

How to build for the future

Professor Peter Madden, OBE





**‘Nobody wants stranded
assets, figuratively or
literally’**

Peter Madden, The Future of UK Social Infrastructure, 2023

BUILDING TAKES TIME



‘We can’t precisely predict
the future, but we can
prepare’



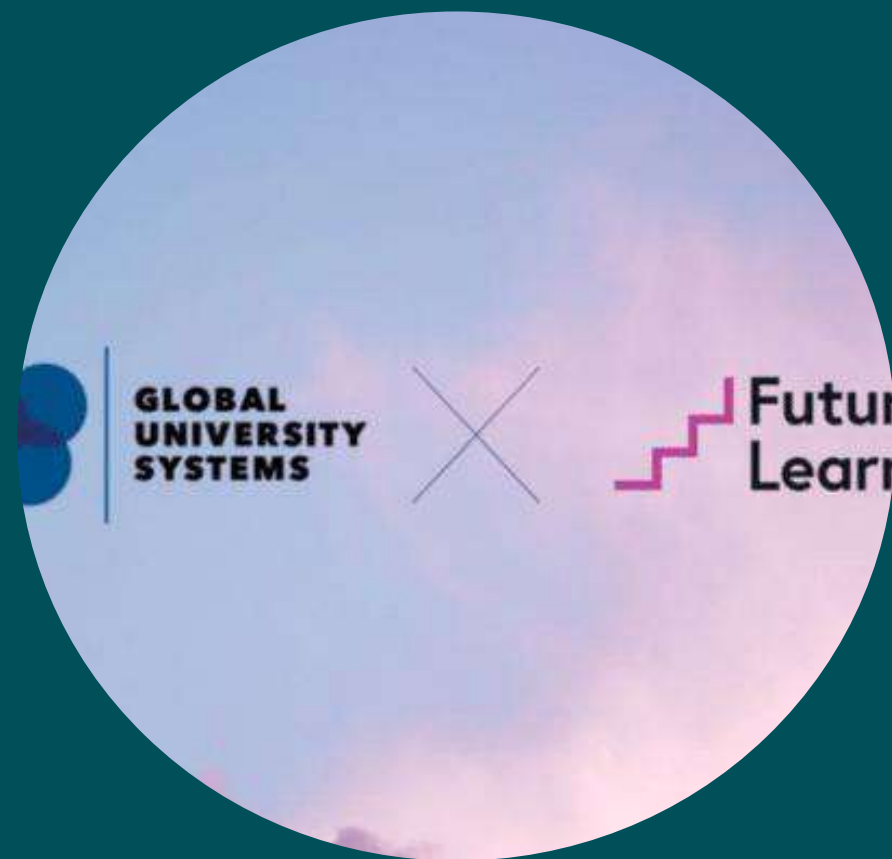
HORIZON SCANNING



‘The future is already here
- it’s just not very evenly
distributed’

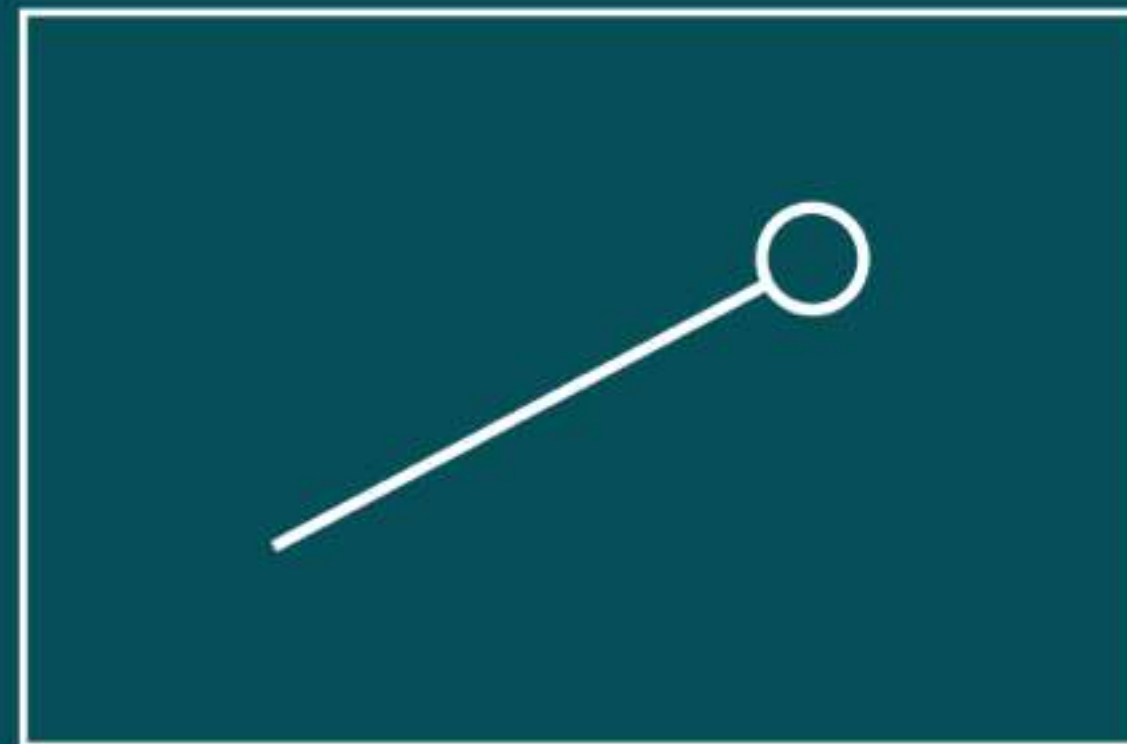
William Gibson

SIGNALS OF THE FUTURE





TRENDS



TRENDS

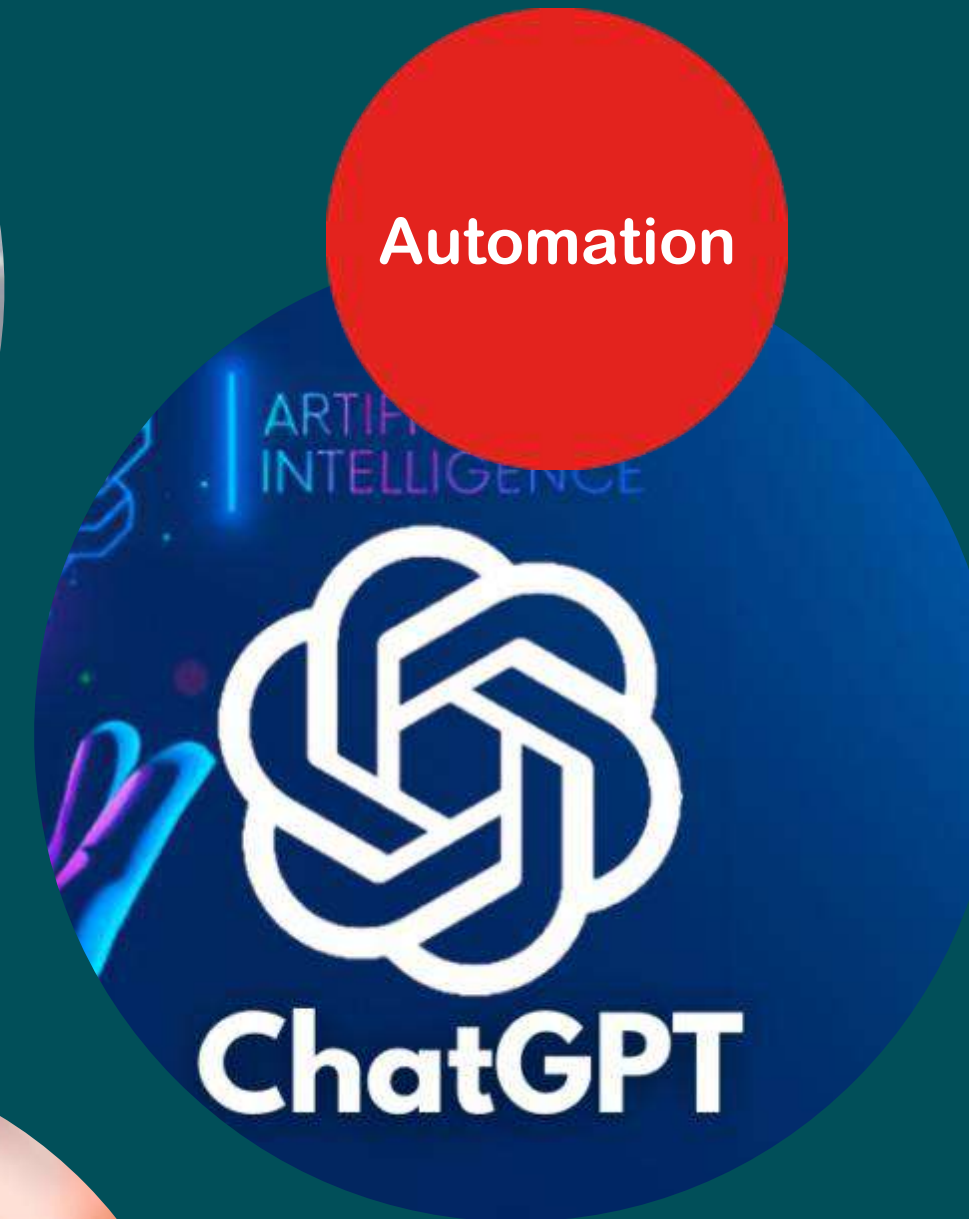
Urbanisation



Climate Change



Automation



Asia rising



Demography



Connectivity



Social inequality



On your own, think of one big external mega trend that will shape the University context over the next 15 years? (30 seconds)

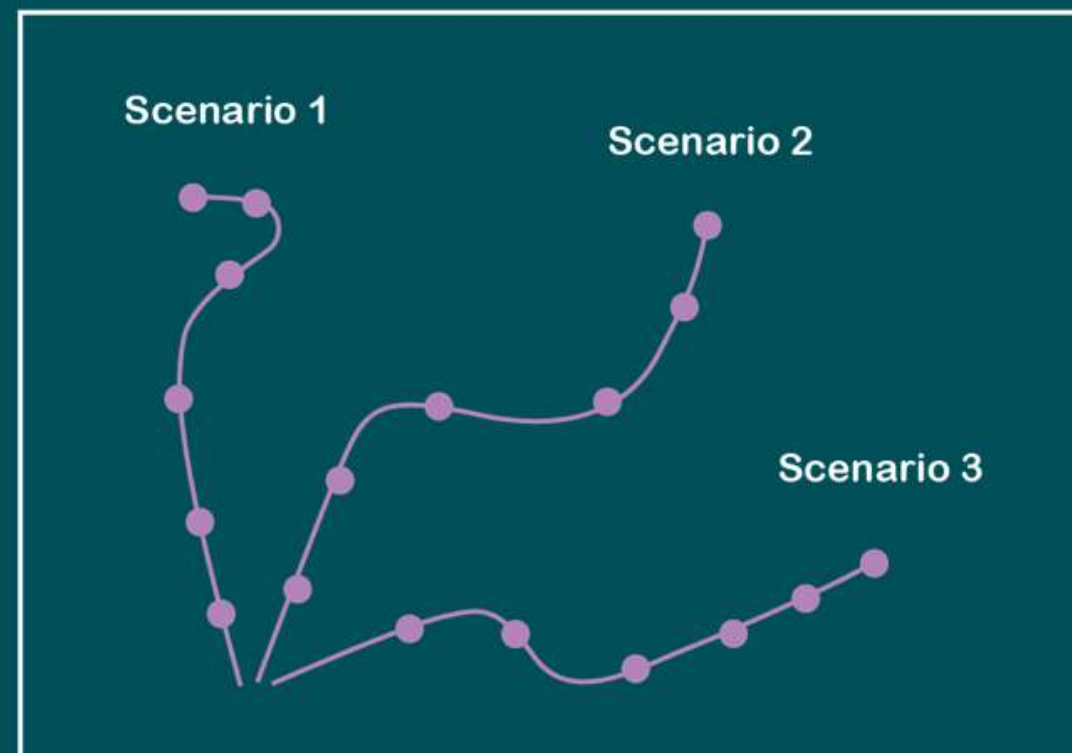
Turn to the person next to you, and each share your trend (30 seconds each)

**‘It is much easier to ride
a horse in the direction it
is going’**

Attrib. Abraham Lincoln

3

SCENARIOS



FUTURE PUBLIC REALM

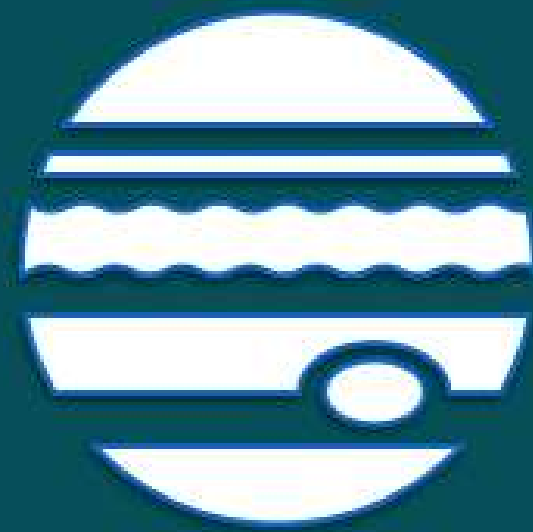


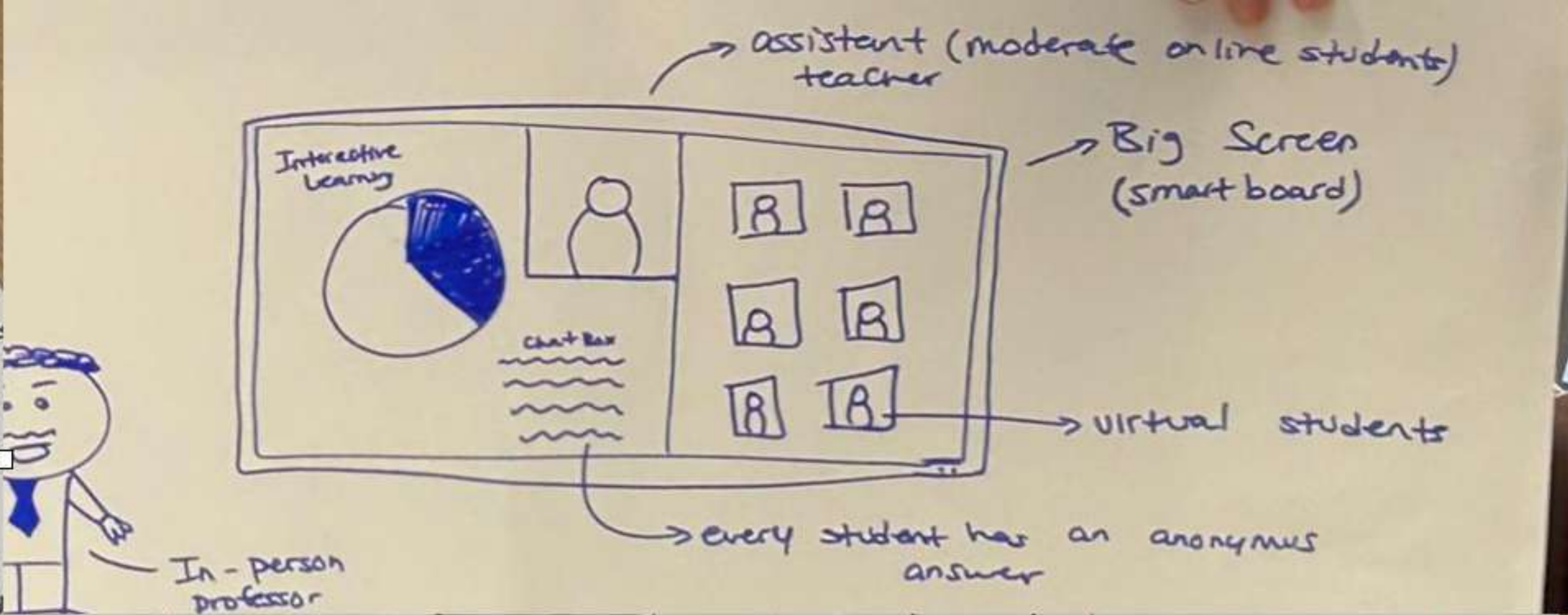
**‘Make strategic decisions
that will be sound for all
plausible futures’**

Peter Schwartz: ‘The Art of the Long View’ 1991

4

DESIGN FUTURES



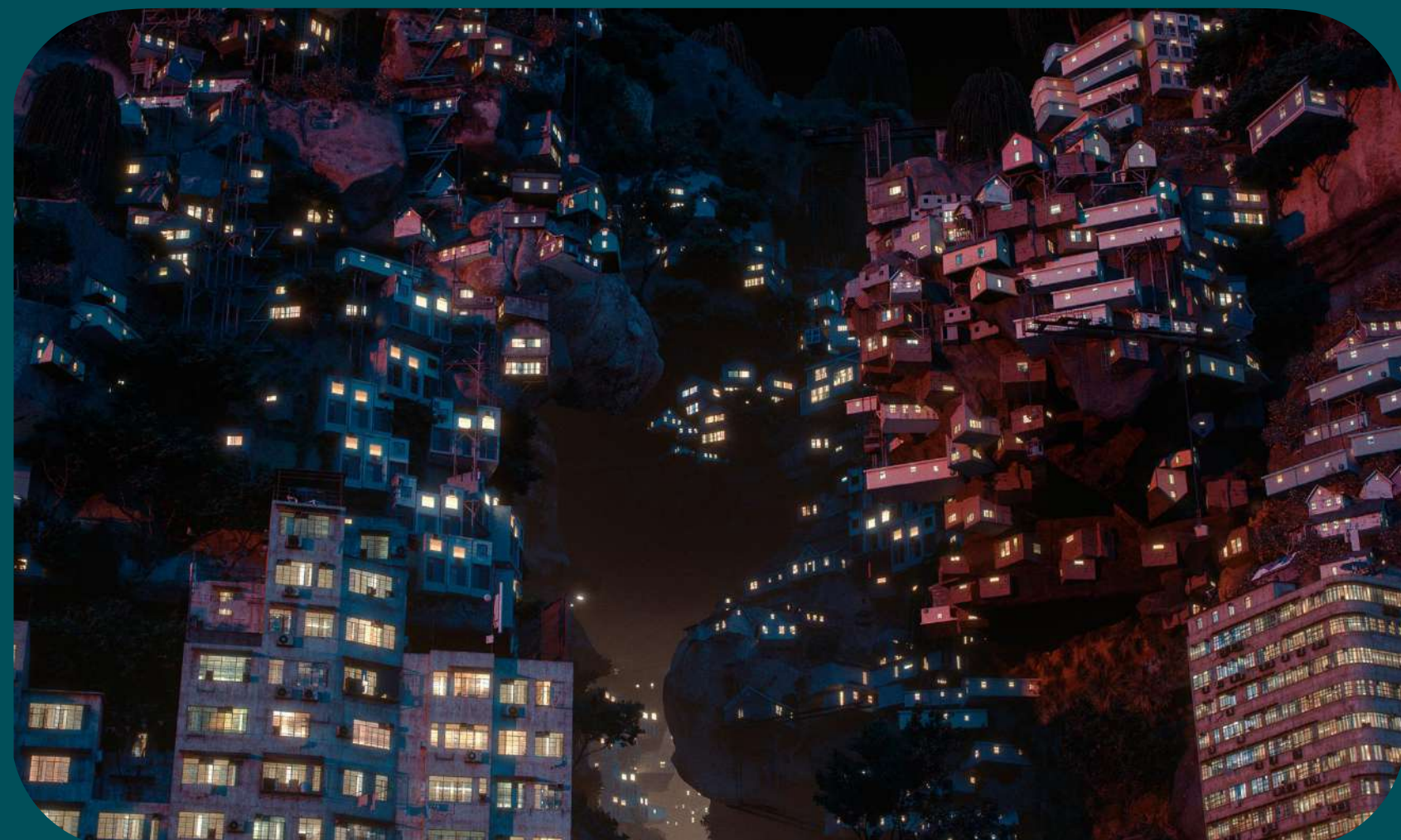
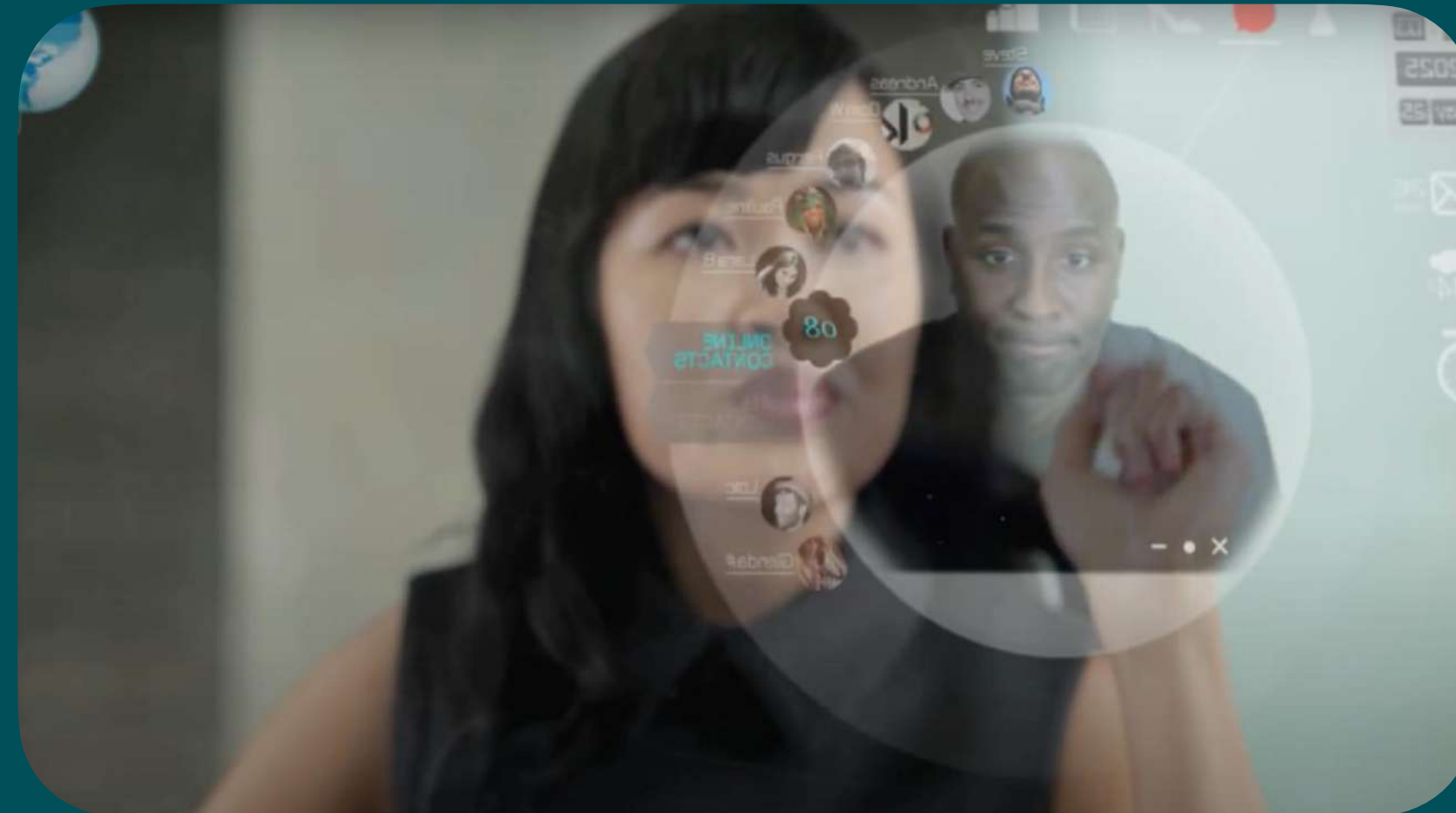


A young man with curly hair, wearing a yellow t-shirt and a backpack, is smiling and looking at a smartphone. In the background, a woman with glasses and a blue shirt is holding a folder. A large, white, stylized number '2035' is overlaid on the image. A bright, circular light effect is visible behind the man's head.

2035

<https://vimeo.com/1090130712/6b56d2ed1d?share=copy>

SPECULATIVE DESIGN



5

INCLUSIVE FUTURES



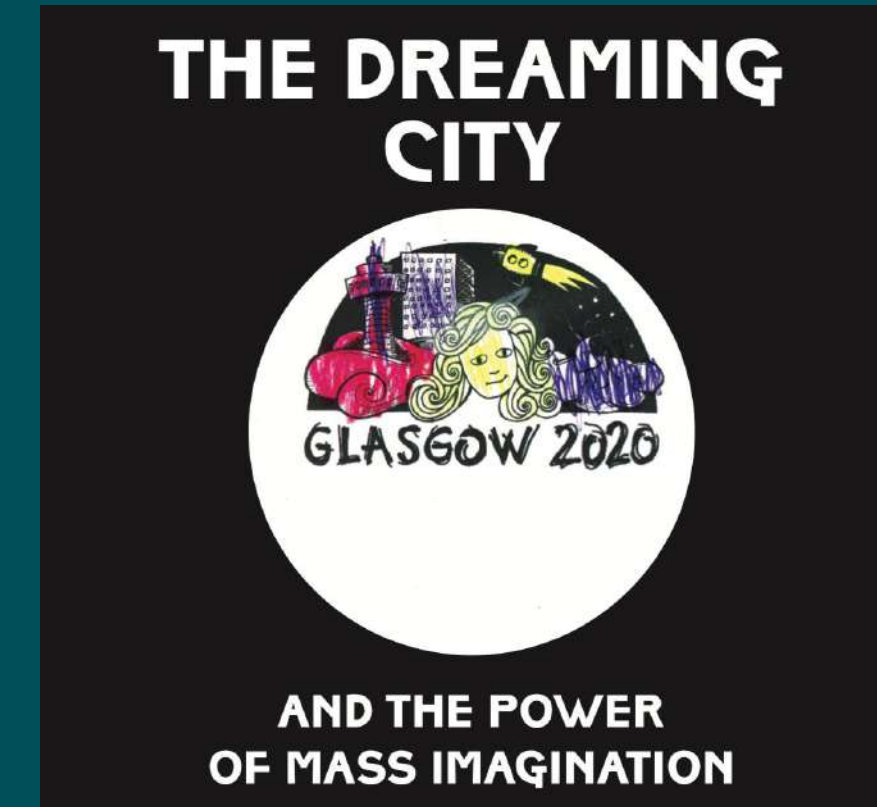
WHO OWNS THE FUTURE?



INCLUSIVE FUTURES



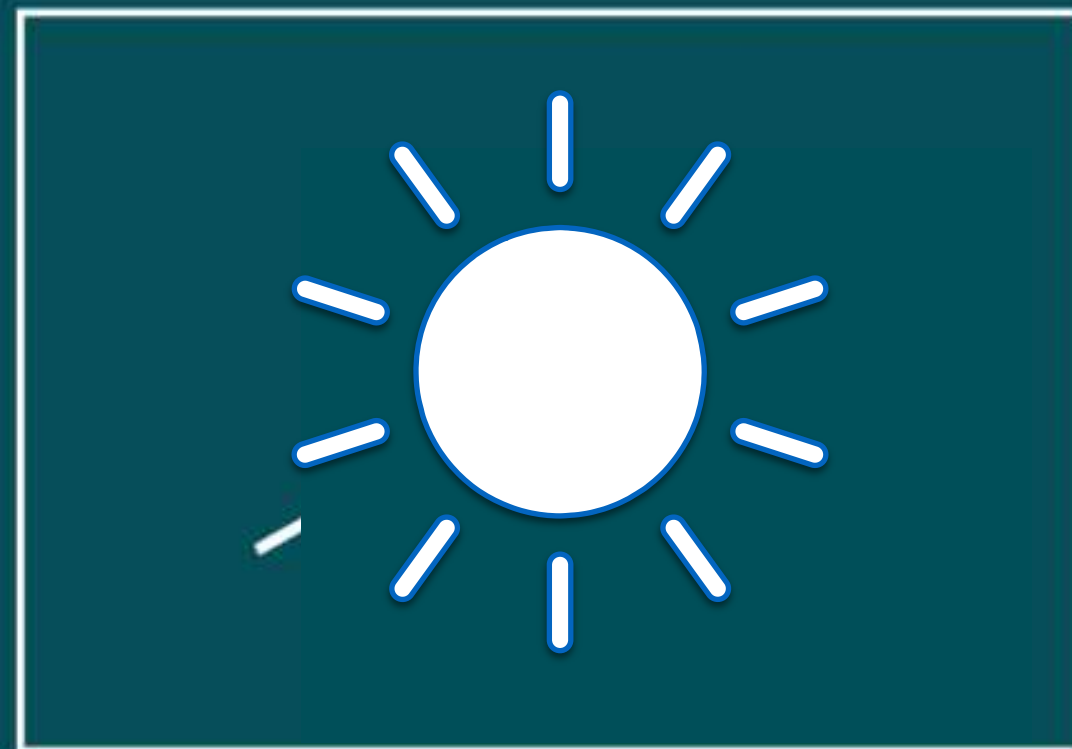
Janelle Monae
Knowle West Media Centre
Demos
Superflux







VISIONING





CREATING FUTURE PLACES



**‘We are called to be architects
of the future, not its victims’**

R .Buckminster Fuller

TAKE AWAYS

- 1. We can't predict the future; we can prepare.**
- 2. Are tools to help navigate: horizon-scanning, trends, scenarios, speculative design, inclusive futures, visioning**
- 3. Some futures are more certain: megatrends, demographics**
- 4. For uncertain futures, design for flexibility, adaptability**
- 5. We have agency - and responsibility - to create better futures**

THANK YOU

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