

Start here

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Get inspired with these examples of speculative products, services, and experiences that push the boundaries of what's possible. Then create your own.

# What if no one owned a home?

What if no one owned a home, but we all had somewhere to live? Enter a reality where private property is abolished, and housing is allocated based on your needs and desires. Explore lifestyle preferences, co-living choices, and lease durations. Reimagine how we live together in sustainable communities. Welcome home.



Source: MOD (2024)

What if no one  
owned a  
home?

# What if the future had a voice?

Do you ever wonder what future generations will think of us? If we knew in advance how our actions would affect those to come after us, how would we act? Covering ground from the present day up to 60,000 years into the future, these five Time Commissioners help us do just that. Hear their thoughts on climate, technology, education, culture, and more.



Source: MOD (2024)

What if the  
future had a  
voice?

# Future Library

One thousand trees have been planted in Nordmarka, a forest just outside Oslo, which will supply paper for a special anthology of books to be printed in one hundred years. Between now and then, one writer every year will contribute a text, with the writings held in trust, unpublished, until the year 2114.

*"Future Library is a living, breathing, organic artwork, unfolding over one hundred years. It will live and breathe through the material growth of the trees — I imagine the tree rings as chapters in a book. The unwritten words, year by year, activated, materialized. The visitor's experience of being in the forest, changing over decades, being aware of the slow growth of the trees containing the writers' ideas like an unseen energy." - Katie Paterson*



Source: Katie Paterson (2014)

DESIGN FICTION EXAMPLES

# Future Library

# Future Kitchen

What if your kitchen helped you live more sustainably? This IKEA kitchen encourages sustainable living with transparent storage, recipe suggestions, and space-efficient design. It includes a pantry with induction-cooling shelves, a table for living that uses leftovers creatively, a sink for mindful water usage, and a thoughtful disposal system to minimize waste. The design enhances the kitchen's warmth and creativity while integrating technology mindfully.



Source: IDEO (2015)

DESIGN FICTION EXAMPLES

# Future Kitchen

DESIGN FICTION EXAMPLES

# The Future of Books

# The Future of Books

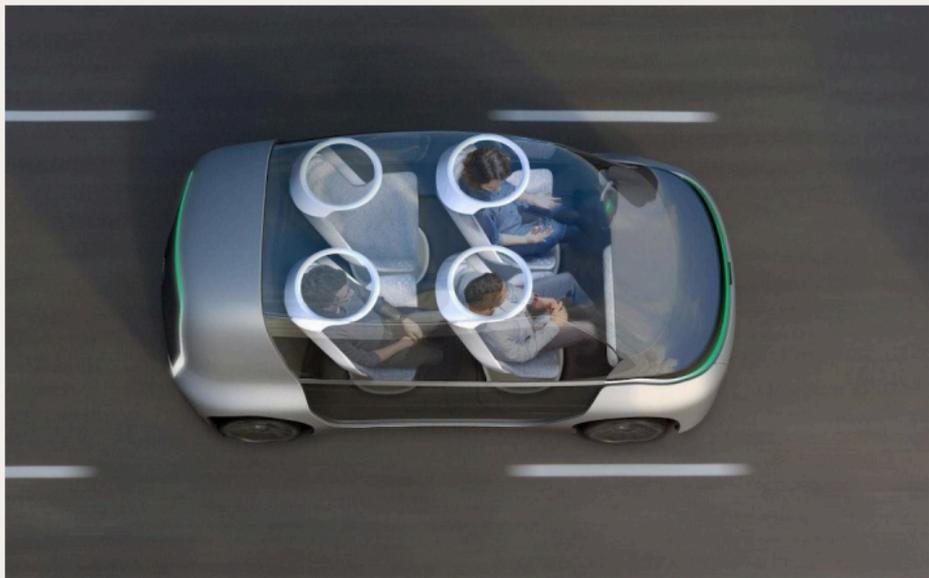
Meet Nelson, Coupland, and Alice — the faces of tomorrow's book. Nelson provides a contextualized reading platform that offers multiple perspectives, source reliability checks, historical discourse analysis, and diverse viewpoints, empowering readers to form independent opinions. Coupland enhances professional learning by curating industry-relevant reads through network-based recommendations, collaborative book clubs, and shared organizational libraries, fostering collective knowledge and engagement. Alice revolutionizes storytelling with an interactive narrative that evolves through the reader's active participation, incorporating real-world actions such as geographic triggers and character communication, blurring the lines between reality and fiction.



Source: IDEO (2010)

# The Future of Automobility

We're on the cusp of a revolution in transportation. What will streets teeming with self-driving cars really mean? *Moving People* changes to commuting with flexible, shared transit solutions, *Moving Things* uses autonomous delivery systems for goods, *Moving Spaces* converts vehicles into adaptable environments like mobile offices, and *Moving Together* enhances community connections through customized ride-sharing. Integrating autonomy into daily life enhances convenience, productivity, and social interaction.



Source: IDEO (2015)

DESIGN FICTION EXAMPLES

# The Future of Automobility

# Safe and Just Earth System Boundaries

What could be the social, cultural and economic benefits of living alongside a river whose flow has not been altered? How would the landscape change if shifted from our current overuse of fertilisers? How will we journey and commute through a thriving urban metropolis? These visualizations explore the transformative potential of sites if safe and just earth system boundaries were implemented and maintained.

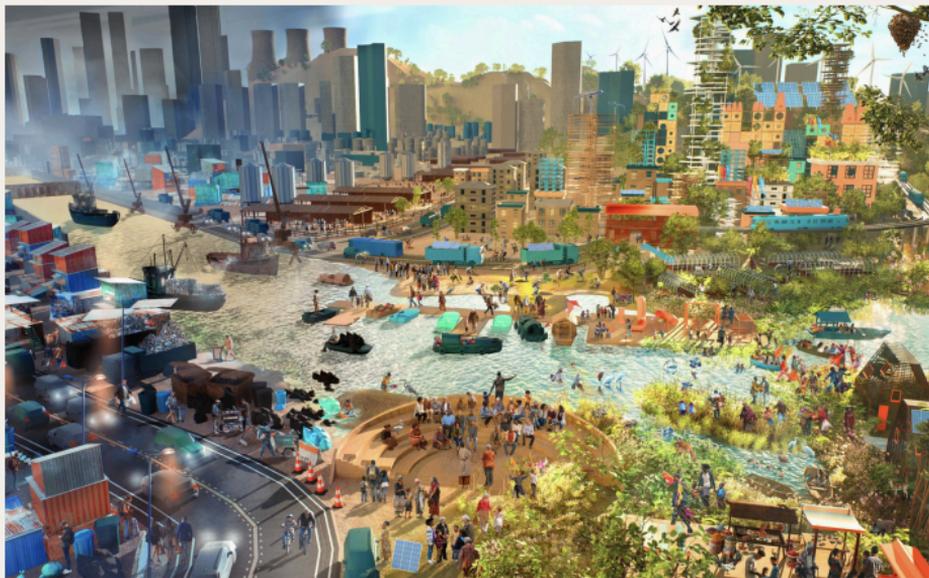


Source: Superflux (2024)

# Safe and Just Earth System Boundaries

# A Just World on a Safe Planet

Justice is a prerequisite for the safety of the planet and its people. These visualizations explore how interspecies justice, intergenerational justice, and intragenerational justice must become core principles in shaping new boundaries for our interconnected global commons.



Source: Superflux (2024)

# A Just World on a Safe Planet

# Vault of Life

It's 2071, and many of the world's ecosystems have suffered irreparable damage. The Vault of Life is an enormous genetic archive displaying 2400 crystal specimen jars, each etched with an image of a unique existing or extinct lifeform. Together, they reveal the deeply interconnected nature of all life.

Visitors time-travel to this future Earth to learn how humanity worked together to repair, restore and renew our ecology — imagining an alternative, more hopeful future for all species on the planet — while becoming agents of change.



Source: Superflux (2022)

DESIGN FICTION EXAMPLES

# Vault of Life

# Herbie

This charismatic plant automatically finds sources of light and water. But that's just the beginning. Herbie is able to make decisions on its own. What if Herbie could deliver and sell its own herbs and leaves to people? And if Herbie can sell and "earn" money, could it have a bank account? Could Herbie own things, vote, or even have planetary citizenship? Sensors measure Herbie's light, soil moisture, water reservoir, humidity, and temperature. And using artificial intelligence, it can make decisions about mobility and much more.



Source: Futurity Systems (2021)

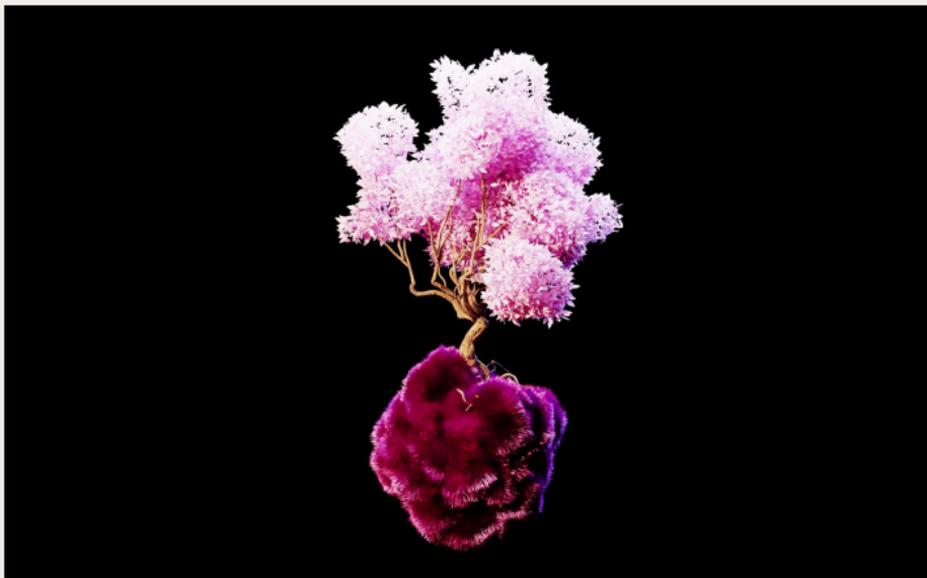
DESIGN FICTION EXAMPLES

# Herbie

# The Plantiverse

For millennia, humans have dominated Earth and its species, “domesticating” plants and animals while claiming ownership over nature and its resources. In the Plantiverse, plants use sensors to make decisions, move to fulfill their needs, and create digital art NFTs. These “NFTrees” are data visualizations of the health data of real trees and plants, functioning as digital twins. Humans can purchase these NFTrees, with the proceeds going directly to cryptowallets assigned to the plants. The plants then decide how to allocate the funds through a plant-governed digital organization.

Building on the Nature Rights movement, the Plantiverse explores how plants and other non-human beings can possess operational, financial, and even civil rights by actively participating in the economy and being regarded as equal participants.



Source: Futurity Systems (2022)

DESIGN FICTION EXAMPLES

# The Plantiverse

# Electronic Popsicle

Using electrical currents to activate taste receptors on the tongue, this electronic popsicle creates taste sensations without eating. By adjusting the signals, it can mimic various tastes. And if taste is separate from food, could other senses, like hearing, be linked to taste? In the future, could you taste sounds? Could musicians create flavors, or chefs compose music?



Source: Futurity Systems (2020)

DESIGN FICTION EXAMPLES

# Electronic Popsicle

# Store of Future Things

SOFT — The Store of Future Things — blends physical and digital technologies, arts, and sensations. It lets participants experience the future firsthand and discover their potential to shape it. SOFT is more than a store, it's a mix of a gallery, museum, and park. As trends like eCommerce, smart stores, virtual reality, last-mile delivery, subscription boxes, dark kitchens, and the Metaverse reshape urban commerce, SOFT is where the future happens first.



Source: Futurity Systems (2022)

# Store of Future Things

# 99¢ Futures

On February 9th, 2013 a pharmacy and 99¢ store on Flatbush Avenue in downtown Brooklyn held a "Time-Warp Opening" selling a variety of products one might desire in the future; from space suit lining-replacements, to DIY organ-transplant kits, to life form creation tools. Products like Benzene Vapor Refills, Mars Survival Kits, and Triple-Nipple Baby Bottles sold like hot cakes at the one-night-only event. Throughout the evening, regulars and guests strolled the aisles, inspecting items, starting up conversations with strangers, and purchasing the futures that spoke to them.



Source: Extrapolation Factory (2013)

DESIGN FICTION EXAMPLES

# 99¢ Futures

# Jobs from the Future

Kids entering primary school today will work in jobs that don't yet exist. So how can we prepare them? This Instagram account showcases imaginative future jobs envisioned by children in futures workshops. Inspired by speculative design, these workshops use creative activities, role-playing, and digital experiences to help kids explore their passions and imagine new professions.



Source: Wongsathon Choonhavan (2020)

# Jobs from the Future

# Cricket Crunch Cereal

Cricket Crunch is a new kind of cereal made with protein-rich crickets, offering a sustainable alternative to traditional breakfast foods. By using crickets as an eco-friendly ingredient, it reduces environmental impact while providing essential nutrients. This cereal challenges conventional food norms and encourages more sustainable eating habits for the future.



Source: Near Future Laboratory (2022)

DESIGN FICTION EXAMPLES

# Cricket Crunch Cereal

# Leselyst Digital Platform

*Leselyst* is an AI-driven cultural accessibility platform that brings all new literature together in one digital space. It offers audiobooks and other digital formats, making literature more accessible to diverse audiences. By using AI, it personalizes recommendations and enhances the experience, bridging gaps in cultural inclusion, participation and education.



Source: Arts Council Norway (2021)

DESIGN FICTION EXAMPLES

# Leselyst Digital Platform

# Grassroots Creative Resistance

This decentralized art movement thrives on DIY culture, fueled by micro-patronage and crowdfunding. It empowers independent creators to produce and share art outside traditional systems. Through small donations and community support, artists can sustain their work, amplify social issues, and challenge mainstream narratives. This movement fosters a dynamic, participatory cultural landscape, redefining how art is funded and shared.



Source: Arts Council Norway (2021)

# Grassroots Creative Resistance

# A Theater Credit Program

Every citizen receives €1,000 a month to spend on theater, either attending performances, participating in productions, or taking creative sabbaticals.

# A Theatre Credit Programme

# Teach Stand-Up Comedy

Encouraging workers in industries being transformed (e.g., sanitation, healthcare) to use comedy to critique and reimagine their fields.

# Teach Stand-Up Comedy

# A Skills and Design Library for Changemakers

A repository of speculative and practical design concepts for changemakers to draw from and contribute to.

# A Skills and Design Library for Changemakers

# Imagination Houses

Dedicated spaces for fostering storytelling, world-building, and participatory imagination projects.

DESIGN FICTION EXAMPLES

# Imagination Houses

# The Ministry of Imagination

A government body that playfully reinvents itself, constantly shifting forms to meet the needs of an evolving society.

DESIGN FICTION EXAMPLES

# The Ministry of Imagination

# Reviving the City-State

Replacing nation-states with bio-regional, citizen-led, city-states that prioritize long-term governance and ecological sustainability.

# Reviving the City-State

# Quiet Weekends for Cities

Cars and noise pollution are eliminated for specific days, allowing city dwellers to experience a transformed urban soundscape.

# Quiet Weekends for Cities

# Daydreaming Infrastructure

Publicly funded centers for rest, imagination, and unstructured creative thinking, complete with submersible pools, immersive experiences, and hammocks for resting.

DESIGN FICTION EXAMPLES

# Daydreaming Infrastructure

# Climagination

A climate-focused gamification platform that allows users to compete with athletes and public figures to unlock real-world sustainability rewards.

DESIGN FICTION EXAMPLES

# Climagination