

What we love and loathe about the future.



Five Fluxers visited The Future Starts Here exhibit at London's V&A museum and selected five designs we love and five designs we loathe.

Paul Virilio, a cultural theorist, captures what technology may have in store for us in one famously eloquent quote, "the invention of the ship was also the invention of the shipwreck." Even with great technological progress, every new invention carries its own potential to cause trouble.

From cryogenics to collective living, drones to driverless cars, the future is awash with opportunity: some of it good, some of it concerning.

In a fascinating and eclectic exhibition, the V&A explores many landscapes of possibility for the near future, asking pertinent questions.

As an agency that works in these spaces, we were excited to check it out.

We picked out our top five loves and top five loathes; the utopian designs we'd like to sail with into the future and the dystopian ones we think are doomed to be shipwrecked.

LOVES

1. Drones for good

Drones are often associated with warfare and surveillance, but how can they be used for good? MOAS, a migrant aid NGO, have been using Camcopter S-100, an unmanned helicopter equipped with infrared camera and real-time video feed, to help rescue crews locate and identify boats in distress. While governments continue to debate the migration crisis, MOAS, has rescued more than 30,000 people since 2014.