

**THE
FUTURE
IS
INTERACTIVE**

**JOHN A. SWEENEY
COO & CHIEF FUTURIST
JOHN@ETCH.WORK
@ALOHA_FUTURES**



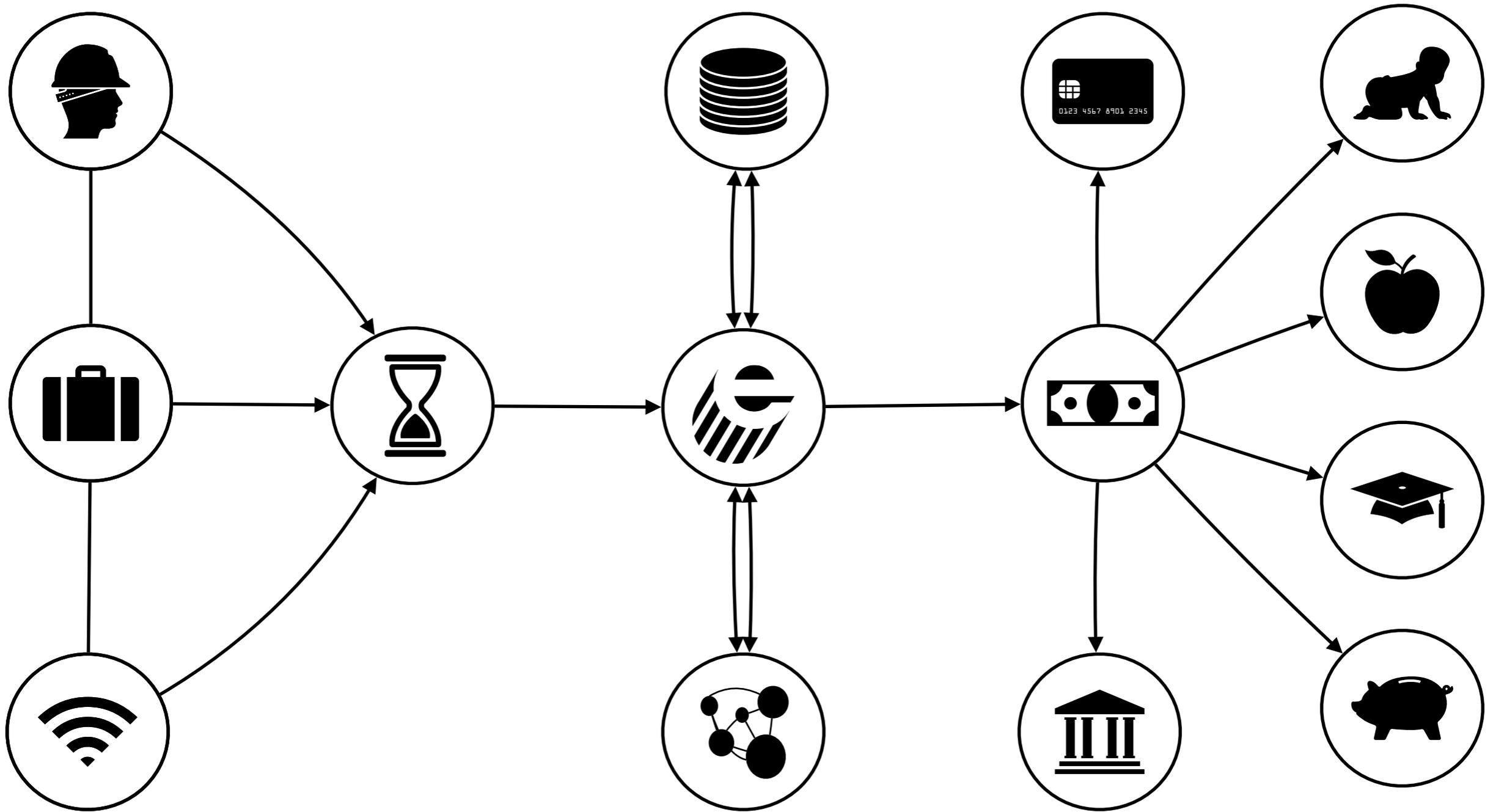


EXCHANGES OF VALUE HAVE MUTATED OVER TIME



etch.

It's time for money to get smart



#etcheconomy



GENERAL DECLARATION

(Outward/Inward)

AGRICULTURE, CUSTOMS, IMMIGRATION, AND PUBLIC HEALTH

Owner or Operator NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Marks of Nationality and Registration U.S.A. Flight No. APOLLO 11 Date JULY 24, 1969

Departure from MOON (Place and Country) Arrival at HONOLULU, HAWAII, U.S.A. (Place and Country)

FLIGHT ROUTING

("Place" Column always to list origin, every en-route stop and destination)

PLACE	TOTAL NUMBER OF CREW	NUMBER OF PASSENGERS ON THIS STAGE	CARGO
CAPE KENNEDY	COMMANDER NEIL A. ARMSTRONG		
MOON	<i>Neil A. Armstrong</i>	<u>Departure Place:</u> Embarking NIL	MOON ROCK AND MOON DUST SAMPLES Cargo Manifests Attached
JULY 24, 1969 HONOLULU	COLONEL EDWIN E. ALDRIN, JR.	Through on same flight NIL	
	<i>Edwin E. Aldrin, Jr.</i>	<u>Arrival Place:</u> Disembarking NIL	
	<i>Michael Collins</i>	Through on same flight NIL	
	LT. COLONEL MICHAEL COLLINS		

Declaration of Health

Persons on board known to be suffering from illness other than airsickness or the effects of accidents, as well as those cases of illness disembarked during the flight:

NONE

Any other condition on board which may lead to the spread of disease:

TO BE DETERMINED

Details of each disinsecting or sanitary treatment (place, date, time, method) during the flight. If no disinsecting has been carried out during the flight give details of most recent disinsecting:

Signed, if required

Crew Member Concerned

For official use only

HONOLULU AIRPORT
Honolulu, Hawaii
ENTERED

Ernest J. Murray
Customs Inspector

I declare that all statements and particulars contained in this General Declaration, and in any supplementary forms required to be presented with this General Declaration are complete, exact and true to the best of my knowledge and that all through passengers will continue/have continued on the flight.



FLIGHT ROUTING

("Place" Column always to list origin, every en-route stop and destination)

PLACE	TOTAL NUMBER OF CREW	NUMBER OF PASSENGERS ON THIS STAGE	CARGO
CAPE KENNEDY	COMMANDER NEIL A. ARMSTRONG		
	<i>Neil A. Armstrong</i>		
MOON		<u>Departure Place:</u>	
		Embarking NIL	MOON ROCK AND MOON DUST
JULY 24, 1969 HONOLULU	COLONEL EDWIN E. ALDRIN, JR.	Through on same flight NIL	<u>SAMPLES</u> Cargo
	<i>Edwin E. Aldrin</i>	<u>Arrival Place:</u>	Manifests Attached
		Disembarking NIL	
	<i>Michael Collins</i>	Through on same flight NIL	
	— LT. COLONEL MICHAEL COLLINS		

**CUSTOMS DECLARATION FORM
SIGNED BY ALL THREE APOLLO 11
ASTRONAUTS ON JULY 24, 1969.**



MOON	<i>Michael Collins</i>	<u>Departure Place:</u>	MOON ROCK AND MOON DUST SAMPLES Cargo Manifests Attached
JULY 24, 1969 HONOLULU	COLONEL EDWIN E. ALDRIN, JR.	Embarking NIL	
	<i>Edwin E. Aldrin</i>	Through on same flight NIL	
	<i>Michael Collins</i>	<u>Arrival Place:</u>	
	LT. COLONEL MICHAEL COLLINS	Disembarking NIL	
		Through on same flight NIL	

Declaration of Health

Persons on board known to be suffering from illness other than airsickness or the effects of accidents, as well as those cases of illness disembarked during the flight:

NONE

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TO BE DETERMINED

For official use only

HONOLULU AIRPORT
Honolulu, Hawaii
ENTERED

Ernest J. Murra
Customs Inspector

TO BE DETERMINED?!?!?



“WE ARE IN THE POSITION OF A TOURIST WHO IS PLANNING A JOURNEY WITH THE HELP OF A GUIDEBOOK THAT IS ALREADY OUT OF DATE.”

– BETRAND DE JOUVENEL



**"IMAGES
OF THE
FUTURE"**





SETTLERS OF CATAN



**FORESIGHT IS
"THE ART OF
ANTICIPATION
BASED ON THE
SCIENCE OF
EXPLORATION"**
-ZIA SARDAR





**"YOU CAN DISCOVER MORE ABOUT A PERSON IN AN HOUR
OF PLAY THAN IN A YEAR OF CONVERSATION."
– (PROBABLY NOT) PLATO**



SERIOUS PLAY



TACTICAL PLAY & STRATEGIC CREATIVITY



POLAK GAME



OPTIMISTIC



PESSIMISTIC



OPTIMISTIC

AGENCY

DESTINY

PESSIMISTIC

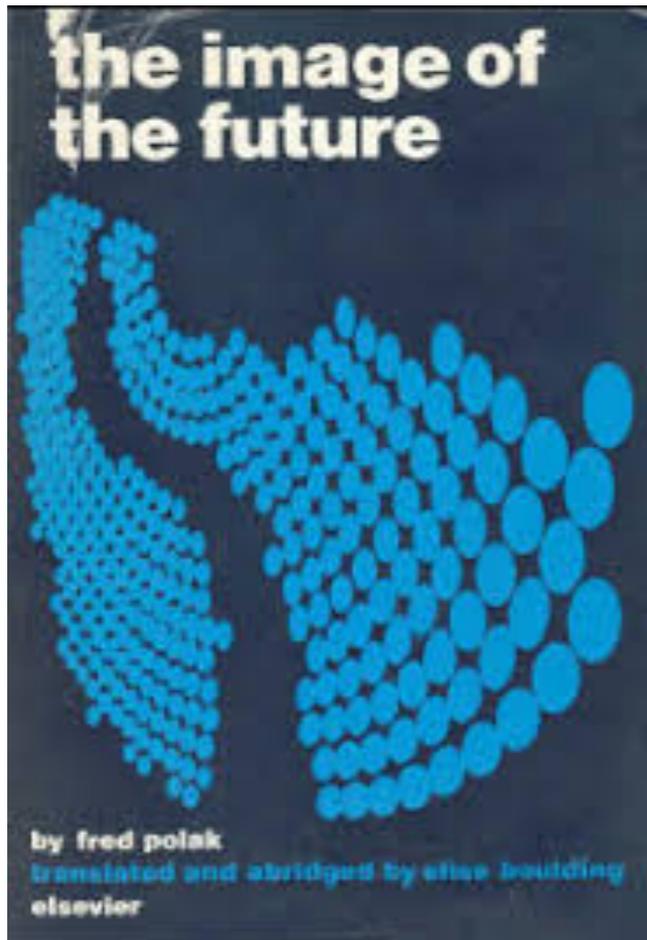


LET'S PLAY!



UNPACKING THE POLAK GAME





"THE RISE AND FALL OF IMAGES OF THE FUTURE PRECEDES OR ACCOMPANIES THE RISE AND FALL OF CULTURES. AS LONG AS A SOCIETY'S IMAGE IS POSITIVE AND FLOURISHING, THE FLOWER OF CULTURE IS IN FULL BLOOM. ONCE THE IMAGE BEGINS TO DECAY AND LOSE ITS VITALITY HOWEVER, THE CULTURE DOES NOT LONG SURVIVE"

- FRED POLAK



The Polak Game, Or: Where Do You Stand?

Peter Hayward
Swinburne University of Technology
Australia

Stuart Candy
Carnegie Mellon University
USA

Abstract

This article describes the origins and uses of a classroom and workshop activity called "The Polak Game" or "Where do you Stand?". Over a dozen years of use to date, the game has provided a user-friendly structure for facilitating quite far-reaching conversation among foresight students and clients. Duration is flexible, but typically runs 30-60 minutes. It represents an effective and accessible approach to introducing "images of the future" as a basic property of both cultures and individuals, and so to pave the way for more advanced tools and frameworks. The article is in two parts, covering the experiences of the two authors.

Keywords: Facilitation, Foresight Pedagogy, Futures Literacy, Game Design, Group Activities, Images of the Future, Embodiment.

PART I: Origin and Orientation (Peter Hayward)

The Polak Game was a magical development arising from a surprising source.

The Image of the Future is a famous text in the history of futures studies, written by the Dutch sociologist Frederik Lodewijk Polak (1961). The author, who was Jewish, survived the Holocaust hiding out in German-occupied Netherlands, and went on to write this magnum opus about how various human cultures have shaped their own destinies through their collective images of the future (van der Helm, 2005).¹

It is a book of its time in which Polak takes a swing at some big post-WW2 themes, including Christianity, Marxism, Utopia, and Culture, to name a few. It's a ripping read.

In such a far-reaching work—over 800 pages in the original two volumes, though less than half that in the abridged edition²—I became fascinated by a particular passage explaining the role played by Optimism and Pessimism in the power of the image of the future. I have reread this single paragraph many times.

It will be helpful to make distinctions between optimism and pessimism along the lines of the concepts of Seinnüssen, "what must be," and Seinsollen "what ought to be." It would then be possible

Journal of Futures Studies, December 2017, 22(2): 5–14

"HUMANS CONSTRUCT NARRATIVES FROM THEIR OWN EXPERIENCE AND SENSE OF THE WORLD. YOU COULD SAY THAT WE STAND ON OUR INDIVIDUAL ONTOLOGY. WHAT THE GAME CAN REVEAL TO PLAYERS IS THAT WE EACH NEED TO MEET OTHERS WHERE THEY ARE, AND LISTEN TO THEIR ONTOLOGIES, BEFORE WE HAVE ANY CHANCE OF CREATING A SHARED ONE."



**"IT IS BETTER TO BE
SURPRISED BY A
SIMULATION THAN
BLINDSIDED
BY REALITY."**

- DUNAGAN & CANDY







JRC SCIENCE FOR POLICY REPORT

2035

Paths towards a sustainable EU economy

Sustainable transitions and the potential of eco-innovation for jobs and economic development in EU eco-industries 2035

Foresight Series

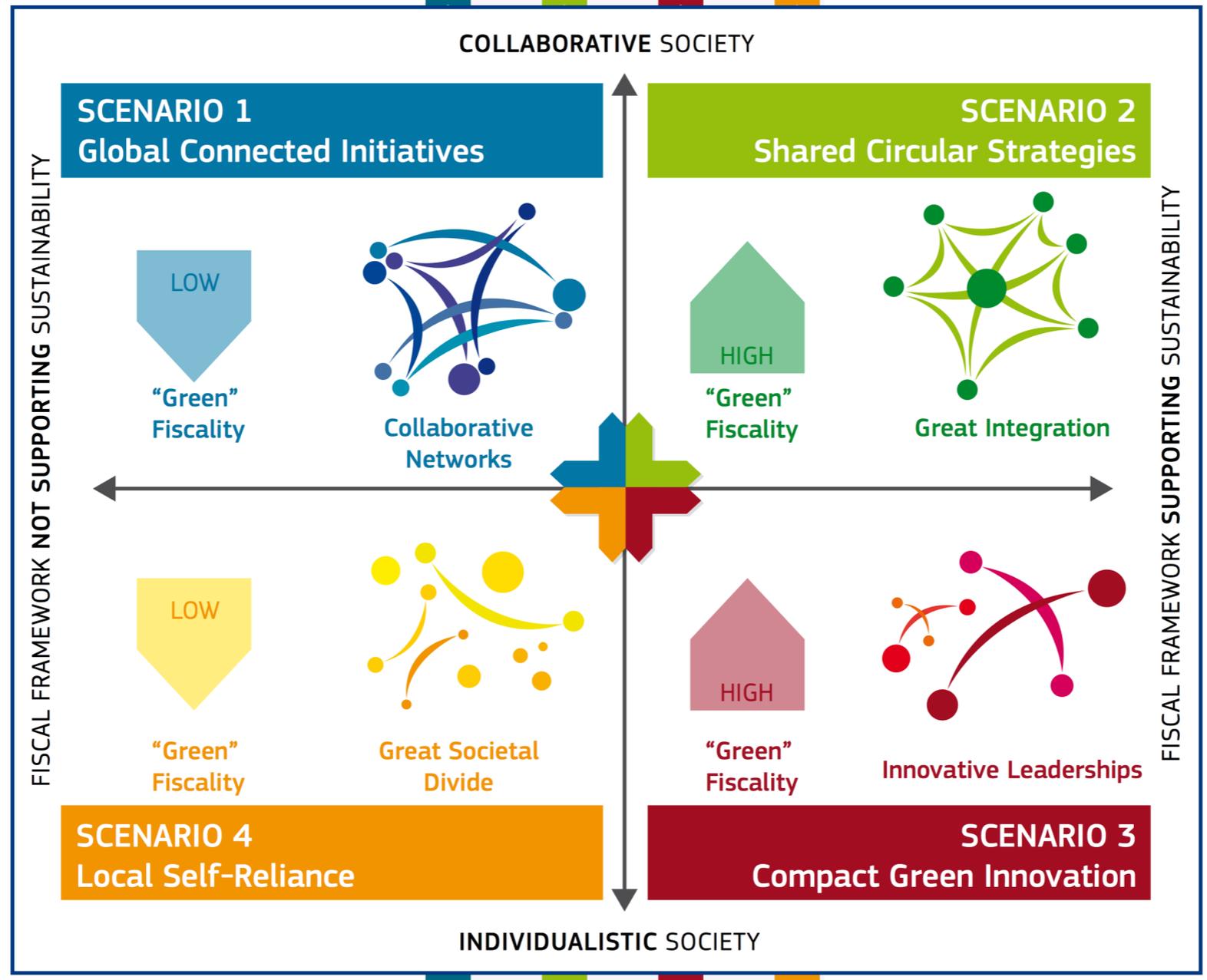
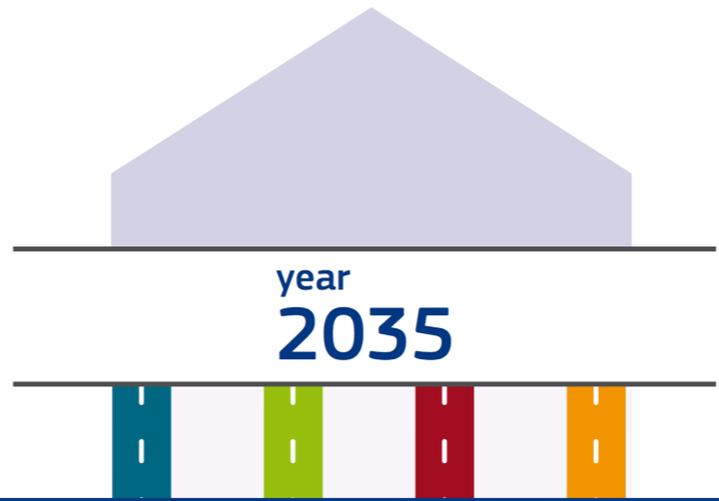
Laurent Bontoux
Daniel Bengtsson

2015



"THIS FORESIGHT STUDY AIMED AT DEVELOPING LONG-TERM VISIONS FOR ECO-INDUSTRIES (HORIZON 2035), IDENTIFYING RELEVANT TRENDS AND DRIVERS, HIGHLIGHTING IMPLICATIONS FOR EU POLICIES AND DESCRIBING REALISTIC AND DESIRABLE POSSIBLE FUTURES."





EUROPEAN COMMISSION JRC SES



<https://blogs.ec.europa.eu/eupolicylab>



The Boston Globe

SUNDAY, APRIL 9, 2017

DEPORTATIONS TO BEGIN

President Trump calls for tripling of ICE force; riots continue

Curfews extended in multiple cities

PRESIDENT TRUMP has set in motion one of his most controversial campaign promises, calling on Congress to fund a “massive deportation force” by tripling the number of federal Immigration and Customs Enforcement agents.

The president made the announcement in a nationally televised address last night from the Old Post Office building in Washington, D.C., now a Trump International Hotel. In a surprise move after the speech, Trump invited Attorney General Chris Christie to stand right next to him at the podium to field questions. “#no_side_eye for Christie this time,” tweeted Fox News Channel reporter Megyn Kelly, who was covering the speech from a sports bar near Rockefeller Center because she has been placed on a White House blacklist.

Although Trump reiterated his promise to eject some 11.3 million illegal workers on a two-year timetable — “so fast that your head will spin” — he also promised to “do it humanely.” He did not immediately offer details but said he intends to flesh out the policy with special adviser George Papado-



**LIVE NOW:
PRESIDENT
ADDRESSES
THE NATION**

BREAKING NEWS

TRUMP: DEPORT ILLEGALS ‘SO FAST YOUR HEAD WILL SPIN’

Markets sink as trade war looms

WORLDWIDE STOCKS plunged again Friday, completing the worst month on record as trade wars with both China and Mexico seem imminent.

Markets from the Dow to the FTSE to the Nikkei have sunk on speculation that China is dumping some of its US Treasury holdings after the Trump administration announced tariffs as high as 45 percent for all Chinese imports and 35 percent for some Mexican goods.

“I don’t mind trade wars when we’re losing \$58 billion a year,” the president said last year. But Chinese officials have made it no secret that they will not let tariffs go unanswered.





Boston Globe Envisions Donald Trump Presidency With Mock Front Page



Trending on NYTimes



The Man Who Cracked the Lottery



Trump Is Said to Know of Hush Payment Months Before He Denied It



Hawaii Evacuations Grow as Volcano Menaces Homes



Kentucky Derby 2018: Odds, Predictions and Analysis



PROBABLE



PROBABLE
PLAUSIBLE



PROBABLE
PLAUSIBLE
PROJECTED



PROBABLE
PLAUSIBLE
PROJECTED
POSSIBLE



PROBABLE
PLAUSIBLE
PROJECTED
POSSIBLE
PREFERABLE



PROBABLE
PLAUSIBLE
PROJECTED
POSSIBLE
PREFERABLE
PREPOSTEROUS

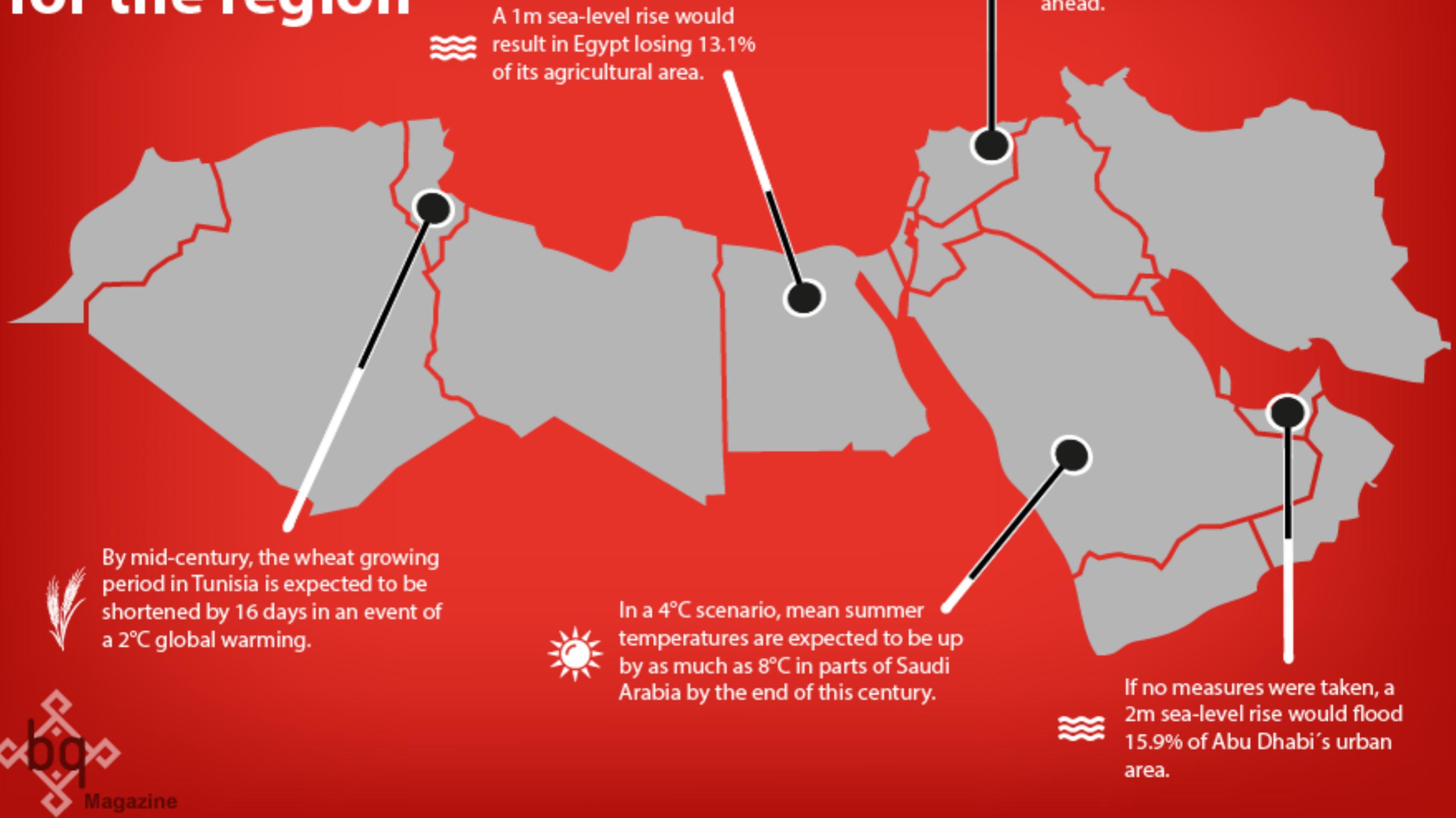


**PROBABLE
PLAUSIBLE
PROJECTED
POSSIBLE
PREFERABLE
PREPOSTEROUS**

-JOSEPH VOROS



Global warming scenarios for the region



CLIMATE CHANGED

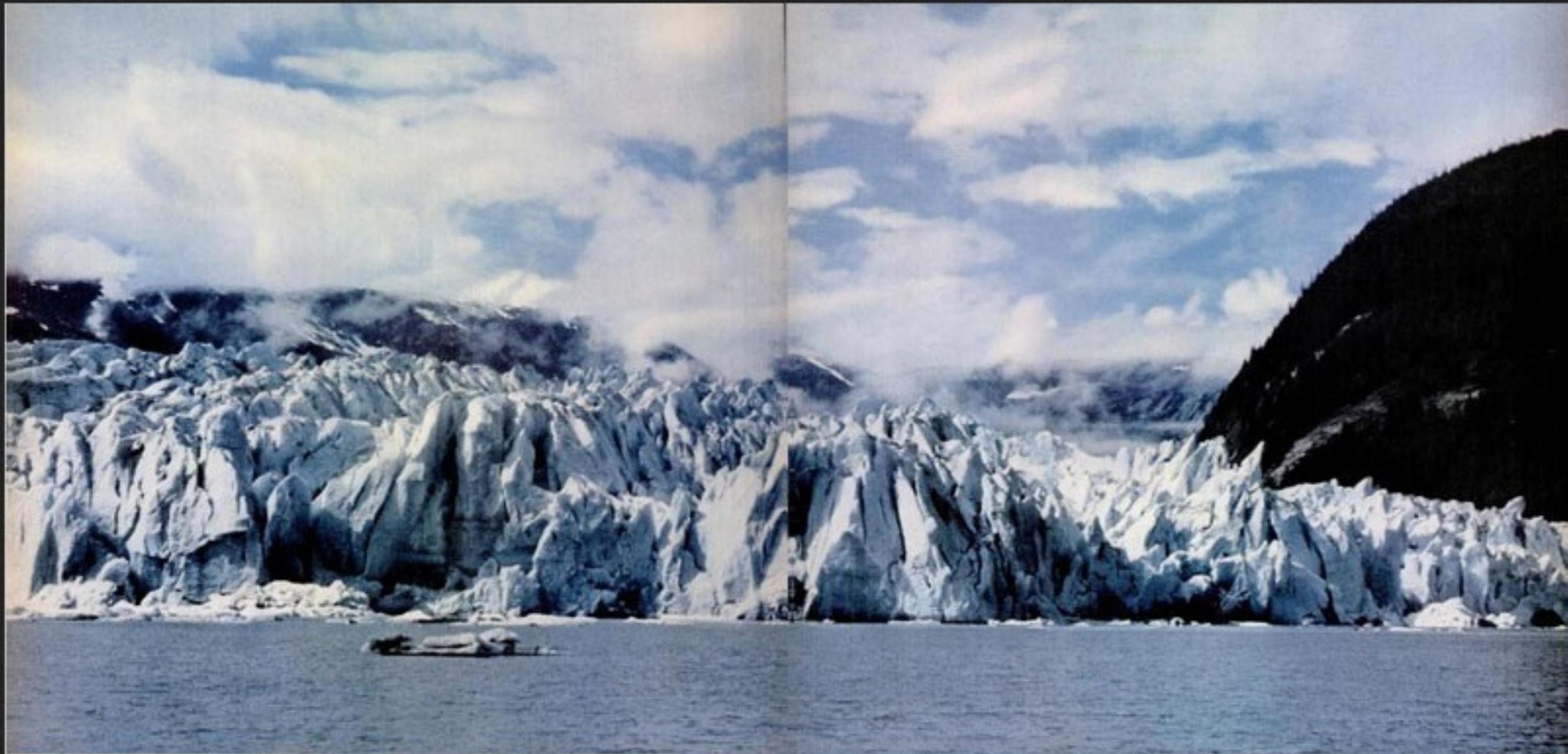




SO MUCH FOR GLOBAL WARMING

CLIMATE CHANGE DENIERS





PERITO MORENO GLACIER, ARGENTINA, IS A RIVER OF ICE STRAYING 370 SQUARE MILES. YET THE PETROLEUM ENERGY HUMBLE SUPPLIES AMERICA COULD MELT IT AT THE RATE OF 7 MILLION TONS A DAY!

EACH DAY HUMBLE SUPPLIES ENOUGH ENERGY TO MELT 7 MILLION TONS OF GLACIER!

This giant glacier has remained unmelted for centuries. Yet, the petroleum energy Humble supplies—converted into heat—could melt it at the rate of 80 tons each second! To meet the nation's growing needs for energy, Humble has applied science to nature's resources to become America's Leading Energy Company. Working wonders with oil through research, Humble provides energy in many forms—to help heat our homes, power our transportation, and to furnish industry with a great variety of versatile chemicals. Stop at a Humble station for new Enco Extra gasoline, and see why the "Happy Motoring" Sign is the World's First Choice!

HUMBLE
OIL & REFINING COMPANY
America's Leading Energy Company



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THE UNTHINKABLE CAN BECOME THE UNAVOIDABLE







1992



2007



× **REDSTONE**
INSIDE THE FAMILY FEUD

WHO TO
BLAME FOR
COLLEGE
COSTS

\$60 OIL?
BELIEVE IT

RETIREMENT GUIDE
REARRY OR SHACK UP?
DYING WITHOUT A WILL

NOVEMBER 12, 2007 | WWW.FORBES.COM

Forbes

Nokia

ONE BILLION
CUSTOMERS—
CAN ANYONE
CATCH THE
CELL PHONE KING?



PLUS
11 GADGETS WE LOVE

Olli-Pekka Kallalavuo
Chief Executive

54 99 | Canada 56 99



**FORBES IN
NOVEMBER 2007.**





WHERE DOES UNCLE JOHN LIVE?





[Report a problem](#)







2014 #selfie

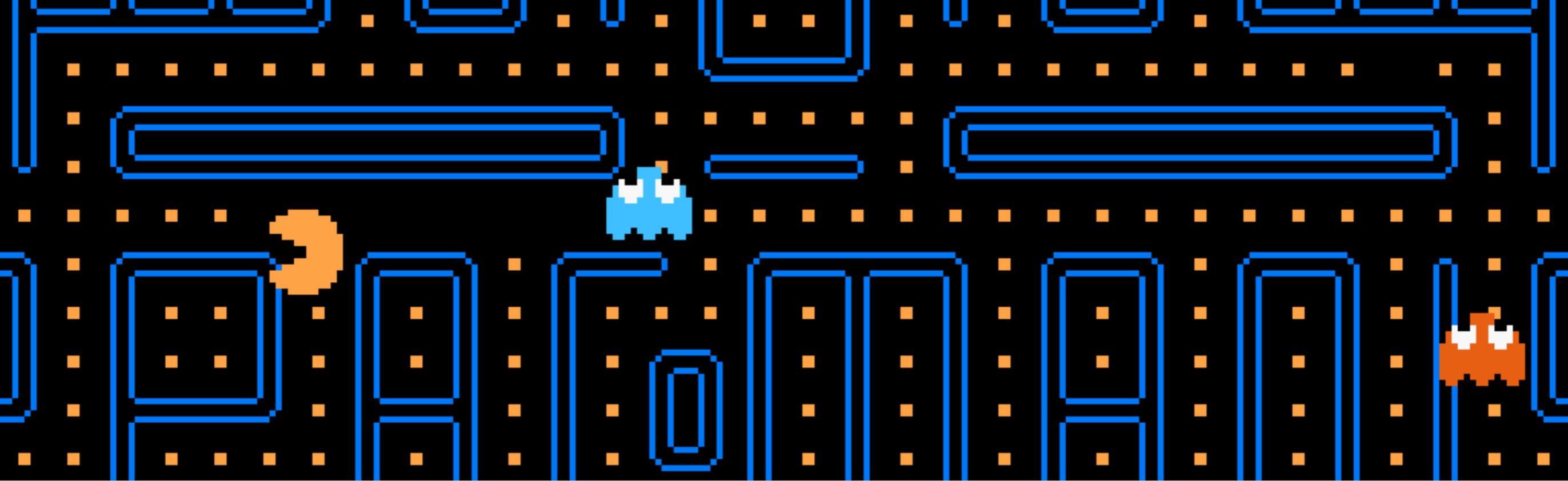


1920's selfie



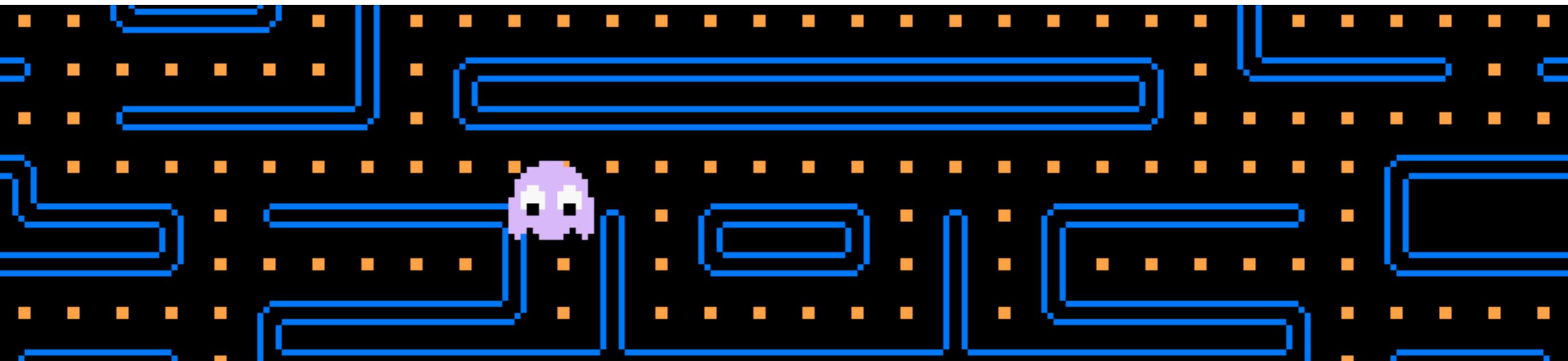
THE WAY THE PHOTOGRAPH WAS MADE
ON THE ROOF OF THE MARCEAU STUDIO
FIFTH AVE OPPOSITE ST. PATRICK'S CATHEDRAL
DEC. 1920





"CULTURE EATS STRATEGY FOR BREAKFAST."

- PETER DRUCKER



MANAGING VS. NAVIGATING



BROADCASTING VS. ENGAGING



COLLABORATION VS. COMPETITION



STRATEGY VS. TACTICS





RIDING ON A TRAIN





**RIDING ON
A TRAIN**



**KAYAKING
DOWN A RIVER**





**RIDING ON
A TRAIN**



**KAYAKING
DOWN A RIVER**



**SAILING
ON THE SEA**





**RIDING ON
A TRAIN**



**KAYAKING
DOWN A RIVER**



**SAILING
ON THE SEA**



**ROLLING
DICE**





**RIDING ON
A TRAIN**



**KAYAKING
DOWN A RIVER**



**SAILING
ON THE SEA**



**ROLLING
DICE**



DECIDED



**RIDING ON
A TRAIN**



**KAYAKING
DOWN A RIVER**



**SAILING
ON THE SEA**



**ROLLING
DICE**



DECIDED

CHANCE



**RIDING ON
A TRAIN**



**KAYAKING
DOWN A RIVER**



**SAILING
ON THE SEA**



**ROLLING
DICE**



**ANY USEFUL
IDEA ABOUT THE
FUTURE SHOULD
APPEAR TO BE
RIDICULOUS***

-DATOR'S 2ND LAW OF THE FUTURE



*** BUT NOT ALL
RIDICULOUS
IDEAS ARE
USEFUL**

-DATOR'S 2ND LAW OF THE FUTURE



**MAY ALL YOUR
FUTURES BE
PREFERRED!**

**JOHN A. SWEENEY
COO & CHIEF FUTURIST
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@ALOHA_FUTURES**

