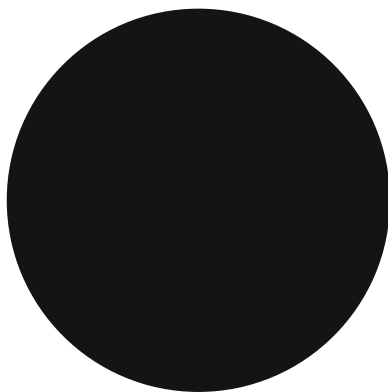


# Design Futuring: An Introduction

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Design Futuring is a broad research approach that includes a suite of methods to consider possible, preferable or avoidable futures.



## Design Futuring: An Introduction

Design Futuring proposes creative processes for exploring the future contexts of your designs in ways that are more nuanced than dystopias and utopias. Design Futuring is related to 'future studies', 'speculative design' and 'strategic foresight'.

### What is it?

The focus of design futuring is on thinking about alternative futures because it 'reminds us that while we cannot predict a particular future always accurately, by focusing on a range of alternatives, we can better prepare for uncertainty, indeed, to some extent embrace uncertainty' (Inayatullah 2008, p 6).

Design Futuring tools may include the double variable method (Galtung 1998), STEEP analysis, scenario design, personas, and cultural probes.

Design Futuring is also the title of an important book by Australian design theorist Tony Fry.

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### References

- Fry, T. 2009, *Design Futuring*. Oxford: Berg.
- Galtung, J. 1998, *Essays in Peace Research*, Vols. 1-6, Copenhagen: Christian Ejlert.
- Inayatullah, S. 2008, *Six pillars: futures thinking for transforming*. Foresight, 10(1)

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### Examples of Futuring as Design Research

Dunne and Fiona Raby's 'United Micro Kingdoms' project

- [www.unitedmicrokingdoms.org](http://www.unitedmicrokingdoms.org)

The Institute for the Future

- [www.iftf.org/home/](http://www.iftf.org/home/)

UTS Institute for Sustainable Futures

- [www.uts.edu.au/research-and-teaching/our-research/institute-sustainable-futures](http://www.uts.edu.au/research-and-teaching/our-research/institute-sustainable-futures)