

Tapping Your Inner Futurist

# Imagining the Futures of Creative Placemaking



Garry Golden

[www.garrygolden.com/November1](http://www.garrygolden.com/November1)

**Start**

**End**



***Warm up  
Foresight 101***



**Drivers of Change  
Demographics + Data**

**drigo**

***Scanning Tool***



***Discussion***

# Warm Ups



“More or Less”  
Session Warm-up



“That’s Great”  
Session Warm-up

# Warm Up



More or Less  
Meeting Warm-up

- Context of Three Horizon Thinking
  - Horizon 1 – Respond to Current Era (Analysis)
  - Horizon 2 – Align to Emerging Era (Exploration)
  - Horizon 3 – Create Era (Speculation)
- Surface assumptions about change
- Give voice to people in room

# Warm up



“That’s Great”

Person 1: (Delivers bad news)

Person 2: “That’s great, positive response”

Person 1: “That’s great, we can also do xyz

Person 2: “That’s great, we can do...”



“That’s Great”

Executives at GM

Person 1: NYC banning human driven cars by 2030

Person 2: “That’s great, we can make money managing self-driving car fleets”

Person 1: “That’s great, we can make money per mile, not per vehicle sold. Our customer is New York City.

Person 2: “That’s great, we can reduce manufacturing footprint and inventory”

# “That’s Great”



Find a Partner

Person 1: (Delivers bad news)

Person 2: “That’s great, positive response”

Person 1: “That’s great, we can also do xyz

Person 2: “That’s great, we can do...”

Possible Bad News..

You cannot get tenure if you pursue creative placemaking as a research agenda.

**There is a protest about \_\_\_\_\_ planned tonight at your program.**

**We love the project but your creative placemaking budget has been cut in half.**

**You must have surveillance video recording at all your events**



“That’s Great”

- Fun, high energy
- Builds mental muscles for positive reactions
- Borrows from ‘Improv’ Innovation
  - Yes, and
  - Make Your Partner Look Good
  - Tell a Story with Motivations
- Dynamic: You can come with pre-set starters or let them make it up





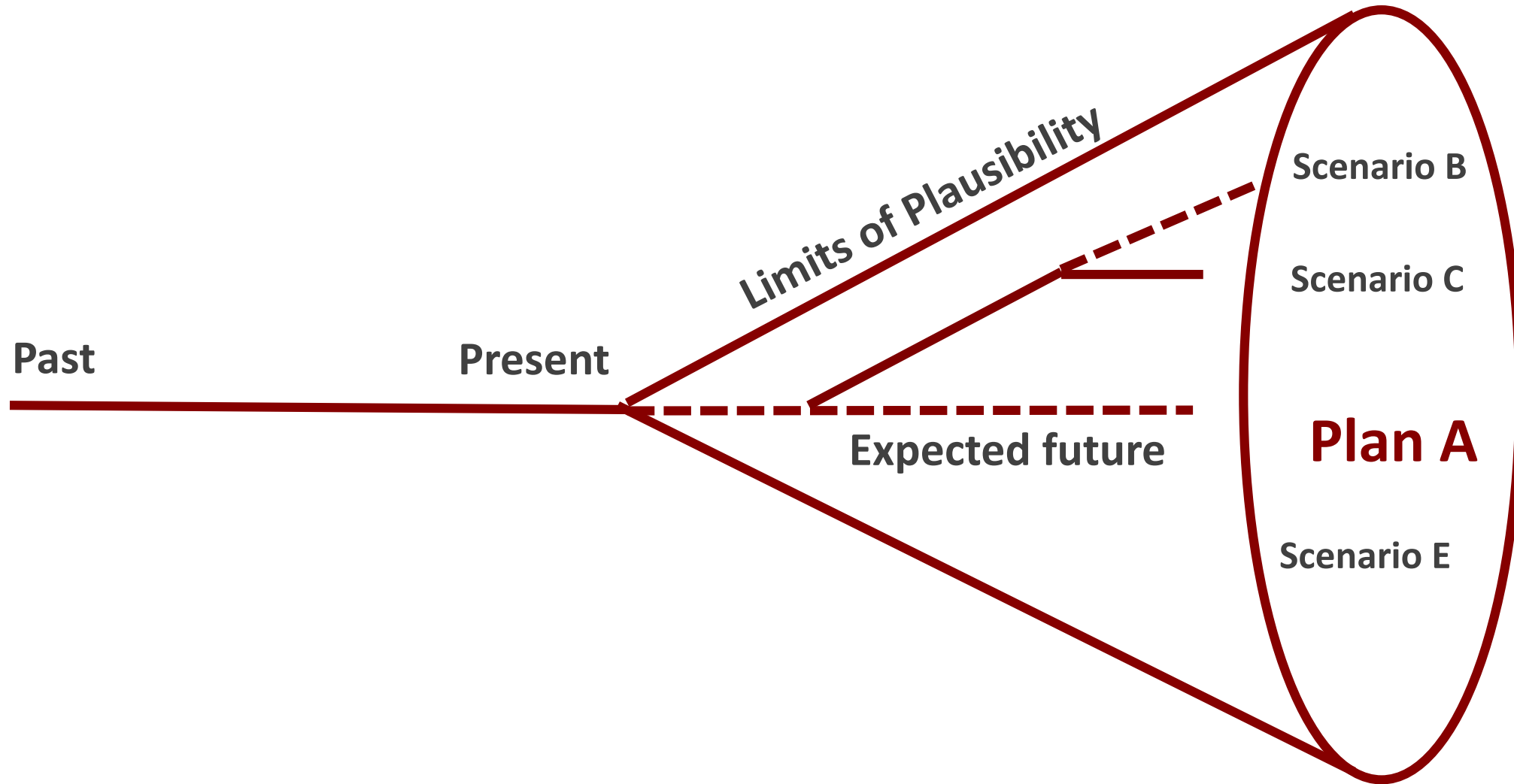
# Thinking Like a Futurist?



**Images Removed**

# Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



**Every day I make an effort to move toward  
what I do not understand.**

**- Cellist, Yo-Yo Ma**

# Fundamental Stages + Activities of Foresight

## Investigate

- Horizon Scanning  
STEEP Category Signals from:  
Society  
Technology  
Environment  
Economy  
Politics
- Emerging Issues Analysis  
(Will we do xyz?)
- Indicator Analysis  
(Leading vs Lagging)

## Imagine

- Forecasts  
(Trend Extrapolation)
- Scenarios  
(Alternative Assumptions)

## Inspire

- Visioning & Backcasting
- Planning, Goal Setting & Roadmapping
- Transformation Management

# Four Futures Thinking



**Continued  
Growth**



**Disciplined  
Constrained**



**Transformed**



**Decline  
Collapse**

## Foresight Activity:

# Write a Story on the Four Futures of Your University + Local Communities



**Continued  
Growth**



**Disciplined  
Constrained**



**Transformed**



**Decline  
Collapse**

**End**



**Drivers of Change**

**drigo**

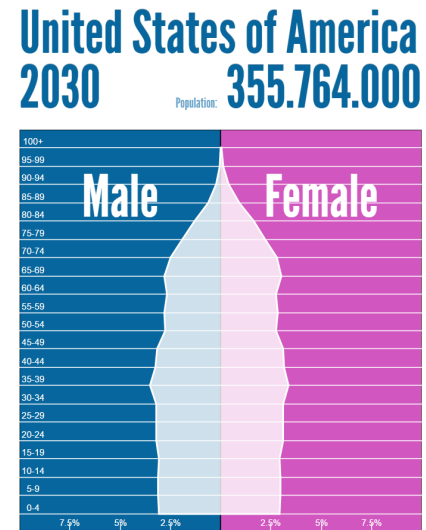
*Scanning  
for Signals*



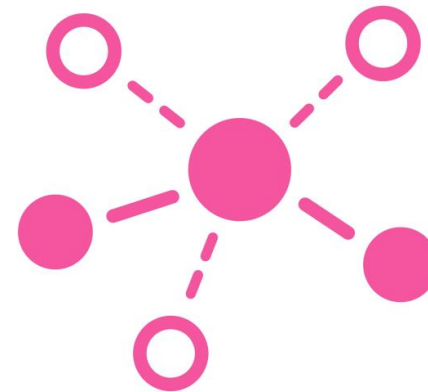
*Discussion*



# Drivers of Change 2018 – 2030

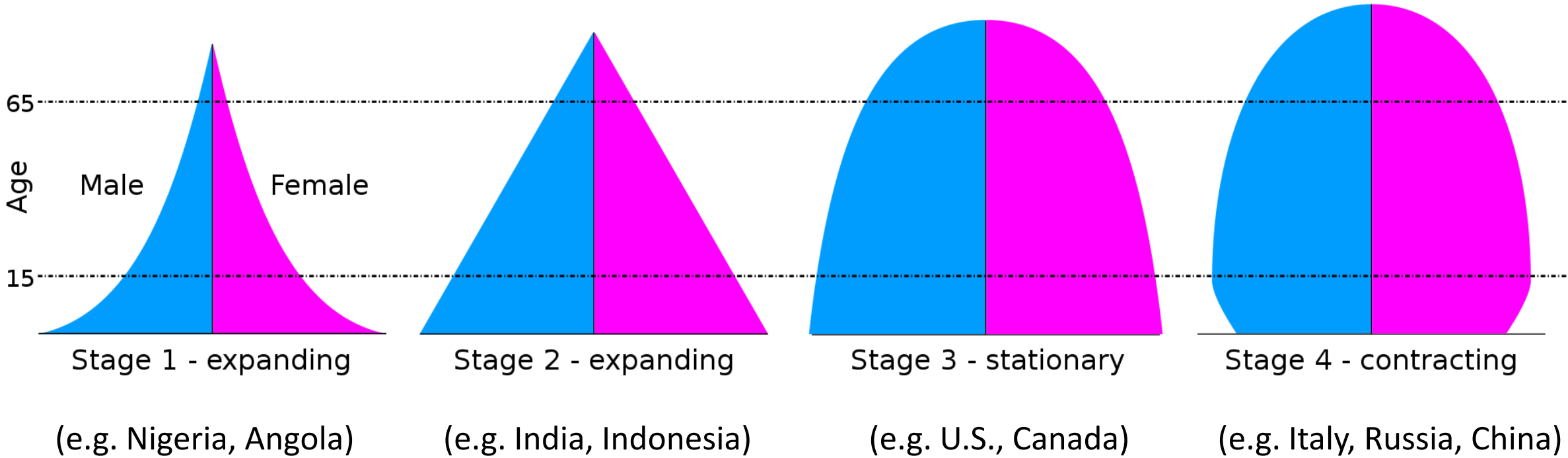


**Demographic  
Destinies**



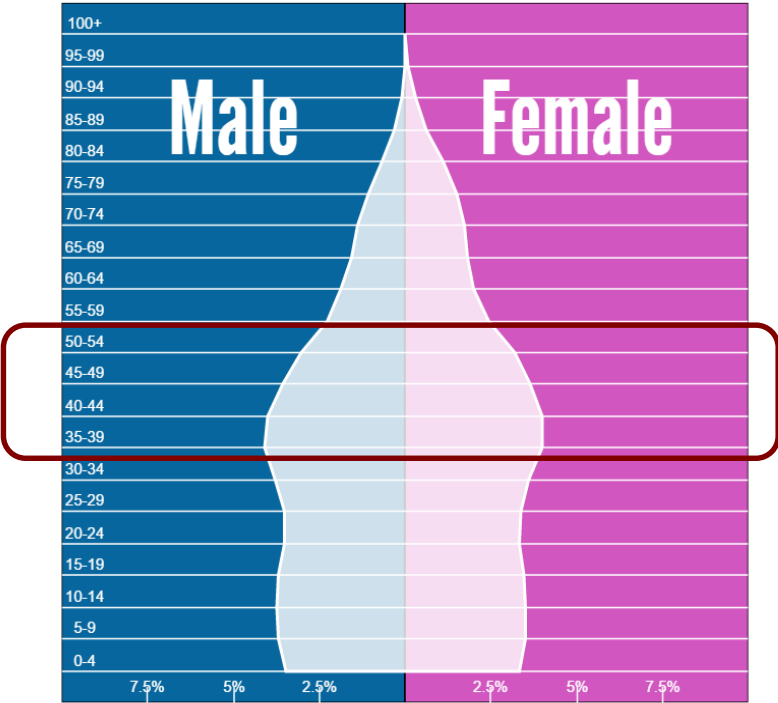
**Connected Data Driven  
Experience Design**

# Source of Demographics as Destiny

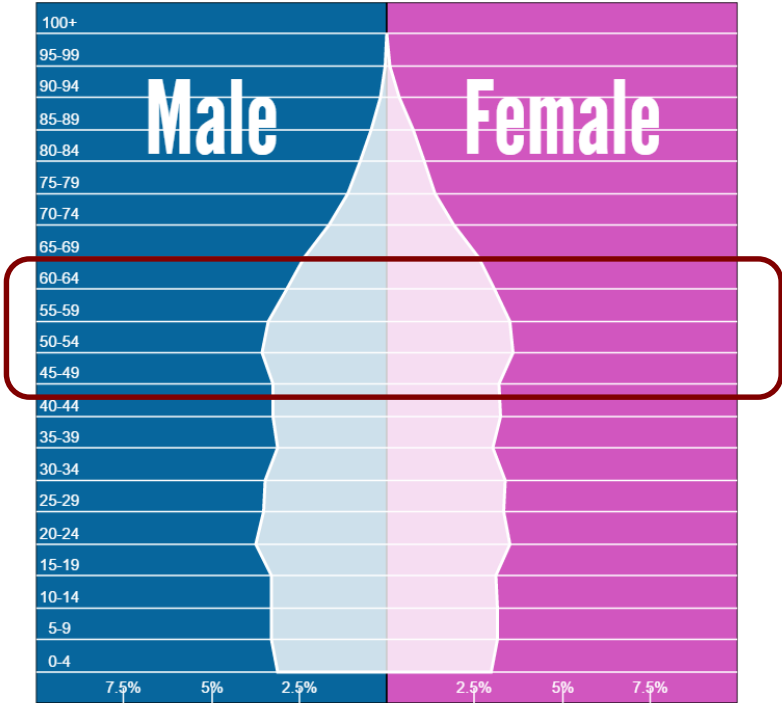


# U.S. = Aging Boomers + Fading *Demographic Dividend*

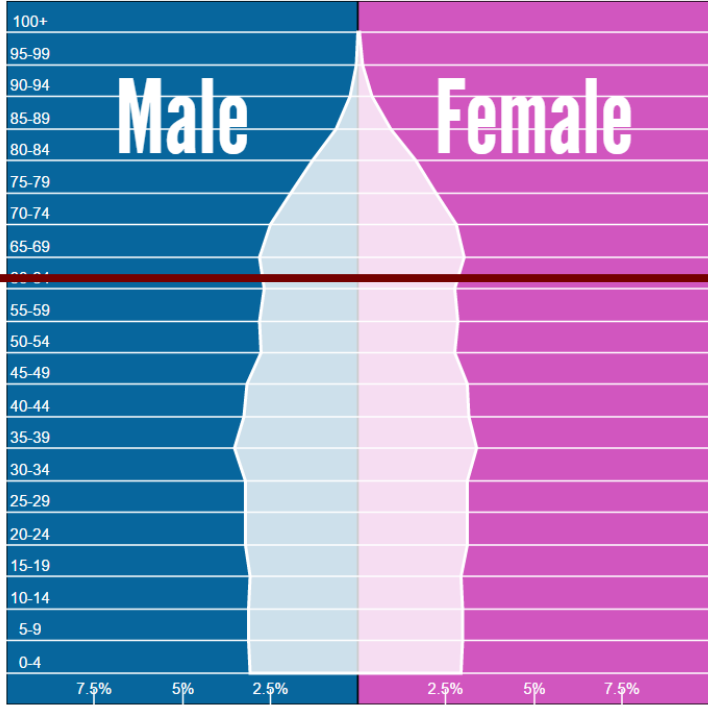
United States of America  
2000  
Population: 282.895.000



United States of America  
2015  
Population: 321.773.000

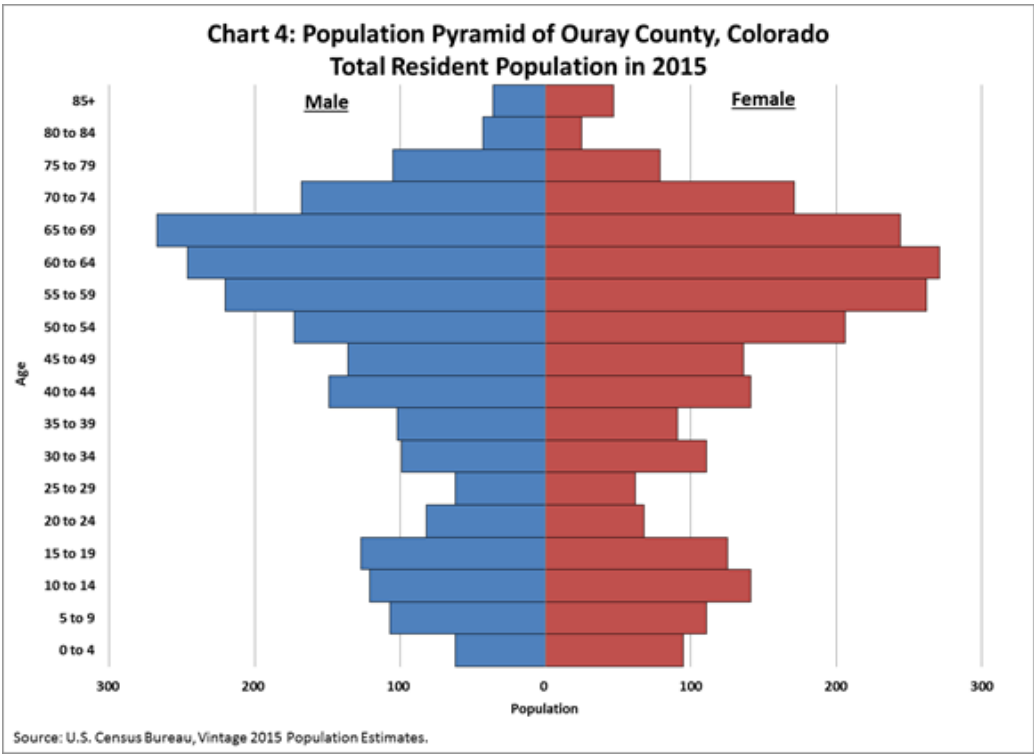
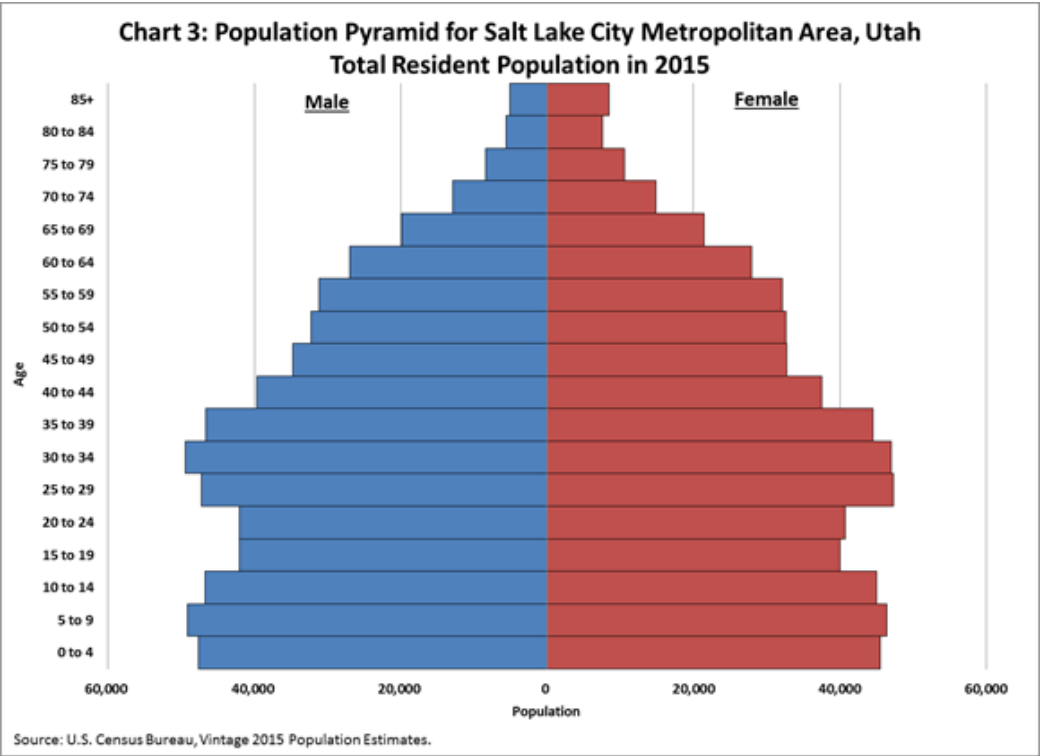


United States of America  
2030  
Population: 355.764.000



Source: populationpyramid.net

# The Interplay of Regional Populations Pyramids



Source: <https://www.census.gov/>

# Aging Baby Boomer Populations

## Population

By 2030

**71**MM

65+ pop.

**60%**

wealth

**40%**

consumer spending

## Regional Dynamics



Cleveland  
Clinic



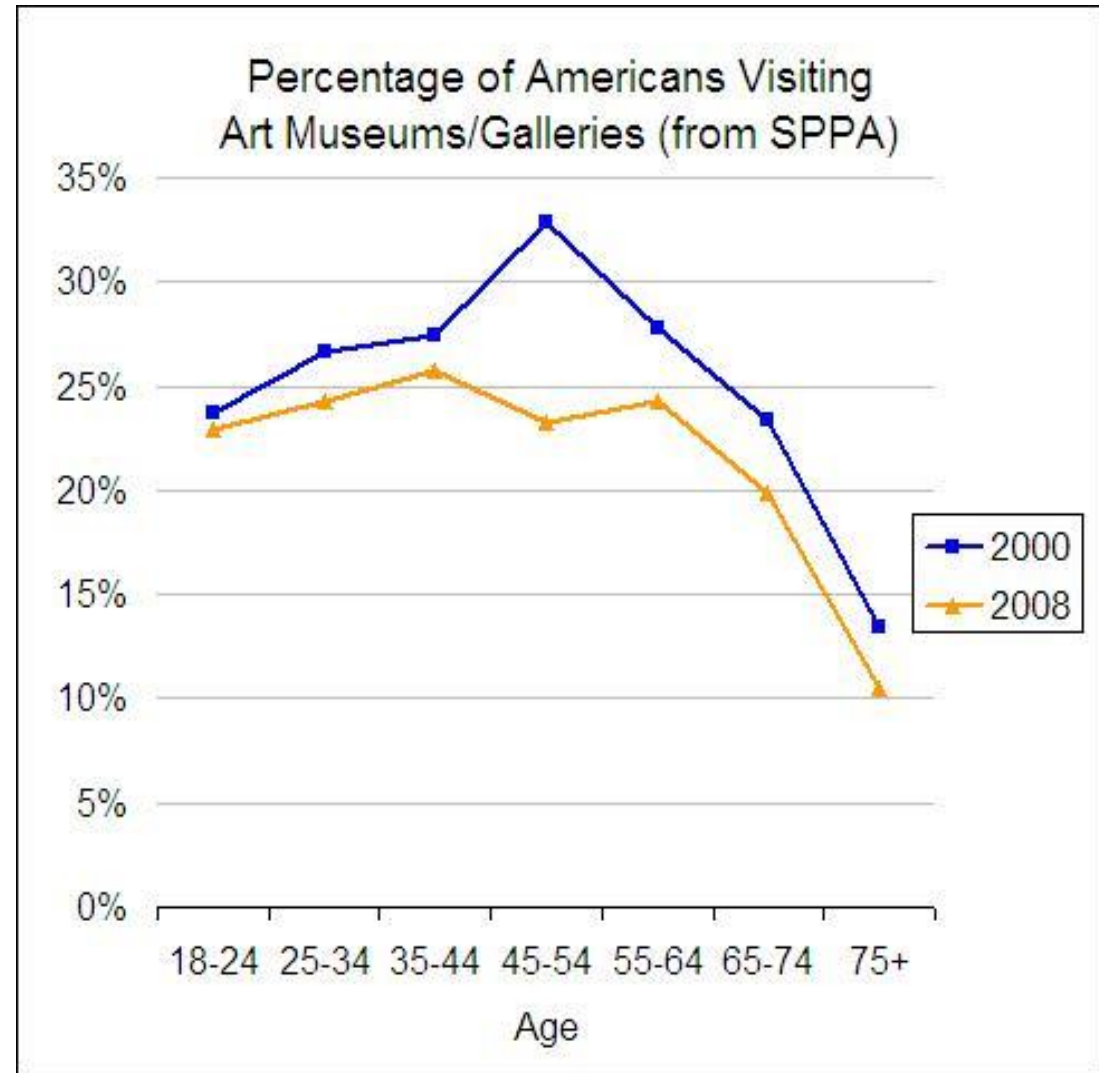
**Creative Placemaking  
meets...**

**Aging-in-Place  
Creative Aging  
Active Aging**

## Risk: Engagement Drop-off

*By every measure of engagement one can think of, [boomers] do less: They vote less, read newspapers less, are less apt to join churches or civic organizations.*

Harvard School of Public Health/  
MetLife Foundation (2004)

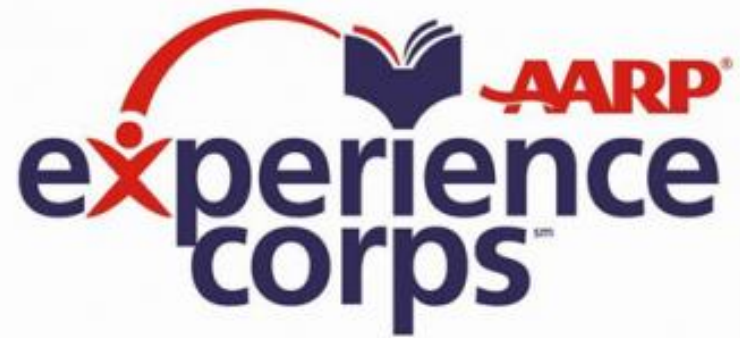


# Risk: Meeting a Widening Spectrum of Experience Needs





# Opportunities to Support

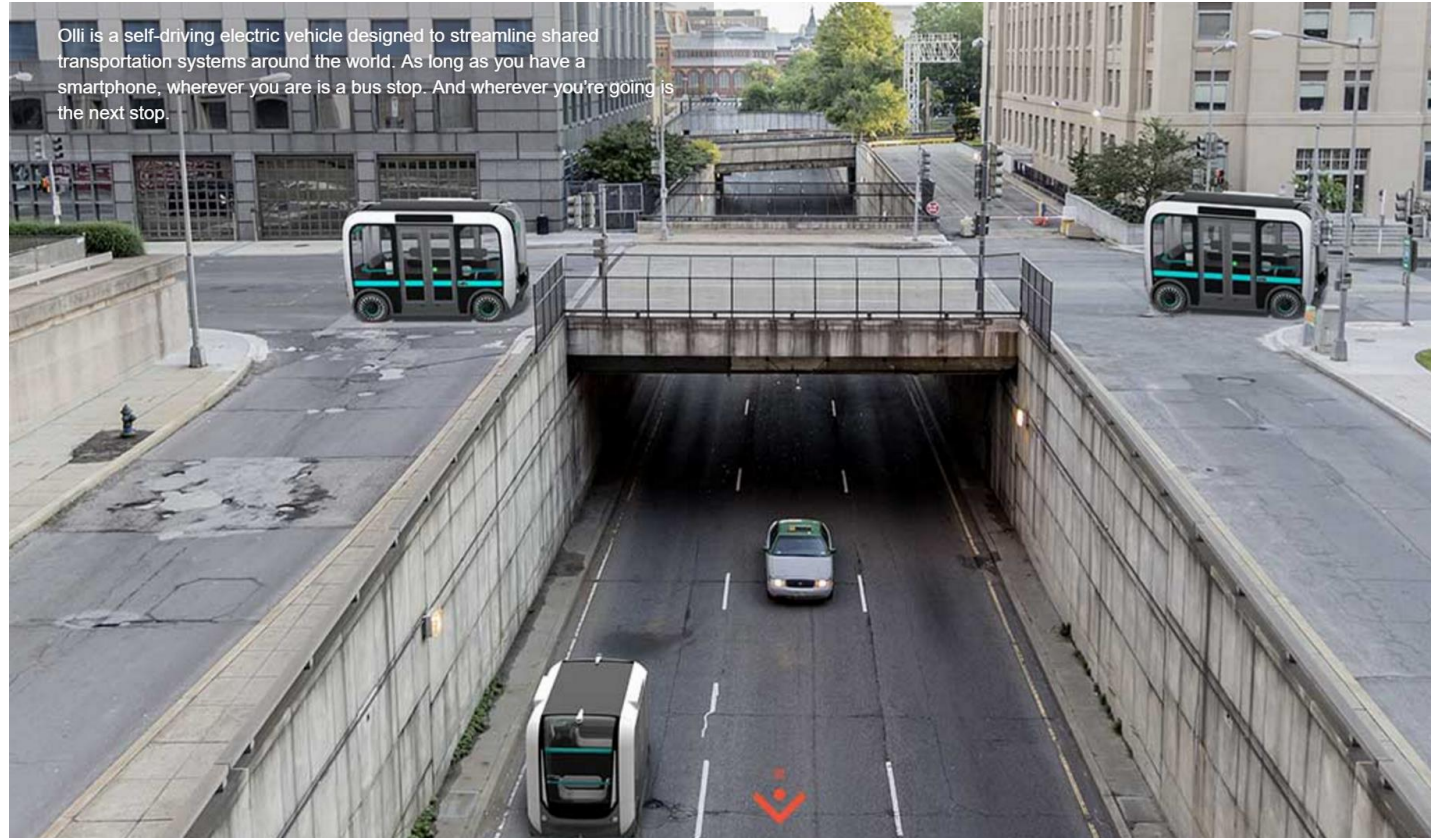


**Senior Volunteerism**



**Uplifting the  
Role of Caregiver**

# Radical Visions to Consider: Autonomous Era of Mobility



## Mobility + Accessibility

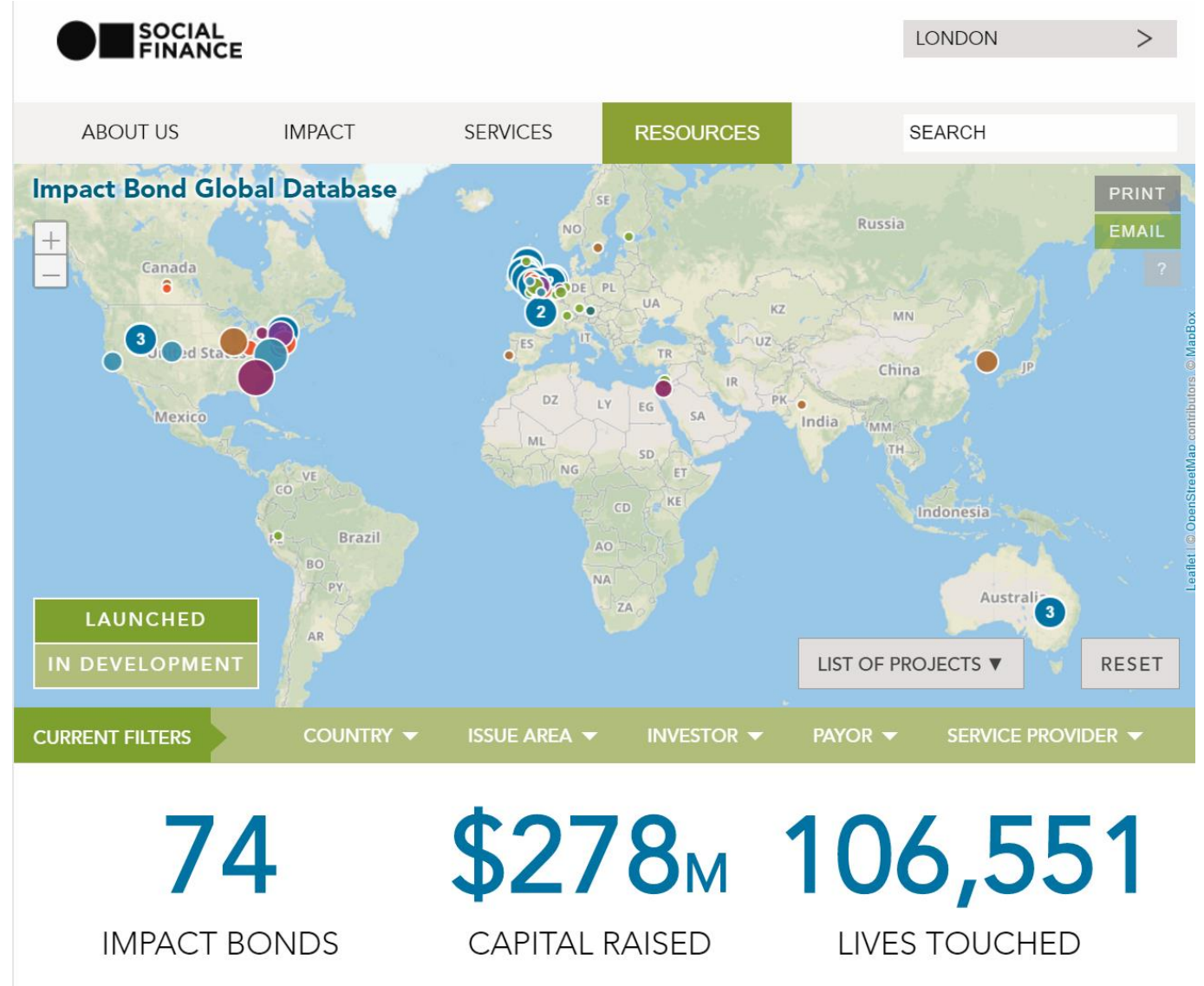
Safety, Equity + Access

**Autonomous People Movers Coming Soon!**



# Radical Visions to Consider: Alternative Funding Models

## Social Impact Bonds



£7million fund that brings together public, private, and charitable investment to support arts organizations in England and the first of its kind to focus on their social, artistic, and financial return.





## Village Underground

The music venue will create a new multi-arts centre in Hackney and partner with arts charity Community Music to deliver social programmes



## Autograph Media

Autograph Media will use investment to set up a new image licensing business specialising in race and cultural diversity.



## V22

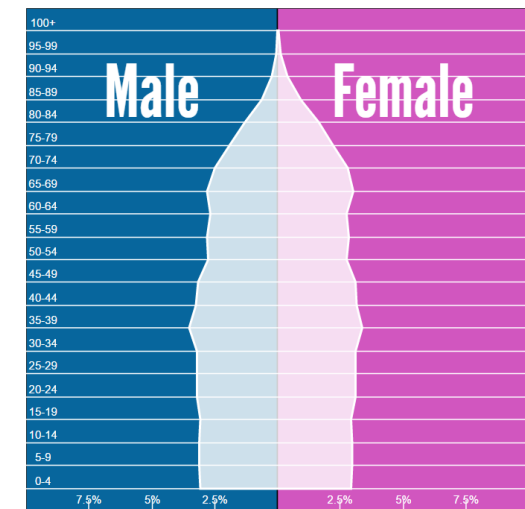
The studio space provider will use investment to increase its portfolio and preserve a valuable heritage site for community use and benefit

## **Impact Investing or Loans for...**

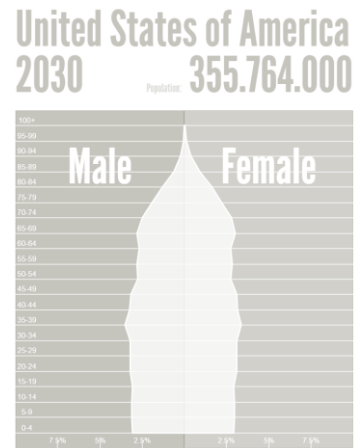
- Aging-in-Place**
- Creative + Active Aging**
- Dementia**
- Early Childhood**
- Youth Workforce Skills-building**
- Addiction + Recovery**
- Transitional Housing**
- Workforce Development**
- Play + Wellness**

What might surprise us most about aging populations and its impact on creative place strategies?

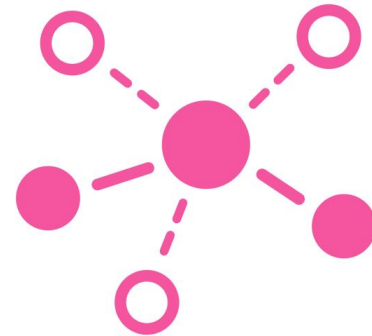
United States of America  
2030 Population: 355.764.000



# Drivers of Change 2017 – 2030



Demographic  
Destinies



Connected Data +  
Experience Design



## Social Norms for the Anonymous-Access Web

1993



*“On the Internet, nobody knows you’re a dog.”*

“On Facebook, 273 people know I’m a dog.  
The rest can only see my limited profile.”

## Social Norms & the Social Web

2008



## Social Norms for Driving Outcomes

2018+



Everyone knows I'm  
working on some  
personal growth issues

**Assumption:**  
The web is becoming a platform  
for managing outcomes &  
personal behavior change.

*Lots of talk about Data & Outcomes....*

*Data & Experience Design*



**Johanna Blakley** @Mojojohanna · 1h

"Why don't we give data like we give blood?" - Alan Freeman #neaarts #NEACVP  
#artsdata

## Future shaped by Creepy Lines vs Compelling Experiences



**Context of the *Creepy Line***



**Inevitability of Dealing with the *Creepy vs Compelling Line* at the..**

# **Creative Placemaking**

***How do we...***

- Balance privacy + personalization***
- Communicate value and benefits in 'Ask' vs 'Reward'***
- Maintain human-ness side of the relationship***

# Outcomes-based Value Creation Depends on...



**Can we all agree...?**

*Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.*

*- Deanna Day*

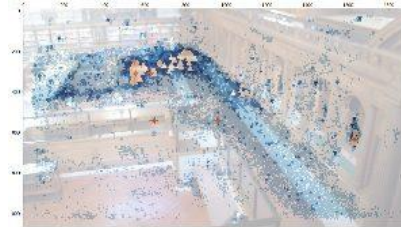




**Social  
Data**



**Health  
Data**



**MEASURE  
the  
FUTURE**

**Device  
+ Place Data**

**EXPERIENCE  
API**

“I did this...”

**Learning & Life  
Experience Data**



EXPERIENCE  
API



**Activity Streams**  
<Actor, Verb, Object>  
**“I did this”**

# Why xAPI? Understand the Link Between Training & Outcomes

Assumption: Experience Data Appears Inside University, Workplace & Beyond



Course  
*Outputs*



**“I did this...”**

Statements

Seamless Integrated into

- Software products
- Connected Tools
- Manager & Team Tools



Real World  
*Outcomes*

# Scenario: Talent Embraces Experience Capture Analytics



**"I did this..."**  
Statements

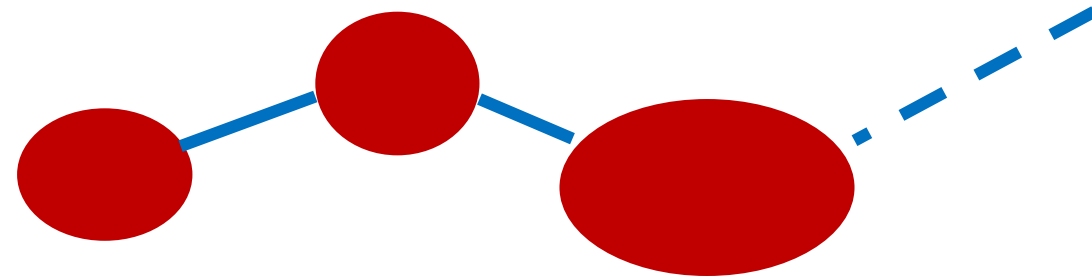
- Lucy **read** an article on virtual reality for aging populations
- Lucy **opened** an Evernote folder on aging solutions
- Lucy **watched** a Youtube video on Social VR Experiences for Aging Boomers
- Lucy **interviewed** the Director of MIT's Age Lab
- Lucy **attended** an MIT workshop on VR simulations
- Lucy **wore** an 'aging suit' at MIT Age Lab
- Lucy **mentored** with the Head of Innovation at AARP
- Lucy **designed** a new VR social space using Facebook Oculus dev kit
- Lucy **won** an Webbie award for Social VR platform
- Lucy **taught** a Coursera MOOC on Universal Design and VR experiences
- Lucy **was hired** as head of Social VR for Aging Populations at Facebook



<Actor, Verb, Object>

“I did this”

- Thomas liked a Lucile Clifton poem he heard on iTunes
- Brentwood library invited Thomas to a Creative Aging poetry event
- Thomas enrolled in a creative writing class at Community College
- Thomas read Alice Walker for his creative writing course
- Brentwood library recommended an obscure Rita Dove poem
- Thomas performed his poetry at a local café event
- Brentwood library invited Thomas to a program on self-publishing
- Thomas self-published his first collection of poems
- Brentwood library added his book to their collection



Assumption to Explore

**By 2022, Experience Data Will Become  
Our Most Valuable Digital Asset**

**If we capture experience data...**



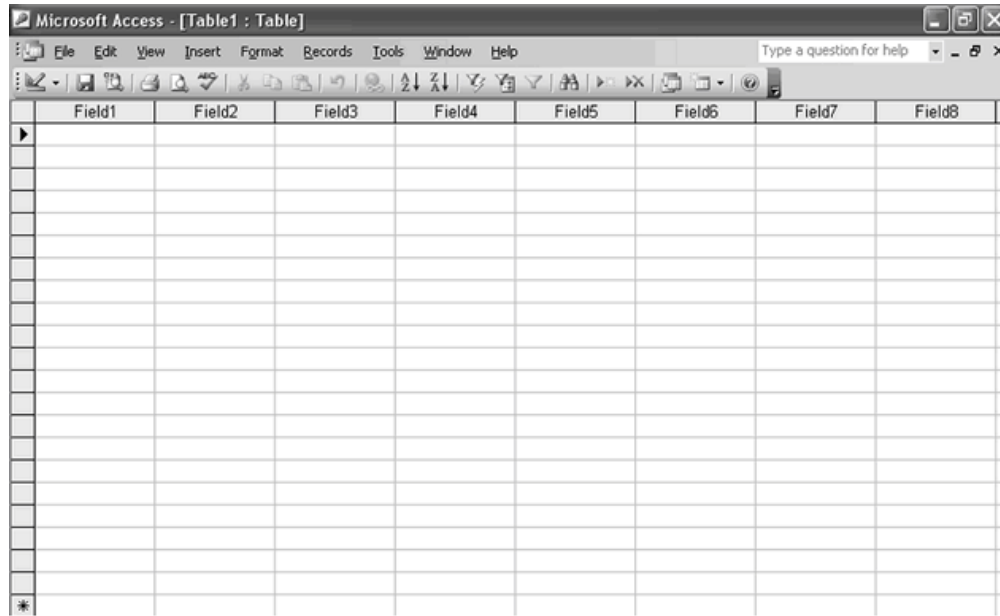
**"I did this..."**  
Statements

**How do we approach regulations?**

**How do we avoid the creepy line?**

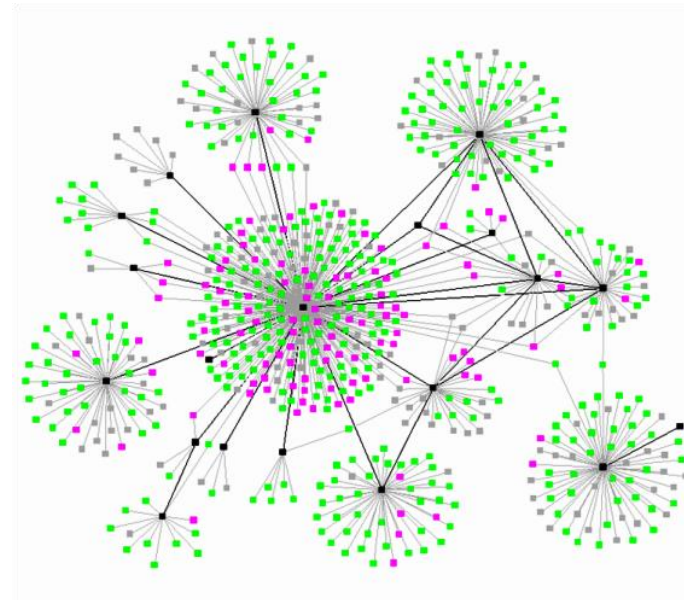
**How do we make sense of it?**

# Building a Connected Data Foundation for Arts-based Experiences



The image shows a screenshot of the Microsoft Access application window. The title bar reads "Microsoft Access - [Table1 : Table]". Below the title bar is a menu bar with "File", "Edit", "View", "Insert", "Format", "Records", "Tools", "Window", and "Help". A search bar contains the text "Type a question for help". Below the menu bar is a toolbar with various icons. The main area is a table with 8 columns labeled "Field1" through "Field8" and approximately 20 empty rows. A small asterisk icon is visible in the bottom-left corner of the table area.

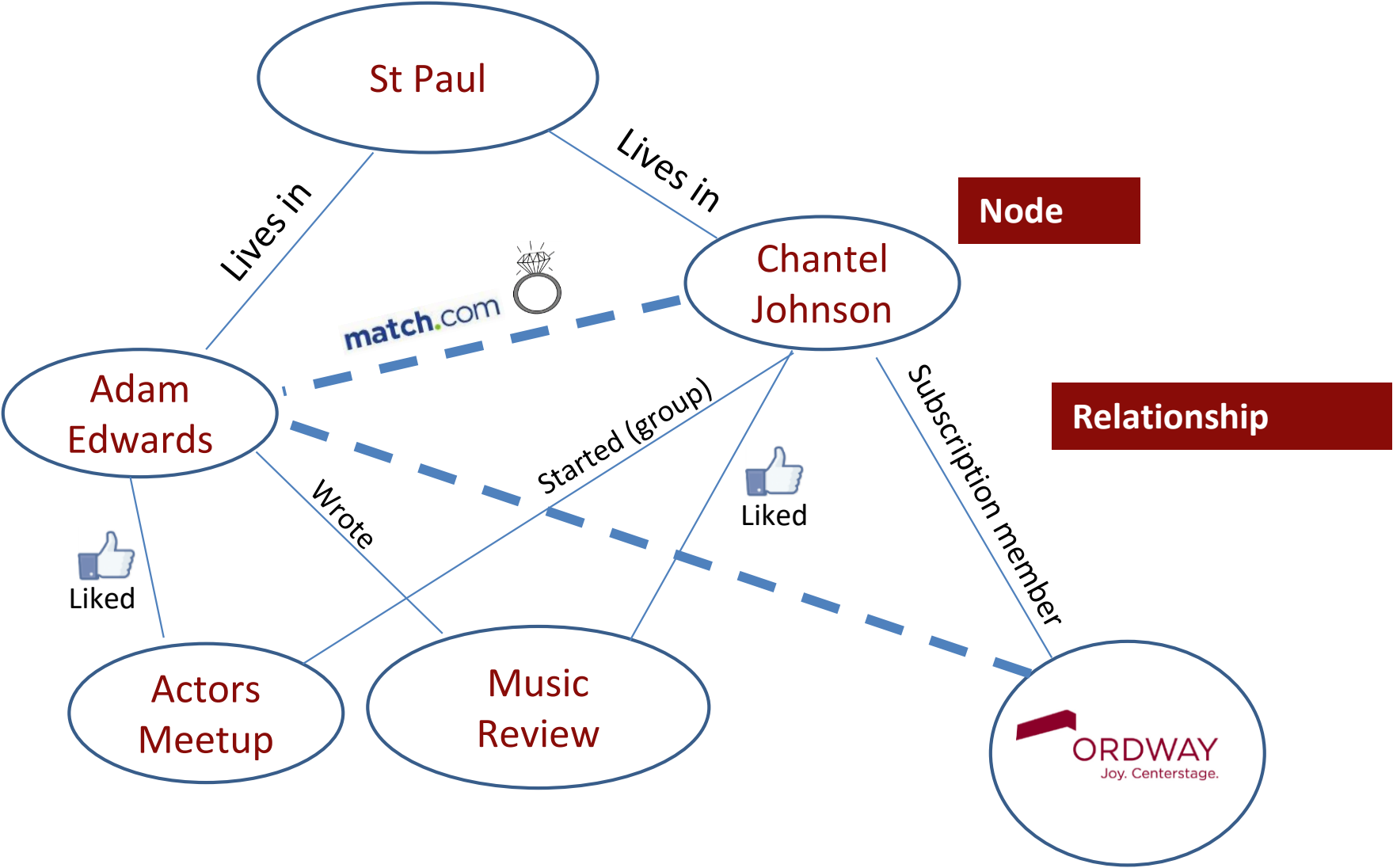
Tables = Past



*Graph Thinking = Future*



# Graph Database = Understanding Relationships + Connections



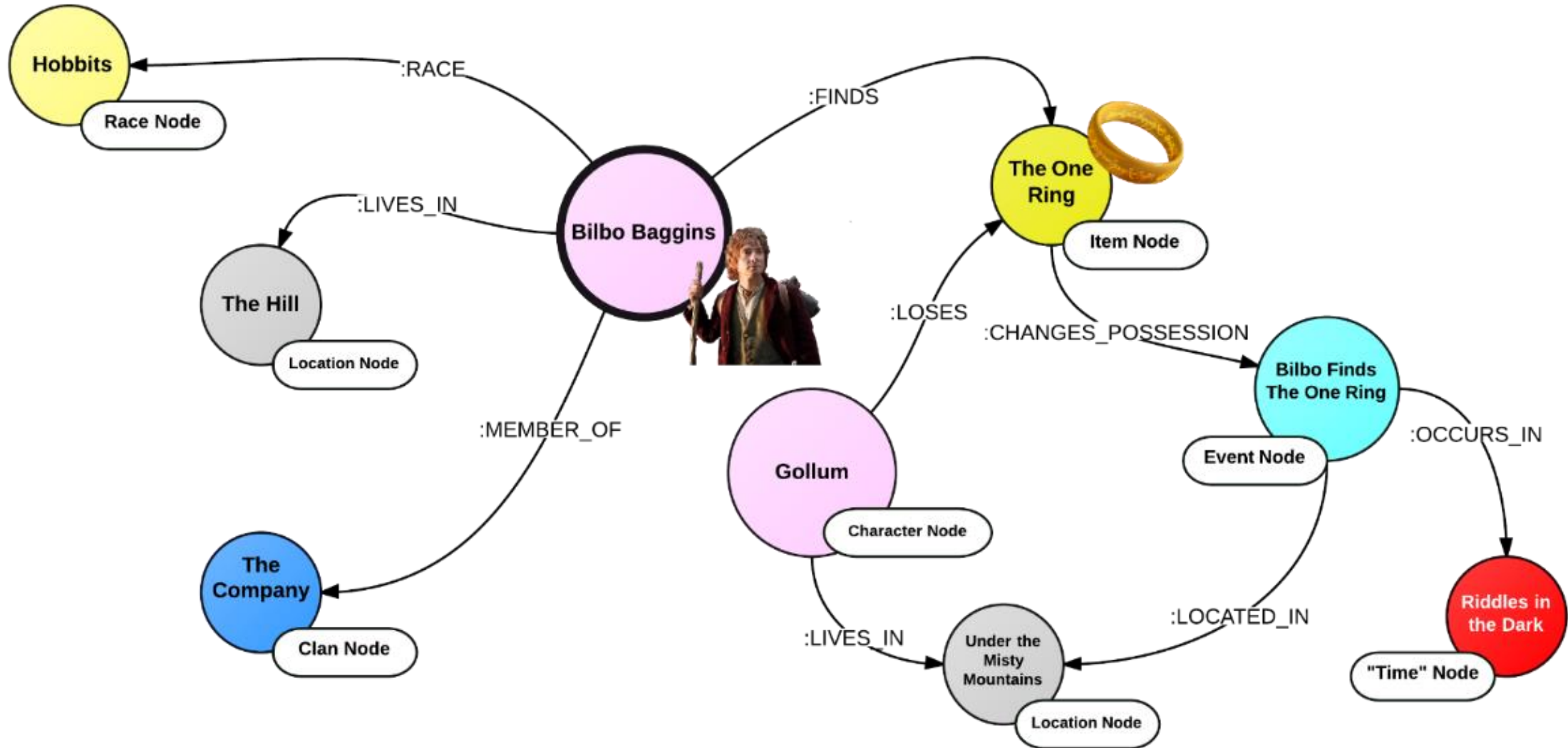


# Noah is *Connecting Things on his Experience Graph*



Who might have permission to see connections of experiences?  
Learner, Teachers, Parents, Libraries, Park Staff...

# Graph Thinking Approach to Understanding Pathways & Outcomes

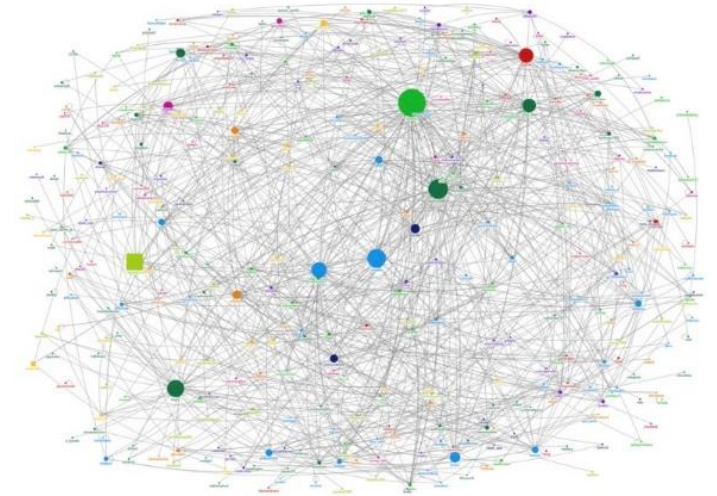
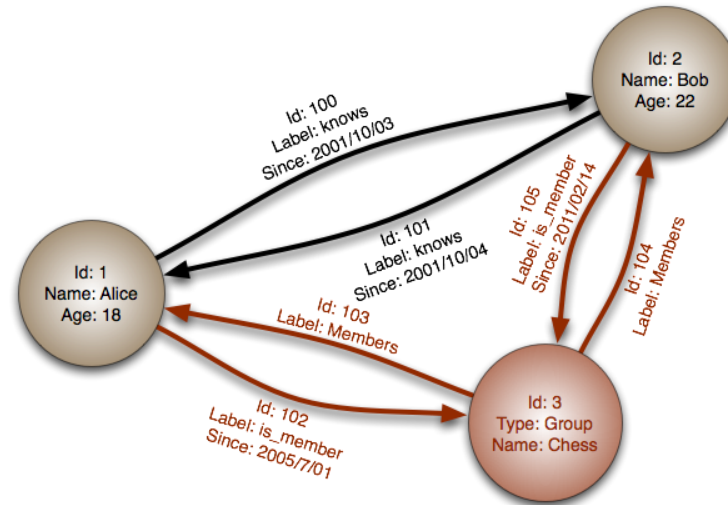


# Will we build Creative Place Graphs?



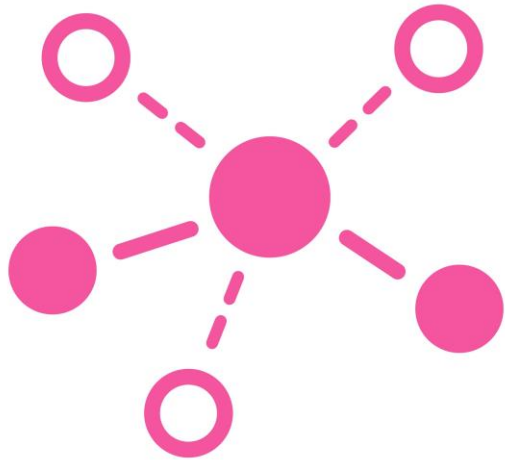
Members – Companies – Jobs – Skills – Schools – Knowledge

# Assumption: Connected Data & Graph Analytics Changing the World



Value of our  
Social Graph

Era of  
Experience Graph?



**Connected Data is Your  
Most Valuable Asset**

## **Graph Thinking + Analytics :**

### **Assessment Phase:**

Opportunities + Gaps

Data Capture + Privacy Issues

Understanding Capabilities

Campus vs Community Dynamics

### **Road-mapping for the Future:**

Graph Analytics as Foundation for...

- Bots / Chatbots
- Intelligent Assistants
- Faculty Research Support
- Student Learning Journeys
- Community Engagement

# Learning Curve Starts Now!

Push xAPI / LRS  
Beyond L&D

Watershed<sup>LRS</sup>

xapiapps

WaxLRS  
by SaLTBOX

Yet Analytics

Connected Data +  
Graph Analytics

neo4j

Get Involved in  
Working Groups

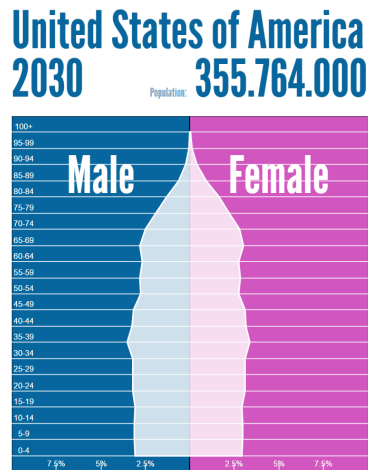
ADL  
Advanced Distributed Learning

TORRANCELEARNING

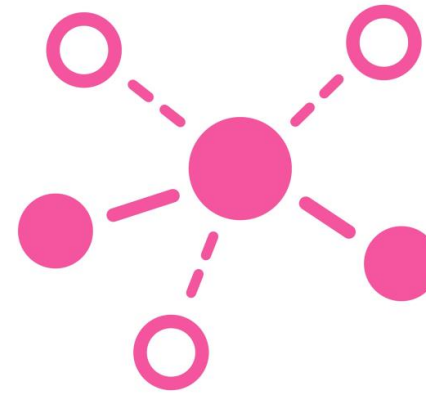


**Images Removed**

## Demographic Destinies



## Connected Data Driven Experience Design



**Generate four (4) Ideas that leverage the futures of aging populations and/or connected data strategies to transform creative placemaking...**





**Generate ideas that would be considered so radical that it would get you fired?**

**FIRED**

**Share a Few Practical and Provocative Ideas ...**



*End*



*Discussion*

# Habit: Seeking Signals of Change

## Signals

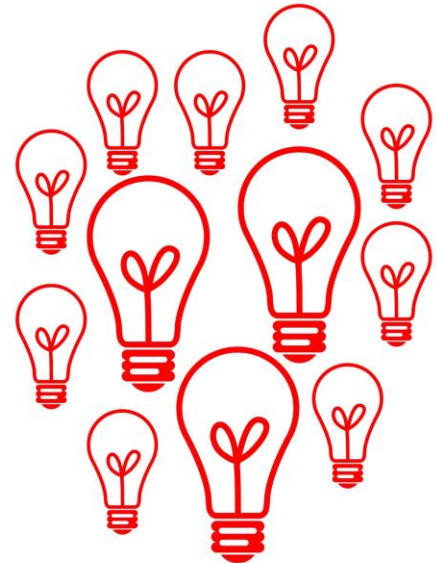
A signal is a small or early step innovation, disruption or constraint that could grow into something larger across society, business or government.

A signal can be a news event, a new service, product, technology, policy, social movement, or conversation stream on Twitter!

Signals grab our attention but can also be easily dismissed as noise.

# Seeing Futures Across STEEP Categories

Society  
Technology  
Environment  
Economy  
Politics



# Collect & Share Signals as Social Bookmarks



→ [View Popular](#), [Search in Google](#)

372 items total

Filter: All

Collapse

Date Updated

## Home - High Line Network

network.thehighline.org [place](#) [nyc](#)

## Staff Convening

convening.thehighline.org [place](#) [nyc](#)

## MASSAction 2017: Decentering Whiteness - Museum Commons

www.museumcommons.com [museum](#) [race](#) [justice](#) [place](#)

in group: Future of Museums

## unMonastery

unmonastery.org [place](#) [project](#) [society](#) [ideology](#)

## Stayawhile

stayawhile.com [ideas](#) [housing](#) [on-demand](#) [place](#)

## #SaveNYCSpaces Means Protecting the City's Most Vulnerable Populations

medium.com [place](#) [nyc](#)

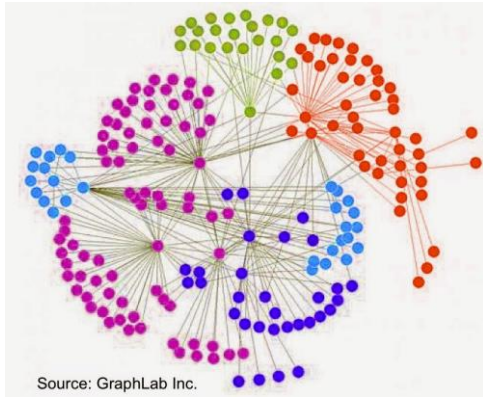
## Google's Sidewalk Labs signs deal for 'smart city' makeover of Toronto's waterfront

beta.theglobeandmail.com [google](#) [place](#) [cities](#) [toronto](#) [interesting](#) [design](#) [2017](#)

Dubai airport's new virtual aquarium tunnel scans your face as you walk through it -

Scanning Tool  
diigo

# I love Graph Thinking



# I Follow



**Neo4j** @neo4j · 23h

Replying to @NovasTaylor @sbahlavooni @jcdecker71

Have you seen our life science workshop proceedings? Perhaps some useful insights.

[neo4j.com/blog/neo4j-lif...](https://neo4j.com/blog/neo4j-lif...)

# I Found Story on Recent Gathering



PRODUCTS SOLUTIONS PARTNERS CUSTOMERS LEARN DEVELOPERS

Search

Neo4j Blog

## Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin

Big Data in Genomics: How Neo4j enables personalized therapies



*Martin Preusse (Knowing, Helmholtz Zentrum Munich)*

Biomedical research generates vast amounts of data. New experimental technologies like DNA sequencing, metabolomics and proteomics drive the fast growth of available information and lead to a better understanding of the molecular organization of life.

Prioritizing SNPs using the Neo4j Galaxy Interactive Environment



*Thoba Lose (South African National Bioinformatics Institute)*



# Proceedings from Berlin

(Neo4j Blog)←[:BACK]

By Michael Hunger & Petra Selmer, Neo4j Team | September 29, 2017

Often invisible to the people outside of the field, life science researchers have been quietly embracing **graph databases** instead of the traditional triple and relational stores.

On June 21, we invited a group of life science and healthcare researchers and practitioners to share their experiences in a full-day workshop.



### Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin

Add a description...

graph neo4j healthcare pharma bio

Recommended: robotics robots wellness singapore neo life sciences healthcare workshop berlin

Add to an outliner

Share to a group

Private  Read Later  Advanced Cache

### Neo4j, Important Modelling

Kees Vegter

[More Events →](#)



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graph

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[Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin](#)

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- [8 Domains of Livability Resource Lists - AARP](#)  
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## Garry's **diigo** Tags (Social Bookmarks) on:

### **Place**

<https://www.diigo.com/user/garrygolden/place>

### **Place + Data**

<https://www.diigo.com/user/garrygolden/place%20data>

### **ExperienceAPI(xAPI)**

<https://www.diigo.com/user/garrygolden/xAPI>

Getting  
Started



Information + Inspiration



Twitter is  
Your Friend

Create Lists to Follow a Spectrum of People  
(Sector leaders, Entrepreneurs, Agitators)

Periodically search by keywords or hash tags  
(e.g. #artplace, #outcomes, #aging)

**Twitter Habit:**

- Twitter Twice a Day
- Open up ten tabs for possible tags!

# Conferences



**Neo4j**  @neo4j · 20h

See Michael Zelenetz, Senior Data Scientist at [@nyphospital](#), present "Graphing a Hospital" at [@GraphConnect](#):

[r.neo4j.com/2fNYWNX](https://r.neo4j.com/2fNYWNX)



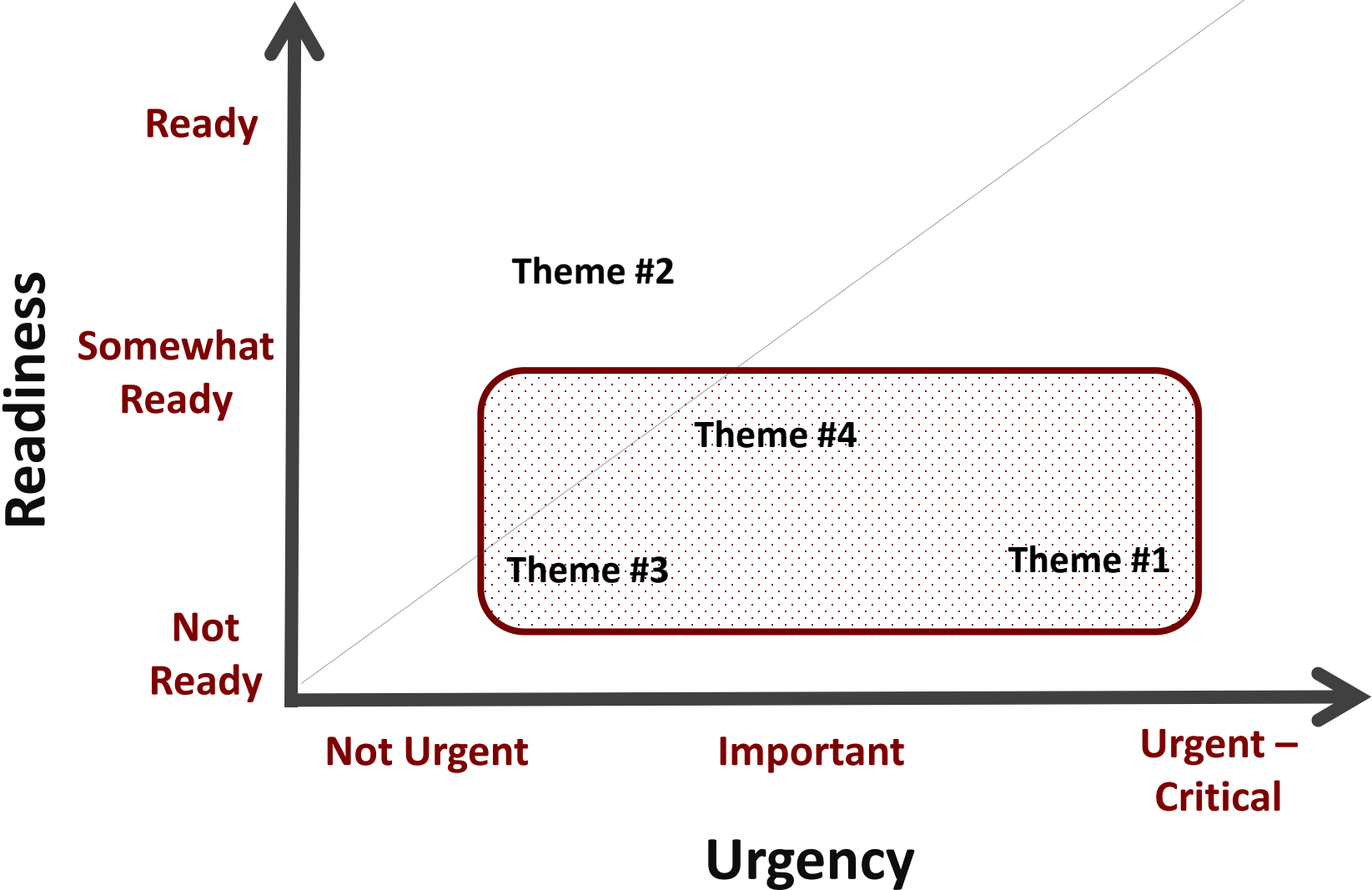
*End*



*Discussion*

**Step #1:**

**Take a Pulse Check on Emerging Trends vs Organizational Appetite**



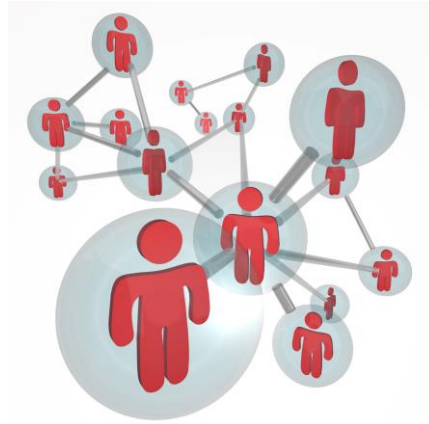


## Step #2

### Start a Signals Team: Follow Those Who Imagine Different Futures



**Blockchain &  
Smart Contracts**



**Graph Analytics  
*Connected Data***



@onboardhealth

**Industry Issues on  
Talent Development**

## Step #3

### Find the Right 'Killer Questions' to Brainstorm Ideas

Following the success of HP's Chief Innovation Officer Phil McKinney, generate a weekly 'Killer Question' email message or 'Twitter' conversation that spurs conversation about arts and creative placemaking experiences.

***What is a creative place approach that does not exist today but will be our most innovative lever of change in five years?***

***Which popular consumer brand today could make our creative place efforts irrelevant (or more relevant than ever!) in five years?***

**How might we incentivize faculty to engage with creative placemaking research and practice?**



**What is the biggest risk we should take over the next five years to align creative place strategies with possible futures?**



**Thank you!**

**Garry Golden**

**[garrygolden@gmail.com](mailto:garrygolden@gmail.com) (Two Rs)**



**Learn More...**

**[garrygolden.com/November1](http://garrygolden.com/November1)**

