

# RESEARCH THEME

**Title of the doctoral research** Design Fiction as speculative approach to innovation

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**Abstract**

Emerged in the last decade as “a discursive space within which new forms of cultural artefact (futures) might emerge”, design fiction is attracting multi-disciplinary attention for its ability to inform the creation of a fictional world. The main objective of the study is to understand, and improve, the role of Design Fiction as facilitator in the dynamics of shaping, but mostly sharing possible visions of the future. Design fiction, diegetic prototypes, narratives based on science and technology, have been identified as ways to develop new products, services, and business models in light of their potential of enhancing creativity (Schwarz, Liebl 2013). Drawing on various fields of theory and examples of innovations derived from advanced design practice and the arts, this research aims at understanding how the value of diegetic prototypes can be extended moving from a solely critical/narrative perspective to a pro-active perspective. While substantial work has been done in the recent past on the concept of weak signals and trends, there is still little evidence on the usage of cultural products in detecting weak signals or the usage of science fiction prototypes. Never the less some recent experiences as the UNESCO foresight unit driven by Riel Miller and the Guerrilla Futures by Stuart Candy links the technological perspective to socio-cultural innovation. Further, when discussing to prototypes derived from cultural products, it can be assumed that these prototypes through the processes of diffusion and normalization have become part of the world of the customer which then can be addressed through new products or services.

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**Keywords** Design Fiction; Diegetic Prototypes; Anticipation