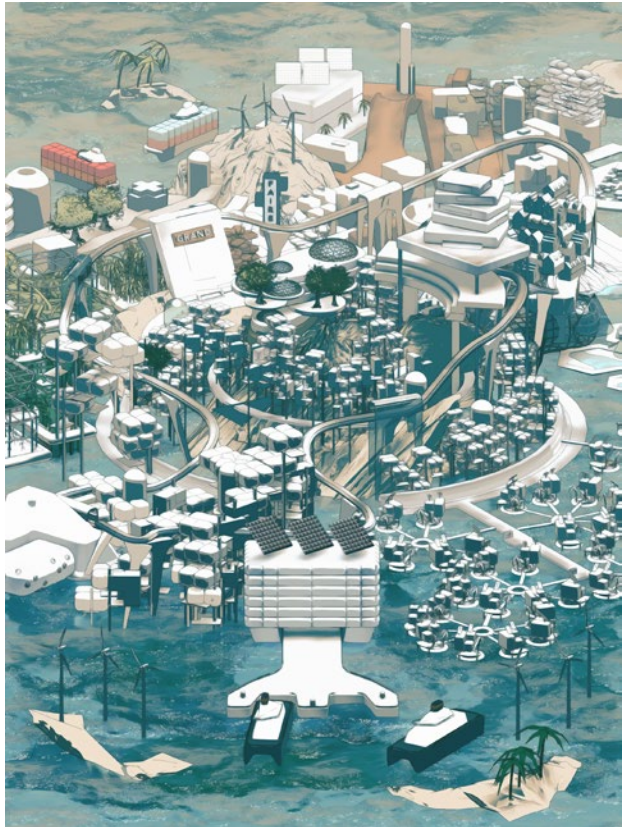




NEW FUTURE ARCHETYPES

INTRODUCTION TO SELECTED NFAs



WE NEED NEW FUTURES

BUZZWORDS ARE
NOT INNOVATION

Imagine this: you see a notification,¹ open LinkedIn—maybe it's important—only to realize it's another “someone in your network liked a post about disrupting the future of digital twins in the Metaverse with AI.”

WHAT EVERYONE
ELSE DOES IS
NOT INNOVATION

You feel robbed, dispossessed of your valuable time and imagination. No, mindlessly repeating trending tech **buzzwords** and throwing more ‘compute’ at AI **isn't innovation**. Has thinking and doing what everyone else does ever put anyone ahead of the curve?

NEW TOOLS FOR
FUNDAMENTAL
INNOVATION

If you're after truly radical new directions, if your heart is pure and you want to open new doors with your organization, then what you need is **fundamental innovation**. And while, yes, all that “envisioning” and “futuring” can be long, costly and often fails at translating into actual opportunities, we believe we can offer a shortcut—one that turns possible change into actual innovation tracks.

OUR FRAMEWORK:
NEW FUTURE
ARCHETYPES

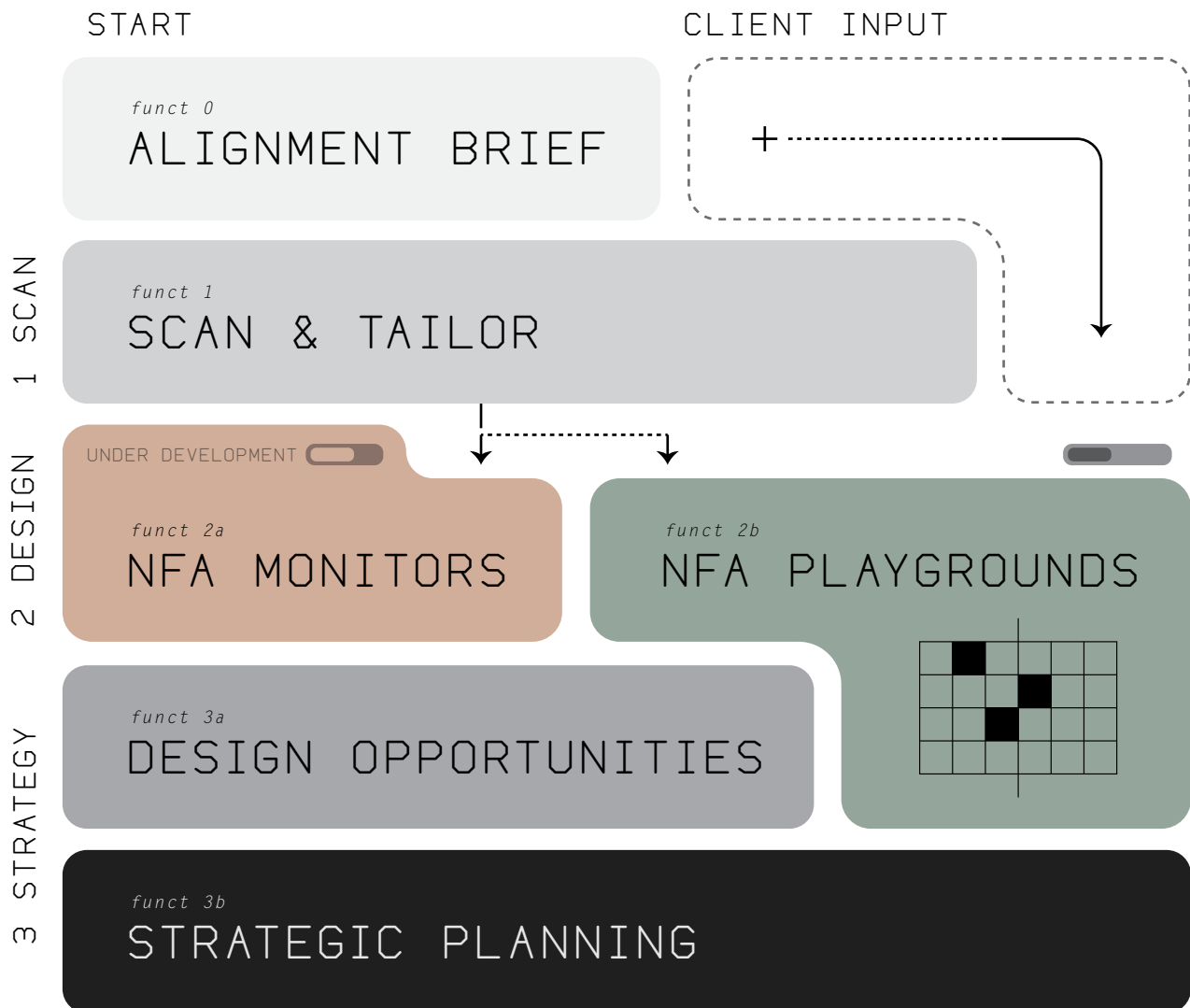
New Future Archetypes. Not just trend reports. Not just future scenarios. They are built on years of deep research into future potentials—distilled, modularized, and turned into a reservoir of strategic insight. Think of them as **playable innovation environments, adaptable to your business needs**. With these, you don't just observe the future—you test it, challenge it, and shape it to **uncover hidden opportunities** long before the competition.

PLAY TO UNVEIL
STRATEGIC
OPPORTUNITIES

Please scroll/swipe along


Normals

NEW FUTURE ARCHETYPES : A FUTURE-DRIVEN FRAMEWORK FOR FUNDAMENTAL INNOVATION



New Future Archetypes are like fictional travel destinations that **will help you think, explore, and uncover design and business opportunities** along the way.

Built on our **extensive corpus of scenarios and future visions**, each destination reveals a foundational shift from the status quo—providing the friction needed **to break away from outdated future clichés and hype**. They are **designed to be tailored to your needs**, and invite you to establish thriving branches of your business in these speculative worlds. We then analyze, select, and adapt discoveries to **activate strategies for the present**.

NEW FUTURE ARCHETYPES : HOW THEY WORK

funct 0

ALIGNMENT BRIEF

We first discuss your areas of interest, and **select archetypes that will work best for you.**

funct 1

SCAN & TAILOR

We research **signals, trends and drivers** to supplement our NFAs accordingly.

UNDER DEVELOPMENT ☐

funct 2a

NFA MONITORS

Taking the form of **bespoke digital dashboards**, we offer curated monitoring software to **track key data and indicators** relating to each NFA.

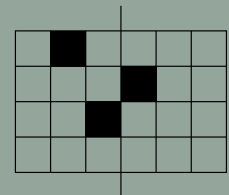
Under Development

First, we take you there:
NFAs are collections of **stories, future artifacts**, and **insights**.

Then, we play together:
We **immerse together in a workshop**, and you try **envision your organization** in our futures using **SWOT** analysis, **future wheels**, and **roleplay**.

funct 2b

NFA PLAYGROUNDS



funct 3a

DESIGN OPPORTUNITIES

We provide you with a document synthesizing the **most compelling strategic opportunities**.

funct 3b

STRATEGIC PLANNING

And finally: we bring **fiction to reality** with the support of our network of business analysts, providing **product / service forecasts, cost analysis**, and a **roadmap**.



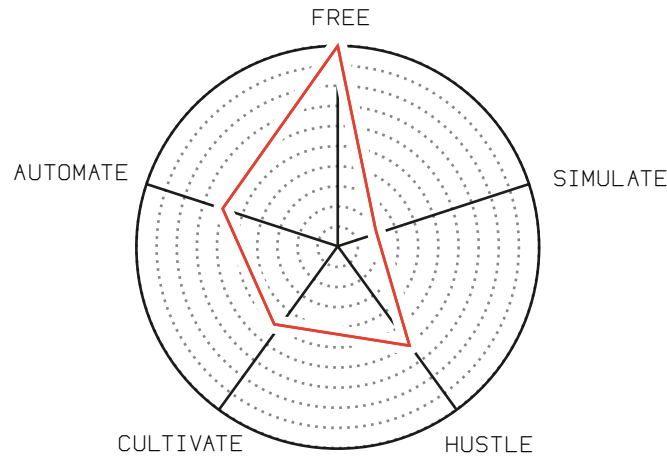
LET'S HAVE A
LOOK AT SOME
OF THESE
NEW FUTURE
ARCHETYPES,
OR 

Dynia



RATHER THAN WAIT FOR A SUDDEN END, THEY EMBRACE
RESILIENCE AND A COMFORTABLE COLLAPSE

Pyria



■ PYRIA - PREPARING FOR THE GOOD COLLAPSE

In **Pyria**, collapse is not a disaster—it is an opportunity. The state has accepted that the existing order **cannot last**, and instead of resisting, it is **strategically guiding its breakdown**. Cities are being redesigned for **durability over expansion**, supply chains are optimized for local resilience, and people are taught **how to live beyond the collapse**. Society is still functioning, but not to sustain the old world—only to lay the groundwork for **what comes after**.

■ FOUNDATIONAL SHIFT

Guided Systemic Decline & Post-Collapse Readiness

■ INNOVATION LEVERS

Endurance Design, Collapse-Proof Systems, Transition Economy

■ FUTURE BUSINESS TRACKS

Pre-Collapse Planning, Resource Conservation, Adaptive Infrastructure

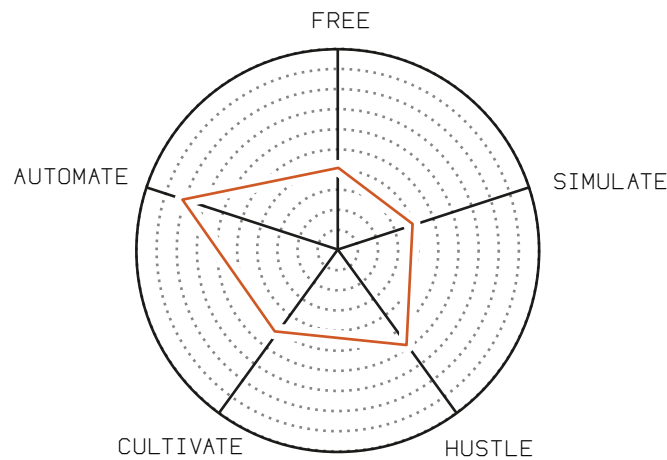
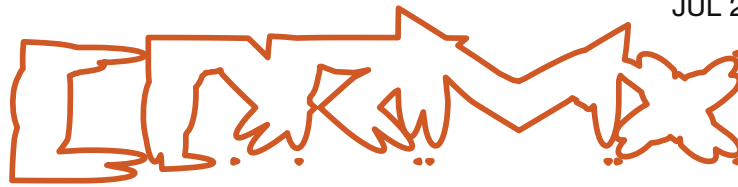
■ ECONOMIC OUTLINE

Personal labor > DIY production > Barter & resource pooling > Community survival

Every skill, every tool, and every piece of knowledge is **leveraged for survival**, creating a **self-sufficient barter economy** where waste is a crime and planning is everything.



A MEGALOPOLIS BUILT ON A LAKE MIGRATES TO 3D
PRINTED HABITAT AND ADOPTS A CRYPTO UNIVERSAL INCOME



CDRMX - THE ALGORITHMIC CITY-AS-A-SERVICE

Faced with **environmental collapse and water depletion**, **CDRMX** was built on a radical plan: relocate the city to the outskirts to restore the dried lake. Autonomous 3D printing constructs infrastructure on demand, while **algorithmic governance** drives transparency and efficiency. The private sector leads growth, and residents' actions influence their **crypto-based basic income**, promoting eco-friendly behavior. This adaptive city merges technology, governance, and market forces to create a dynamic urban ecosystem built for survival and regeneration.

FOUNDATIONAL SHIFT

Environmental Recovery & Algorithmic Urban Planning

INNOVATION LEVERS

Autonomous 3D Printing, Crypto-Economic Incentives, Water Restoration

FUTURE BUSINESS TRACKS

Infrastructure-as-a-Service, Water Recovery Solutions, Eco-Governance Platforms

ECONOMIC OUTLINE

Lake Recovery Plan > Autonomous 3D Printing > Urban Relocation
Resident Actions > Crypto Incentives > Dynamic Basic Income > Regenerative City

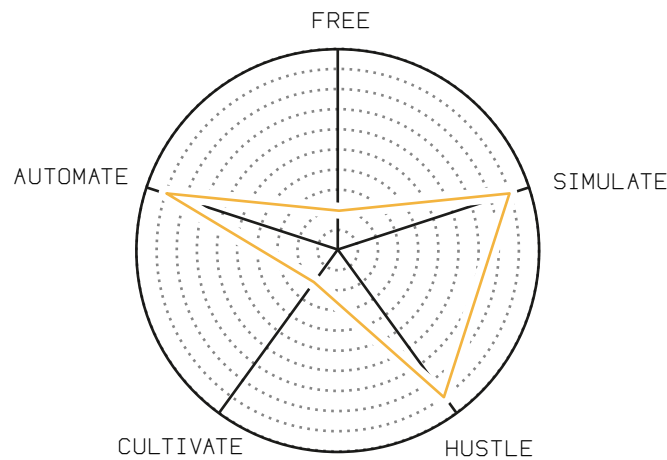
In **CDRMX**, value flows through **infrastructure built for survival**, merging technology, governance, and economics to ensure **long-term resilience** and **environmental regeneration**.

Zland



SEEKING TO ELIMINATE ANY OBSTACLE TO PROGRESS
THEY CARVE THEIR TECHNOSOCIAL KINGDOM INTO THE WAVES

Ilana



In **Ilana**, life is a game where **personal branding, attention capital, and digital influence** determine your worth. Floating beyond national laws, ILAND operates as a **hyper-optimized, gamified economy**, where every action is monetized, and identity is **fluid, curated, and transactional**. Augmented overlays shape reality, **romance is streamed**, and even physical interactions can be outsourced to synthetic bodies. While it promises **ultimate freedom and reinvention**, the system ensures **total performative control** – every choice is dictated by **engagement metrics, algorithmic incentives, and market forces**.

FOUNDATIONAL SHIFT

Gamified Libertarianism & Liquid Identity

INNOVATION LEVERS

Augmented Reality Economy, Biometric Monetization, Synthetic Socialization

FUTURE BUSINESS TRACKS

Algorithmic Matchmaking, Proxy Intimacy Services, Identity-as-a-Service Platforms

ECONOMIC OUTLINE

Attention Capital > Gamified Engagement > Algorithmic Monetization > Personal Branding Wealth

Value moves through an attention-based system where influence is the currency, and identity is endlessly marketable. Every interaction, relationship, and experience is optimized, tracked, and monetized – turning existence into a continuous performance.

 ARE:

- USEFUL VISIONS OF THE FUTURE TO CHALLENGE YOUR INNOVATION TEAM
- IDEAL IF YOU ARE LOOKING TO DIVERSIFY AND INNOVATE MORE RADICALLY
- BEST USED IN WORKSHOPS OR STRATEGIC CONSULTING
- FUN, BUT REALLY MEANT TO CREATE STRATEGIC OPPORTUNITIES (NOT LIKE 'WOW WE HAD FUN IMAGINING THE FUTURE, NOW BACK TO YOUR SPREADSHEETS')

THANK YOU!

GET IN TOUCH FOR MORE DETAILS
ON OUR NEW FUTURE ARCHETYPES

YES. HOW DO I DO THAT?

JUST HERE, RIGHT BELOW

AH OK, THANKS

BOOK A SPOT HERE

SSUP@NORMALFUTU.RE

MESSAGES – TELEGRAM – WHATSAPP
+33 647 009 453

N O R M A L S weaves design and strategy to change everything you think about the future. Founded in 2012 and operating internationally from their kimchi-smelling Berlin studio, the group expands possibilities of change and cuts through lazy expectations with bold visions, bolder designs, and bolderer methods. Their work – immersive prototypes, narrative thought experiments, weird objects, worldbuilding games, public speaking fictions – is as offbeat as it has been an unparalleled asset for collaborators such as SPACE10 (IKEA's innovation lab), the European Commission's Policy Lab, Evonik, or the German Federal Ministry of Education and Research (BMBF).