How to Think About the Future

“Everyone thinks about the future. They just don’t do it very well.”
Jake Dunagan, Institute for the Future

All design activity is future-oriented, but that does not mean that everyone who designs is automatically equipped with the skills and habits that would let them shape preferred futures most effectively. Whether you want to design software, buildings, or businesses, this presentation by the first professional futurist to serve on the faculty of Carnegie Mellon University offers a foundation for more a rigorous, creative, and effective practice of anticipation.

Stuart Candy
Associate Professor, School of Design
Director of Situation Lab
FRIDAY, September 20th
Newell-Simon Hall, Room 1305
1:30-2:30pm

Stuart Candy is Director of Situation Lab and Associate Professor in CMU School of Design, with courtesy appointments in the School of Architecture and the Entertainment Technology Center. Involved in the futures/foresight field for over two decades, Dr. Candy has been instrumental in the development and global spread of hybrid design/futures processes such as experiential futures, design fiction and speculative design. His work has appeared in museums, festivals, and city streets, at South by Southwest and on the Discovery Channel, and in the pages of books like Speculative Everything and Discursive Design, as well as popular publications such as The Economist, Wired, and VICE. As an advisor, facilitator and experience designer he has worked with numerous organisations in diverse sectors, such as the Smithsonian Institution, UNESCO, IDEO, Dropbox, Oxford University, the US Conference of Mayors, Mexico City’s Laboratorio para la Ciudad, Dubai Museum of the Future, and NASA Jet Propulsion Laboratory.