

● 2026

→ TRANSFORMING

# The Future

→ AS A COMMUNICATION SPACE

A 9-Month Collaborative Program  
by Media Lab Bayern x  
Future Days



**FutureDays**

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# Summary

# The Future as a Communication Space is a 9-month collaborative program for media professionals, designers, storytellers, and futurists who want to transform how futures are communicated.

In a world shaped by rapid change, technological acceleration, and societal uncertainty, futures thinking is essential. Yet it often remains abstract, academic, or inaccessible.

This program equips participants with practical tools, frameworks, and experimental environments to:

- ✦ Design communication spaces that inspire agency
- ✦ Co-create a practical handbook and toolkit for futures communication
- ✦ Apply and test tools in real-world professional contexts

The program combines futures thinking, strategic design, media innovation, and collaborative experimentation to help participants become active agents of desirable futures.

→ SUMMARY

# Participant Profile

We seek a diverse cohort of 8–16 participants across three profiles:

✳ **Journalists & Media**

**Professionals:**

Editorial leaders, content strategists, newsroom innovators.

✳ **Futures & Strategic Design**

**Practitioners:**

Professionals working with foresight, systems, or transformation.

✳ **Creative Storytellers & Designers:**

Narrative designers, format innovators, media creatives

We aim for a balanced mix of senior leaders, entrepreneurs, and emerging innovators.



→ SUMMARY

# Program Format

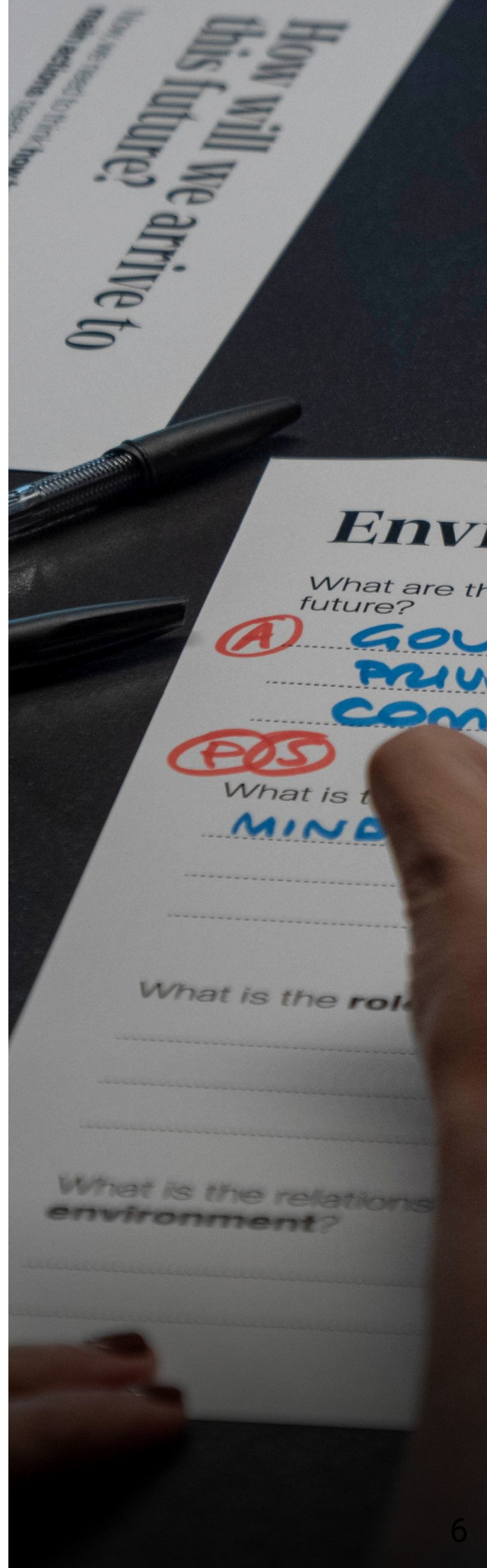
✳ **Duration:** 9 months: Starting April, 2026 - Ending in December, 2026.

✳ **Average time investment:**  
Approx. 3–5 hours per month

✳ **Formats:** Online lectures + labs + co-creation workshops + independent application

✳ Collaborative cohort model

✳ Practice-driven and experimentation-based



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# Curriculum Structure

The program unfolds across four structured phases over nine months, combining theory, experimentation, co-creation, and real-world application.

# Module 1 – Foundations

Mapping Futures Through Communication

**Month:** Mid-April 2026

**Time investment:** 3 hours

## ● Objective

This introductory module establishes a shared conceptual foundation. Participants explore how futures thinking, media, and design intersect — and how communication shapes collective imagination.

The goal is to build a critical perspective on how futures are framed, narrated, and legitimized within media ecosystems.

Participants learn to:

- Understand the relationship between information spaces and future perception
- Recognize narrative bias and framing effects
- Compare futures thinking, systems thinking, and design approaches
- Identify how communication influences agency

## → CURRICULUM STRUCTURE

### ● Core sessions

#### **Futures Thinking for Media**

**Contexts:** Understanding anticipation methods and their relevance for journalism and storytelling.

#### **Information Spaces & Narrative**

**Power:** How media constructs reality, urgency, and desirability.

#### **From Complexity to Accessibility:**

Design principles for simplifying futures without oversimplifying reality.

### ● Guiding Learning Questions

- How does communication influence which futures are considered possible?
- What responsibility do media actors carry in shaping collective imagination?
- How can we move from fear-based narratives to agency-driven ones?



# Module 2 – Exploration Labs

Translating Futures into Narratives

**Month:** Beginning of May 2026

**Time investment:** 90 minutes + follow up

## ● Objective

A practical–experimental module focused on collaborative exploration.

Through participatory online labs, participants prototype formats, test narrative strategies, and experiment with translating complex futures into accessible communication.

This module acts as a laboratory for futures storytelling.

## ● Learning outcomes

Participants will:

- Develop scenario-driven storytelling capabilities
- Translate weak signals into compelling narratives
- Design engaging futures-based media formats
- Prototype and refine communication concepts collaboratively

## → CURRICULUM STRUCTURE

### ● Core sessions

#### **Future Scenarios & Storyworlds**

Building narrative architectures that allow futures to be experienced and debated.

#### **Constructive Journalism & Futures Reporting**

Moving beyond reactive coverage toward anticipatory storytelling.

#### **Speculative Prototyping & Media Formats**

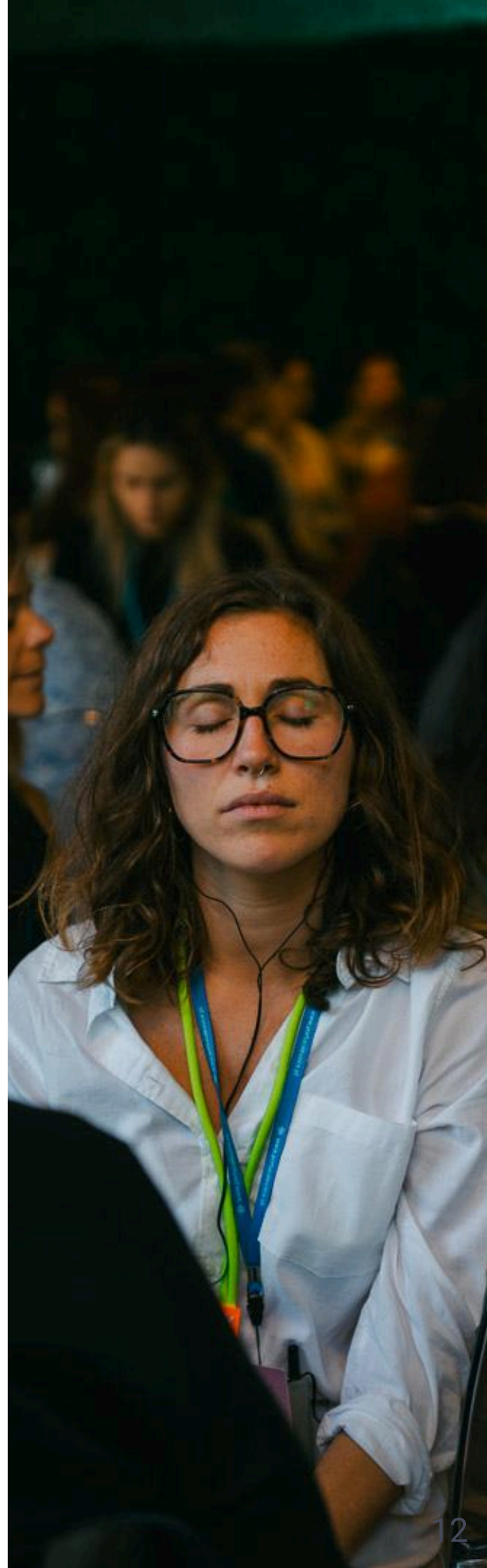
Designing experimental formats, simulations, and interactive storytelling tools.

#### **Testing Emotional & Cognitive Engagement**

How audiences interpret, resist, or adopt future narratives.

### ● Guiding Learning Questions

- How do we make a future tangible enough to test it?
- What makes a future narrative credible and emotionally resonant?
- How can storytelling become a participatory act rather than passive consumption?



# Module 3 – Definition & Co-Creation

From Insights to Toolkit

**Month:** Beginning of July 2026

**Estimated time:** 4-6 hours (half day workshop + follow-up)

## ● Objective

This module transforms collective experimentation into structured, tangible outputs.

Participants co-create a Futures Communication Handbook and Toolkit designed for real-world media application.

The focus is synthesis, clarity, and applicability.

## ● Areas of Development

### **Frameworks for Futures Communication:**

Clear structures to translate foresight into accessible formats.

### **Narrative Templates & Prototyping Methods:**

Reusable models for journalism, editorial strategy, and content creation.

### **Ethical Guidelines for Futures Storytelling:**

Inclusion, responsibility, and representation in anticipatory narratives.

### **Testing & Feedback Loops:**

How to refine tools based on audience interaction.

## → CURRICULUM STRUCTURE

### ● Learning Outcomes

Participants will:

- Structure insights into practical communication frameworks
- Develop modular tools adaptable to different professional contexts
- Contribute to a co-created handbook grounded in practice

### ● Guiding Learning Questions

- What makes a communication tool truly usable in a newsroom or startup?
- How can futures methodologies be democratized beyond expert circles?
- What balance must exist between imagination and responsibility?



# Module 4 – Application & Roll-Out

From Concept to Practice

**Month:** September-December

**Estimated time:** 2–4 hours / monthly

## ● Objective

A real-world implementation phase.

Participants apply selected tools within their own professional environments — whether in newsrooms, startups, creative agencies, or institutional contexts.

The module emphasizes testing, iteration, and measurable learning.

## ● Areas of Development

### **Live Application in Professional Contexts**

Integrating futures communication into ongoing work.

### **Reflection & Documentation**

Capturing insights, friction points, and impact.

### **Iteration & Refinement**

Improving the toolkit based on real use cases.

### **Collective Knowledge Sharing**

Bringing back learnings to strengthen the shared framework.

## → CURRICULUM STRUCTURE

### ● Learning Outcomes

Participants will:

- Implement futures communication strategies in real settings
- Evaluate effectiveness and audience impact
- Adapt tools to organizational constraints  
Strengthen their strategic narrative capabilities

### ● Guiding Learning Questions

- What changes when a prototype meets real-world complexity?
- How do organizational structures influence narrative adoption?
- What makes a futures communication strategy sustainable?



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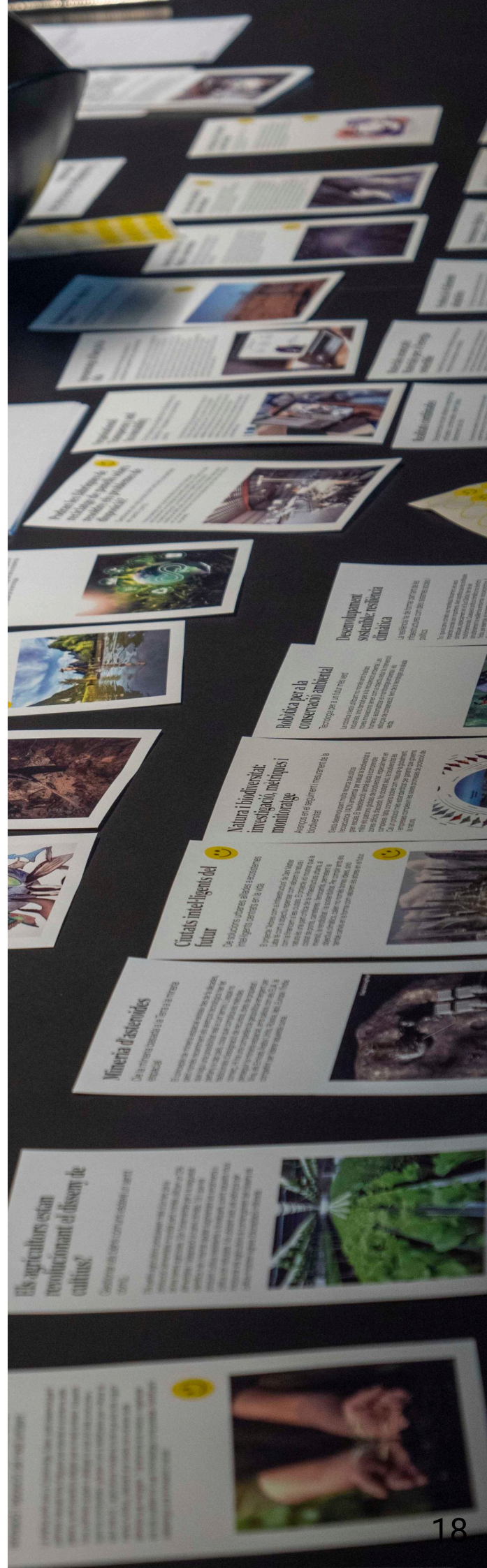
→ AS A COMMUNICATION SPACE

What  
you'll gain

## → WHAT YOU'LL GAIN

You'll gain:

- ✳ Futures-based storytelling and communication frameworks
- ✳ Scenario-driven narrative skills
- ✳ Prototyping and testing methods
- ✳ A co-created, validated toolkit
- ✳ International peer network
- ✳ Real-world implementation experience



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# Final Outcome

## → FINAL OUTCOME

The program culminates in:

- ✳ A co-created Futures Communication Handbook
- ✳ A modular Toolkit for Media & Narrative Innovation
- ✳ Documented real-world case applications
- ✳ A professional community shaping the future of futures communication

