation and de-growth we embark on in the name of sustainability, the more we are going to foreclose on the possibilities and potential for Gen Z and A.



# AVATAR ECONOMY

The metaverse will be an immersive, persistent media space which we will inhabit by avatar. Corporate tech platforms hope that they will have access to avatar micro expressions and emotions to hyper-target advertising to us in these virtual or mixed reality worlds.

Understanding customers as avatars rather than through their emails, chats or other online shopping data will be complemented with immersive virtual customer experiences.





# + OUR TRENDS 2023

01 Anti-Productivity

02 Para Social Life

03 The Synthetic Self

04 Deep State Wars

05 Data Solidarity

06 Authentic to Authenticated

07 Over The Air Access

08 From Fandom to Serfdom

09 Coddling As Control

10 Neuro-Rights and Wrongs

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