

THE DESIGN 2050 CHALLENGE LIFE @ 1 PLANET...[OR NAUGHT]

foresight

INTRODUCTION

The future is fiction. In fact, the future is a story that each of us participates in writing every day. It is only when tomorrow transitions to yesterday that will we have the clarity of hindsight; only then, can we know what the future really was. While we cannot predict the future, it is absolutely vital that each of us consider the years to come, so that we are more prepared to prevent, anticipate and cope with that which may occur.

The world's population has doubled in the past fifty years while the size of the planet has not. As population grows, the pressure upon resources, both physical and economic, is increasingly strained. Consideration of both the state of our resources, and the state of our human society is central to not only the future survival of our planet, but to its thrival.

Currently in the US we live as though we have 5 planets, while Europeans live as if on 3. We, as human beings, need to address our overconsumption of resources and achieve a way of life that uses no more than the resources of our one planet. When looking to 2050, we will need to be living life @ 1 planet...or naught at all.

That is why Arup Foresight, in association with ICSID and the Singapore Design Council, has put together a studio to take a look at what life on earth would look like if we decided to follow a trajectory towards "Life @ 1 Planet." We believe that each of us has an important story to tell as we move towards an equitable distribution of the planet's resources.

Everyday, only those who choose to participate in writing the story of the future can decide what y[our] story will tell. Will the story you tell be a success? Or will we have failed to benefit from the opportunities presented?

THE CHALLENGE

Thank you for accepting the Design 2050 Challenge. Through the course of six consecutive weeks participants will be asked to imagine not what will, but rather, what can our world be in 2050 and what would y[our] "Life @ 1 Planet...[or naught]" be in 2050?

While we all know that the future is fiction, this is your chance to pull together your version of the events, and their consequences. We look forward to taking that journey with you.

Step One: build a team (up to 3 people) or participate by yourself.

Step Two: simply go to thedesign2050challenge.com, click on the ENTER PROJECT button, and follow the directions to the page to develop a character that can live and breathe on your behalf on the journey to "Life @ 1 Planet ...[or naught]" in 2050.

We look forward to your story.

[the small print]

All content submitted must be original. The participants agree that their character, and their story, either in full or partially, may be part of a presentation to the ICSID World Design Congress in Singapore at the end of November [see the [ICSID site](#) for more information].