

WHO has POWER over our VISIONS of the FUTURE?

OVER THE PAST TWO DECADES, OUR PERSPECTIVE OF WHAT LIES AHEAD OF US HAS BEEN RADICALLY SHAPED BY SILICON VALLEY. RESEARCH BY ASHER KESSLER EXPLORES HOW ONE COMPANY, FACEBOOK/META, HAS ENVISIONED THE FUTURE IN DIFFERENT WAYS OVER THE LAST 20 YEARS. HOW DO THESE FUTURES REORIENT OUR SENSE OF THE PRESENT AND RESHAPE HOW WE COME TO REMEMBER AND RETELL THE PAST?



SCAN TO HEAR MORE FROM ASHER ABOUT HIS RESEARCH

FUTURE 1 A WORLD CONNECTED

2006–PRESENT



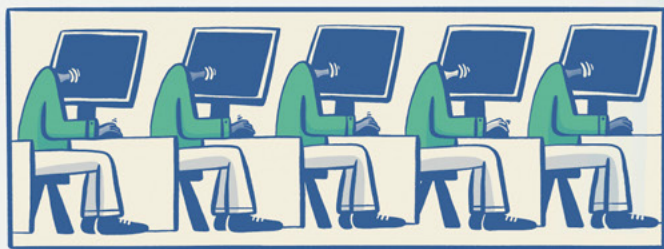
"OUR SUCCESS WILL DETERMINE HOW FAR THIS VISION OF A CONNECTED WORLD CAN GO. CONNECTING THE WORLD IS WITHIN OUR REACH, AND IF WE WORK TOGETHER, WE CAN MAKE THIS HAPPEN."
MARK ZUCKERBERG

A VISION OF A GLOBAL COMMUNICATION NETWORK THAT CONNECTS ALL HUMANS ON THE PLANET.

HIERARCHIES WILL BE FLATTENED AS PEOPLE GAIN DIRECT ACCESS TO EACH OTHER, AND THE ABILITY TO FORM AND JOIN GLOBAL COMMUNITIES.



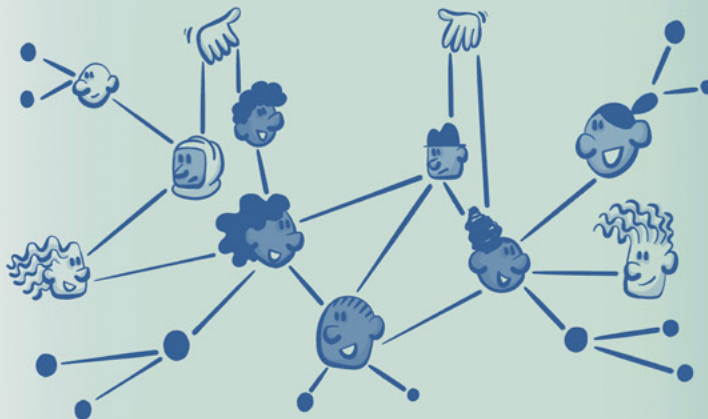
BIG TECH DRIVES FORWARD PROGRESS BY PUSHING 'DEVELOPING' COUNTRIES TO MODERNISE AND CATCH UP WITH THE 'DEVELOPED' WORLD.



TO CONNECT THE WORLD, INTERNET ACCESS MUST REACH EVERY CORNER OF THE GLOBE, THUS FACEBOOK DEVELOPS AND PROPAGATES THEIR FUTURISTIC TECHNOLOGIES, SUCH AS DRONES THAT FLY FOR SIX MONTHS AT A TIME.

FUTURE 2 DATA ECOSYSTEMS

2009–PRESENT



A WORLD IN WHICH HUMAN BEHAVIOUR BECOMES EVER-MORE KNOWABLE, PREDICTABLE, AND RESPONSIVE TO CONTROLLABLE SIGNALS.



"USING FACEBOOK AND INSTAGRAM ADS, YOU CAN TARGET BY CONGRESSIONAL DISTRICT, YOU CAN TARGET BY INTEREST, YOU CAN TARGET BY DEMOGRAPHICS, OR ANY COMBINATION OF THOSE. AND WE'RE SEEING POLITICIANS AT ALL LEVELS REALLY TAKE ADVANTAGE OF THAT TARGETING."
SHERYL SANDBERG



SOCIAL MEDIA PLATFORMS ARE ENVISAGED AS 'ECOSYSTEMS'; USERS ARE RENAMED 'ACTIVES', AND THEIR 'ORGANIC' BEHAVIOUR IS HARVESTED FOR INCREASING ENGINEERING, SURVEILLANCE, AND AGGREGATION.

FACEBOOK HOLDS A SYSTEMS PERSPECTIVE OVER EACH ECOSYSTEM (FACEBOOK, INSTAGRAM, OCULUS), WHICH AFFORDS IT THE ABILITY TO SEE AND UNDERSTAND THE INTERESTS AND INTENTIONS OF USERS, AS WELL AS PREDICT FUTURE BEHAVIOUR.

Illustrated by
CAMILLE AUBRY

FUTURE 3 THE METAVERSE

2014–PRESENT

2021
FACEBOOK BECOMES
Meta

A NEW SOCIAL REALITY WHICH BLENDS THE PHYSICAL WORLD WITH VIRTUAL REALITY, AUGMENTED REALITY, AND ARTIFICIAL INTELLIGENCE.



PEOPLE WILL BE ABLE TO CREATE AND EXPERIENCE ANYTHING, NO LONGER BOUNDED BY THE BODY THEY WERE BORN IN, OR THE LAWS OF NATURE THEY WERE LIMITED BY.

"I BELIEVE THAT TECHNOLOGY CAN MAKE OUR LIVES BETTER, AND I BELIEVE THAT THE FUTURE WON'T BE BUILT ON ITS OWN. IT WILL BE BUILT BY THOSE WHO ARE WILLING TO STAND UP AND SAY, 'THIS IS THE FUTURE WE WANT,' AND I'M GOING TO KEEP PUSHING AND GIVING EVERYTHING I'VE GOT TO MAKE THIS HAPPEN."
MARK ZUCKERBERG



ANOTHER FUTURE?
IF WE EQUATE THE FUTURE WITH THE NEXT TECHNOLOGICAL BREAKTHROUGH AND SILICON VALLEY VISION, WE FIND OURSELVES CLOSING A FUTURE THAT WAS ONCE ENVISAGED AS OPEN – THE FUTURE BECOMES ALWAYS THE SAME, ALWAYS THE NEXT BREAKTHROUGH, THE NEXT SILICON VALLEY BET.

HOW CAN WE IMAGINE AND ANTICIPATE THE FUTURE IN ALTERNATIVE WAYS?
SHARE YOUR IDEAS.

