

THE FUTURE OF FABRICS FABRIC OF THE FUTURES

Beyond 'smart textile' and
'intelligent wearables'

'Future Probing' Session

summon

What is 'Future Probing'?

Future Probing is a method that supports strategic innovation projects, the ones that start with 'The future of...'. But this method is very different from your usual presentation of the 'future trends'.

During the Future Probing our clients and partners learn how to explore possible futures themselves. They practice to spot the 'future signals', to uncover their meanings through collaborative deconstruction and to open the 'future portals' and see new interesting opportunities for their businesses. They also learn how to actively probe these future opportunities, yet also gain multiple tangible benefits for their business during the process.

- During Future Probing we show how to detect the 'signals of the futures', not only the latest developments, but also the 'edgiest' and somewhat deviant ones. Marginal today, they may become the mainstream of tomorrow.
- We help our clients to look beyond their own industry and gather the 'future signals' from multiple domains that impact or influence their business. We also provide a broader social and cultural context.
- We then identify a set of possible 'future themes' that may become prominent in the near future (we call them 'future portals'). To test our ideas about these possible futures, we help in developing the 'future probes', simple communication concepts of the future products, services or brands.
- Creation and launching these 'future probes' can trigger new cycles of innovation, development of new ideas that result in new products, services, or business models. What is important, Future Probing can also shape a very different culture already today, much more exploratory and entrepreneurial but also more integral.

In this case we would like to apply the methods and tools of Future Probing to the new emerging domain often described as 'smart fabric', 'intelligent wearables'. Only we want to stretch these ideas and concepts further, beyond putting some LEDs on a t-shirt or developing an app for yet another tracker of something.

Join our session if you want to see what's next and dare to weave the fabric of future!

Read more about Summ()n and its Future Probing at www.summn.com and contact Slava Kozlov (slava.kozlov@summn.com) for more details about the 'Future Probing' Session.

