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Beyond 'e-textile' and
'smart wearables'

Future Probing Session

summon

What is 'Future Probing'?

Future Probing is a very versatile method to explore the possible futures and to convert the results in strategic innovations already today. During the Future Probing our clients learn how to sense the 'incoming' futures earlier and to react to these emerging possibilities creatively and productively. Systematic exercises in Future Probing make organizations more anticipatory and future-ready, changing collective cultures and individual habits alike.

Future Probing Session is a good way to try this method and to learn all its basic steps, from working with the 'future signals', through making sense of these signals in collaboration with other people, and to developing a series of 'future probes'.

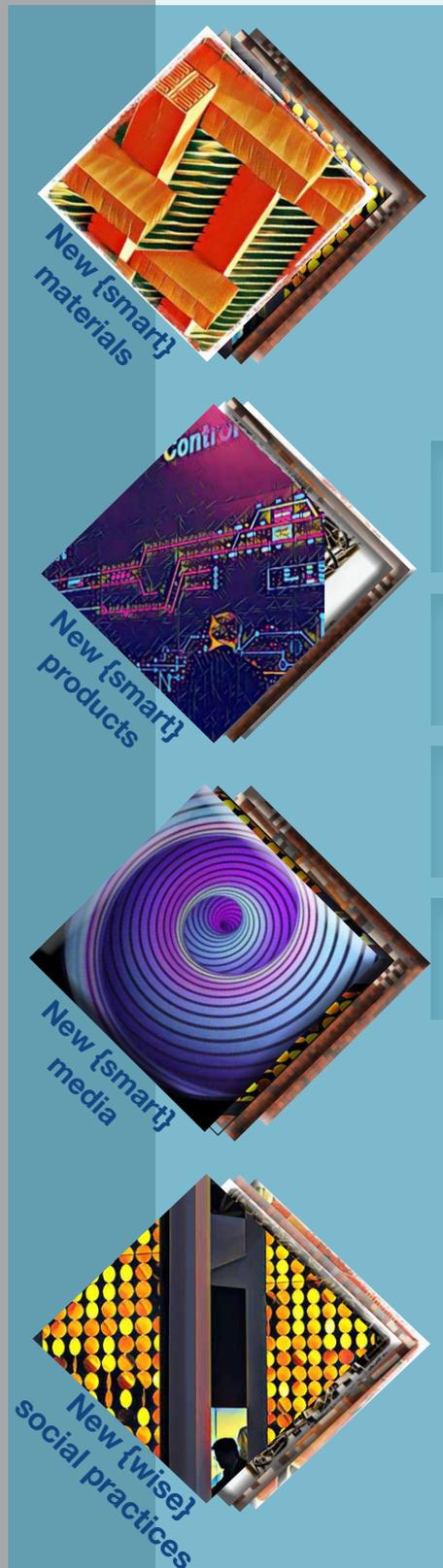
During the Future Probing Session we show how to:

- Detect and analyze the 'signals of the future'. These are not only the latest developments in a particular area, but also the unusual, strange, even deviant ones. Marginal today, they may become the mainstream of tomorrow.
- Look beyond your own industry and gather the 'future signals' from multiple domains that impact or influence your business. We also show how to interpret these signals in a broader social and cultural contexts.
- Identify possible 'future themes' that may become prominent in the near future and to amplify these first glimpses into future by creating the sketches of the 'future worlds'.
- Develop and launch 'future probes', creative concepts that help us to test our ideas about the futures.

In real life the process of Future Probing triggers new cycles of innovation, boosts the development of new ideas, and eventually generates new products, services, or business models. What is even more important, Future Probing can also shape a very different organizational culture already today, more exploratory and entrepreneurial but also more mindful and integral. Our short, but very intensive session is an opportunity to experience all these qualities in a condensed but meaningful way.

The **Future of Fabric** is an example of Future Probing session centered around specific theme, often referred as 'e-textile' or 'smart wearable'. Summ()n has recently conducted a number of exciting projects in these areas and we are keen to share our knowledge and insights!

Following the principles of the Future Probing approach, the Future of Fabrics session is not only about new cool materials and products. We also work with the signals from other domains, such new digital technologies and new media as well as new social practices and cultural developments, all the things that together weave the **Fabric of the Futures**.



Read more about Summ()n and its Future Probing method at www.summn.com

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for specific details about
the **Future of Fabrics** sessions.