

# Frontier and Over

# the Horizon

# Design



# What do we know?

The background of the slide features a complex network diagram. It consists of numerous small human figures arranged in a roughly circular pattern, interconnected by a dense web of red lines. This network is superimposed on a series of concentric, semi-transparent circles. The word "Complexity" is written in a light, sans-serif font, curving around the top and bottom of the central network. The overall aesthetic is that of a systems or complexity science visualization.

- population in 2050 will be half as much again as 2000
- sustainability is steaming towards us ready or not.
- we can't take our current stuff (systems and technology) with us

# What do we know?

A complex network diagram with nodes and connections, overlaid on a globe-like structure with the word 'Complexity' repeated. The diagram features a central cluster of nodes connected by red lines, with smaller nodes and connections radiating outwards. The background consists of several overlapping, semi-transparent spheres or layers, with the word 'Complexity' written in a circular pattern around them.

- The numbers kill us
- Cannot have 9 billion people demanding a double draw dishwasher of the current design paradigm with its embodied energy using vast quantities of water and creating contaminated effluent.

# What do we know



- cannot have mega-cities demanding huge quantities of water just to contaminate it
- we know the Auckland city water and waste water facilities in 2050 will use more power than currently produced in the North Island if the current paradigm stands

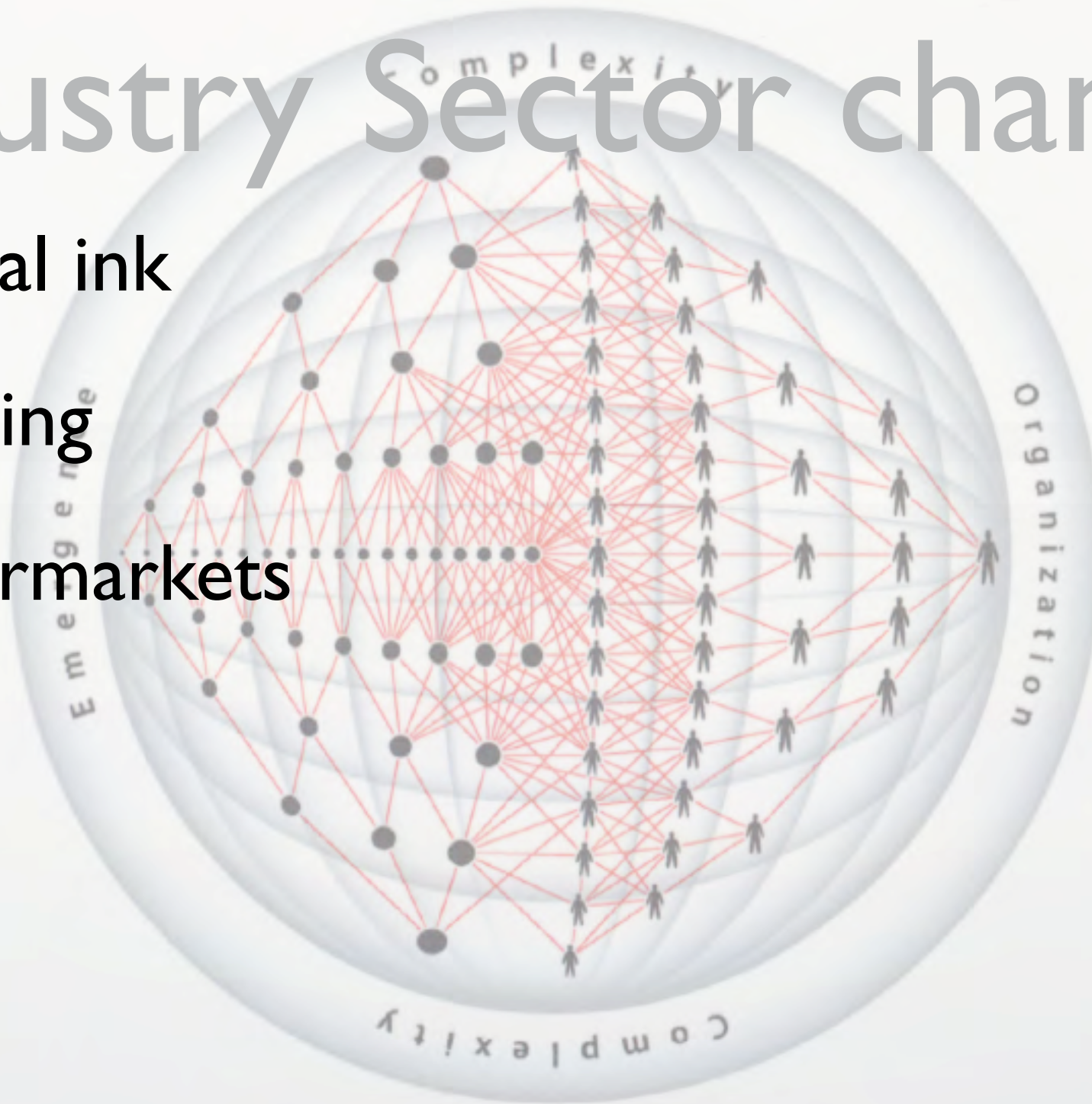
# We also know

- as real sustainability arrives there will be brutal sector changes
- these changes will not be incremental and in many sectors there will be no warning



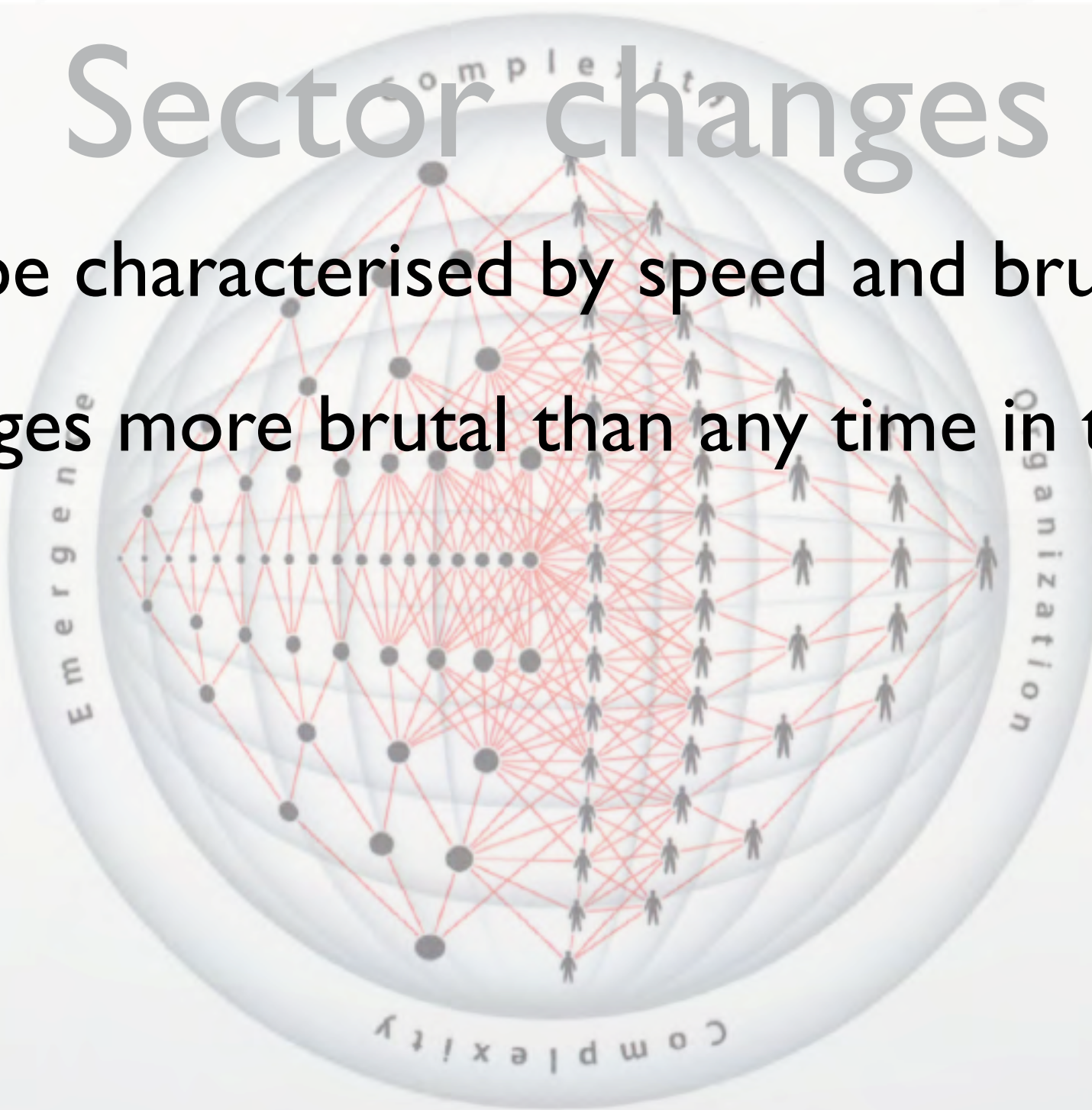
# Industry Sector changes

- Digital ink
- Lighting
- Supermarkets



# Sector changes

- will be characterised by speed and brutality
- changes more brutal than any time in the past



# NZ Industry



- because design for sustainability takes 3 decades
- small and smart and “standing into danger”
- but we can plan for the paradigm shift in design



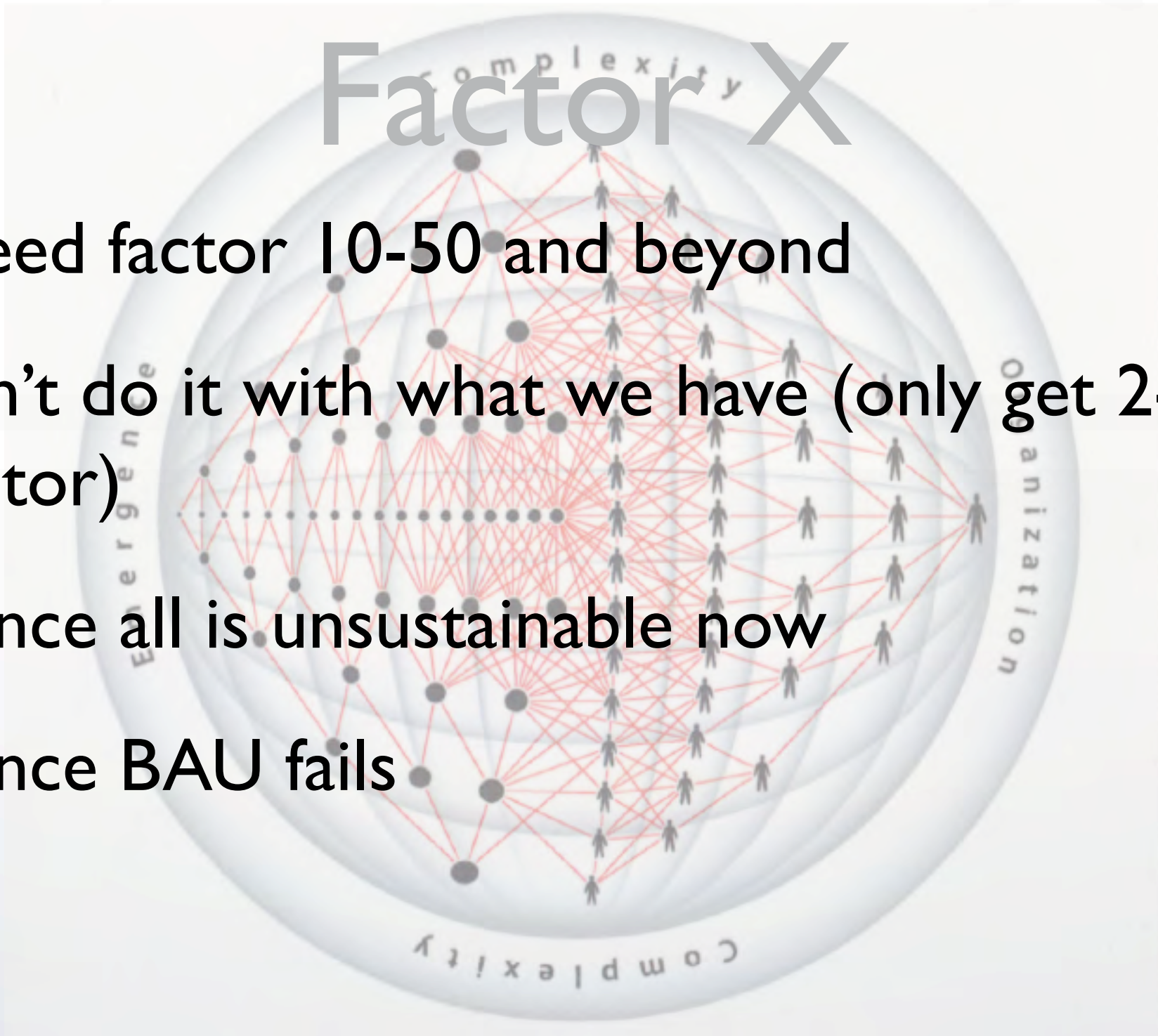
# Why we can't understand

- corporate rhetoric
- elusive and ambiguous
- it need not be
- we must understand that we cannot incrementalise current designs to sustainability



# Factor X

- Need factor 10-50 and beyond
- can't do it with what we have (only get 2-3 factor)
- hence all is unsustainable now
- hence BAU fails



# What do we have to do?

- Plan for and design the path-breaking shifts
- Establish black rooms
- Design “over the horizon”
- Foresighting, backcasting and scenario planning



# When do we have to start?

- over the horizon planning strategy the only way
- plan now - do it now

