

# THE FUTURE FISHING TRAINING PROGRAM

## THERE IS NO FUTURE EXPECTING YOU: YOU ARE CREATING IT

Imagining the future is crucial to navigate the present strategically, and being able to shape abstract visions into compelling images makes communicating them easier. Design fiction addresses these two aspects by questioning common myths and paradigms, acting out new situations, and revealing desirable and adverse effects of possible changes. It creates ideas for speculative artefacts, stories, or immersive experiences that make visions of the future vivid, engaging, and easy to communicate both internally and towards the general public.

The Future Fishing Training Program is designed for anyone interested in alternative future visions. It touches on elements of theory and gives you the opportunity to try your hand at speculative mini-projects. The goal is to learn and understand the whys and hows of building, representing, and telling futures through design fiction. To that end, you will be exposed to well-known futuring methods and tools (weak signal analysis, future wheels, backcasting, personas, etc) as well as some specific to the practice of N O R M A L S.



## WHAT ARE FUTURES FOR?

Knowing how to create, design, and tell futures is valuable for:

- creating a strategic vision for the long-term
- decoupling your vision from trending topics
- revealing hidden paths for social and technical innovation
- building future visions to approach innovation critically
- communicating your vision through engaging images
- shaping and communicating alternative futures

Beyond direct applications in fiction and foresight, methods taught and tried during this class may also help with:

- thinking and communicating complex ideas
- inferring complex implications from simple phenomena
- imagining and confronting different perspectives
- ideating outside of one's comfort zone

## PLEASE NOTE

Our offerings for public workshops is constantly updating. Please have a look at [fftp.normalfutu.re](http://fftp.normalfutu.re) for the next sessions.



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