

desirable new world



LIFE IN 2042: SUSTAINABLE,
DIVERSE, AND CREATIVE



LALA DEHEINZELIN AND
CRIE FUTUROS MOVEMENT

WHY NOT?

This should be our guiding phrase as we think of futures and free ourselves from what's known and plausible to plunge into what's desirable.

Why not create another economy, where "value" is more than just financial worth? Why not create a model of government ruled by merit and direct participation of the people? Why not have cities built for enjoying time instead of occupying space? Or have "care" be the guide of all kinds of activities in the 21st century? Why not have the kind of education that teaches us how to make good choices and then understand the consequences of each one of them? Why not leave behind all the daily problems caused by fear and mistrust? Why not establish relationships, businesses, and territories based on trust? Why not embrace collaboration as a *modus operandi*?
A sustainable, diverse, and creative world. Why not?



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LALA DEHEINZELIN is one of the pioneers in Creative Economy in Brazil. Relating sustainability and models for the future with experiences in Creative Economy, she has worked as a consultant, lecturer, and workshop instructor in different countries on four continents. Her transdisciplinary activity began in the cultural sector and has extended to include work developed with corporations, the third sector, governments and development agencies, multilateral organizations, and collaborative networks.

Lala is a founder and director of *Enthusiasmo Cultural* and creator of the *Crie Futuros* movement.

She served as a Senior Advisor to the UNDP's Special Unit on South-South Cooperation, from 2005 to 2011; as a Member of the Board at the National Institute of Fashion and Design; and is one of the founders of the Future Studies Nucleus of the Pontifical Catholic University, PUC. Find out more about Ms. Deheinzelin at www.laladeheinzelin.com

LALA DEHEINZELIN

DESIRABLE NEW WORLD

Life in 2042: Sustainable, diverse and creative



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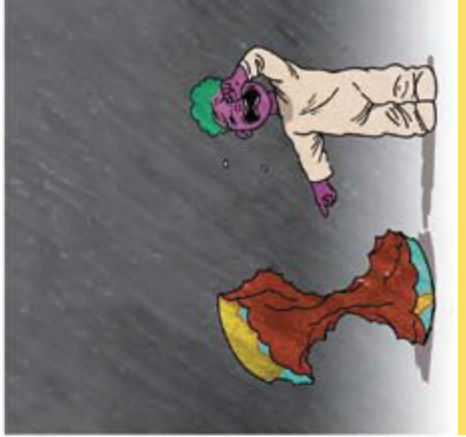
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Índices para catálogo sistemático:

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Céu D'Elia, Brazil, 2000.

Welcome to our Desirable New World.

You are in 2042, when this fiction is taking place.

This is not a technical book on scenarios and projections of the future. It is an inspirational book. It shows the future that embodies the desires of persons of all ages, backgrounds and training. Hence the name, which is a play of words with the, by no means desirable *Brave New World* by Aldous Huxley, who in 1932 described a somber future. Indeed, today the future broadcast by the mainstream media, games and science fiction is also somber. The assumption we stand for in Crie Futuros is that our dreams nurture the future – that is why we are engaged in creating and spreading positive futures that may encourage the desire to make them come true.

The text follows two lines: the selection of futures from our collection, created under the Crie Futuros movement since 2008, that are highlighted or interwoven in the text, and my conceptual line, which was also the reason for their selection, explained in Chapter 1. From it I unfold in the remaining chapters the factors that I perceive as forces that shape the future. Finally, we have the precious contribution of guests who disclose inspiring outlooks on the addressed themes.

The chapters are organized into macro-themes of everyday life, intentionally broad and generic, to avoid falling into familiar patterns. For example, “education” recalls school, while “teaching and learning” can occur in many contexts. Of course, each subject is merely an outline of all that could be addressed, and the themes portrayed are those that appeared in Crie Futuros Workshops or in our site.

There are solutions, curiosities, lacks, delusions, inventions, childhood wisdom, drafts of laws, good ideas, impossible ideas (really?) yet desirable. They serve to reflect the ability – or difficulty – we have to create our future. Unfortunately, many of the futures in our collection are not propositional or creative and tend to fall into the abstract (“a world where all are happy”) or into the repetition of messages from mainstream media (“we will protect our rivers”).

We invite you to interact with the collection in our wiki (www.criefuturos.com in Portuguese, English, and Spanish) because all futures may be edited and complemented by new texts, images or videos.

Our desirable future is that this book may motivate more and more people to create the future as well as inspire leadership in decision making and point out opportunities.

But above all, we hope that your reading is enjoyable and raises the question: “Why not?”

Lala Deheinzelin
Crie Futuros