

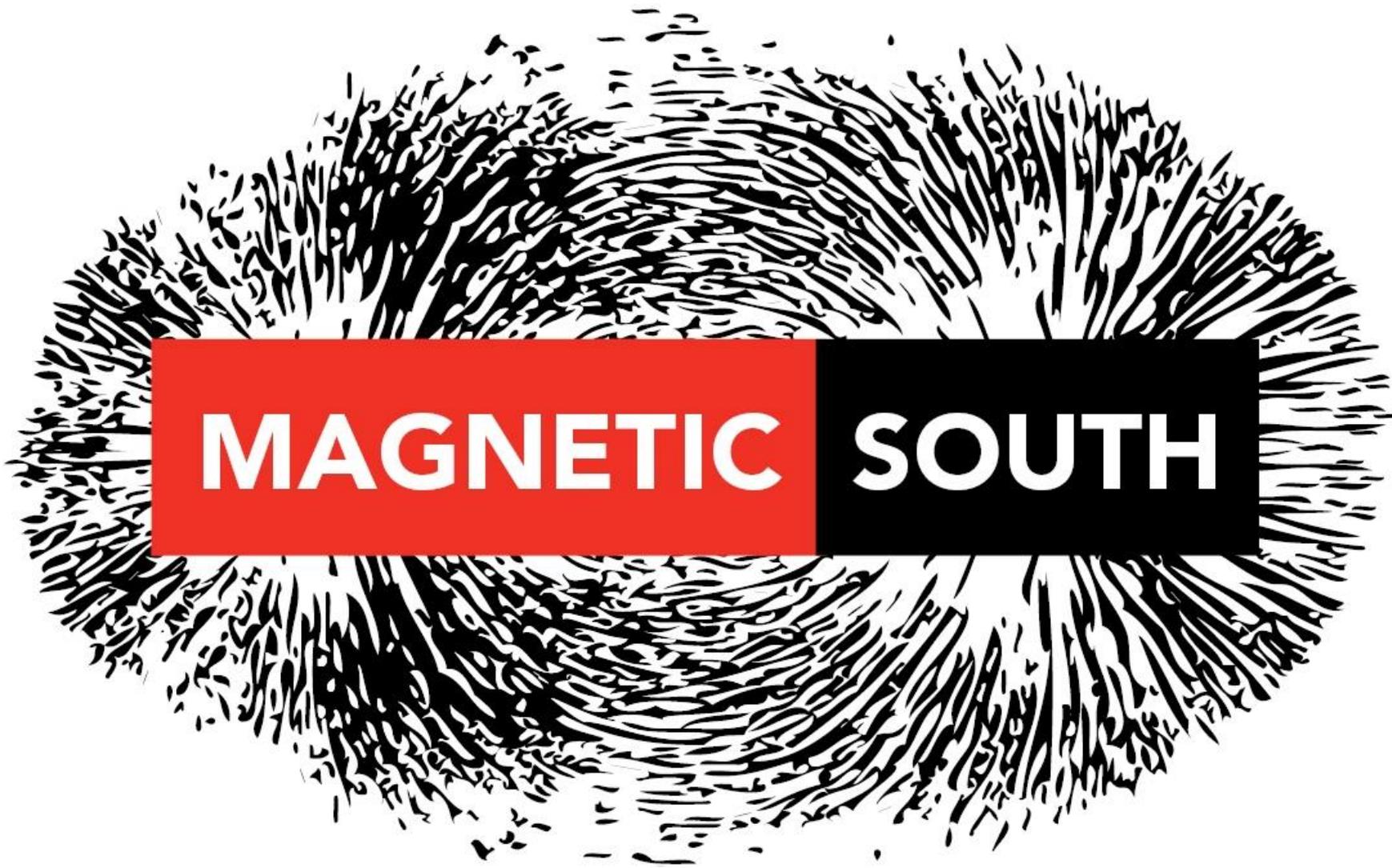


**Landcare Research**  
**Manaaki Whenua**

# **Magnetic South:**

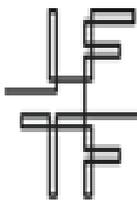
# **A Gaming Case Study**

**Bob Frame, May 2014**  
**NLRC**



**MAGNETIC SOUTH**





INSTITUTE FOR THE FUTURE

# Reality is broken, Jane McGonigal



## 40+10 Years of Foresight

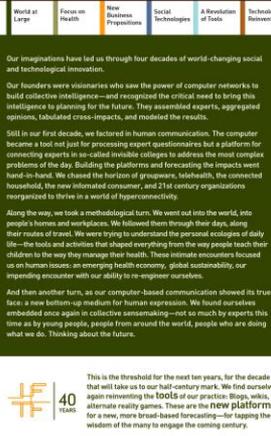
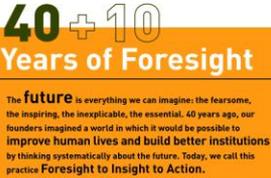
The future is everything we can imagine; the fearsome, the inspiring, the inexplicable, the essential. 40 years ago, our founders imagined a world in which it would be possible to improve human lives and build better institutions by thinking systematically about the future. Today, we call this practice Foresight to Inspirit to Action.

Our imaginations have led us through four decades of world-changing social and technological innovation. Our founders were visionaries who saw the power of computer networks to build collective intelligence—and recognized the critical need to bring this intelligence to planning for the future. They assembled experts, aggregated opinions, tabulated cross-impacts, and modified the results. Still in our first decade, we factored in human communication. The computer became a tool not just for processing expert questionnaires but a platform for connecting experts in so-called invisible colleges to address the most complex problems of the day. Building the platforms and forecasting the impacts went hand-in-hand. We chased the horizon of groupware, telehealth, the connected household, the new informed consumer, and 21st century organizations reorganized to thrive in a world of hyperconnectivity. Along the way, we took a methodological turn. We went into the world, into people's homes and workplaces. We followed them through their days, along their routes of travel. We were trying to understand the personal ecologies of daily life—the tools and activities that shaped everything from the way people teach their children to the way they manage their health. These intimate encounters focused us on human issues in an emerging health economy, global sustainability, our impending encounter with our ability to re-engineer ourselves. And then another turn, as our computer-based communication showed its true face: a new bottom-up medium for human expression. We found ourselves embedded once again in collective assemblies—and so much by experts this time as by young people, people from around the world, people who are doing what we do. Thinking about the future.

This is the threshold for the next ten years, for the decade that will take us to the next century mark. We find ourselves again reinventing the tools for our practice. Blogs, wikis, alternate reality games. These are the new platforms for a new, more brand-based forecasting—by tapping the wisdom of the many to improve the coming century.

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1968 1978 1988 1998 2008 2018



**1968** Frank Ludlow, Orla Heister, and Ted Gordon in Connecticut. In 1970, it moved to California, and soon afterward, Roy Amara took the helm to shape the organization into what it is today, a small group of dedicated, cross-disciplinary researchers using leading edge tools and hybrid methodologies to address the pressing problems of the future. The Institute uses much of its decision to its earliest research. Jacques Vallée's vision of computer networks as instruments of group communication set the course for decades of research that explored not only the technologies of group communication but also their social impacts. Bob Johansen's commitment to social science methodologies gave the Institute a unique voice in the world of technology and laid the foundation for social assessment of technologies at the individual, household, organizational, and societal level. By the end of its first decade, IFTF had completed one of the first efforts at collaborative modeling of the global climate change, and began to focus attention of the deepening crisis in health and health care. Ian Morrison joined the staff to lead the health forecasting work, and when Roy retired in 1990, Ian stepped up to become president. Meanwhile, the Institute was refining its skills in working with groups in large organizations and institutions to use forecasting for strategic planning. When Bob Johansen succeeded Ian Morrison as president in 1996, he began to craft the practice of Foresight to Inspirit to Action—a distinctly IFTF approach to strategic futureing. As the Institute approached the millennium threshold, the communication technologies that had formed the focus of early work were now clearly remaking the world at large. They were creating the more open, more participatory world for our early studies had foreseen. Marina Gorbea committed herself to this world by studying the social and technological networks of young people and pursuing what she called the "pillars of mobility." This research prepared her to take over the leadership of IFTF in the era of highly social media to guide the Institute today toward a practice of immersion, collaborative forecasting.

In 1968, Institute for the Future was founded by Paul Saran, Orla Heister, and Ted Gordon in Connecticut. In 1970, it moved to California, and soon afterward, Roy Amara took the helm to shape the organization into what it is today, a small group of dedicated, cross-disciplinary researchers using leading edge tools and hybrid methodologies to address the pressing problems of the future. The Institute uses much of its decision to its earliest research. Jacques Vallée's vision of computer networks as instruments of group communication set the course for decades of research that explored not only the technologies of group communication but also their social impacts. Bob Johansen's commitment to social science methodologies gave the Institute a unique voice in the world of technology and laid the foundation for social assessment of technologies at the individual, household, organizational, and societal level. By the end of its first decade, IFTF had completed one of the first efforts at collaborative modeling of the global climate change, and began to focus attention of the deepening crisis in health and health care. Ian Morrison joined the staff to lead the health forecasting work, and when Roy retired in 1990, Ian stepped up to become president. Meanwhile, the Institute was refining its skills in working with groups in large organizations and institutions to use forecasting for strategic planning. When Bob Johansen succeeded Ian Morrison as president in 1996, he began to craft the practice of Foresight to Inspirit to Action—a distinctly IFTF approach to strategic futureing. As the Institute approached the millennium threshold, the communication technologies that had formed the focus of early work were now clearly remaking the world at large. They were creating the more open, more participatory world for our early studies had foreseen. Marina Gorbea committed herself to this world by studying the social and technological networks of young people and pursuing what she called the "pillars of mobility." This research prepared her to take over the leadership of IFTF in the era of highly social media to guide the Institute today toward a practice of immersion, collaborative forecasting.

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# What makes for good engagement?





**Participatory**

# At one extreme an unresponsive monologue



**...and at the other a shouting match  
amongst the deaf ...**





**In between**

**- a sweet spot -**

**where each voice**

**states its view**

**persuasively**





**Engagement:**  
Dealing with  
irreducible  
differences

# New processes



# Social Media



# Go with the.... *flow*

Flow - a satisfying, exhilarating feeling of creative accomplishment and heightened functioning

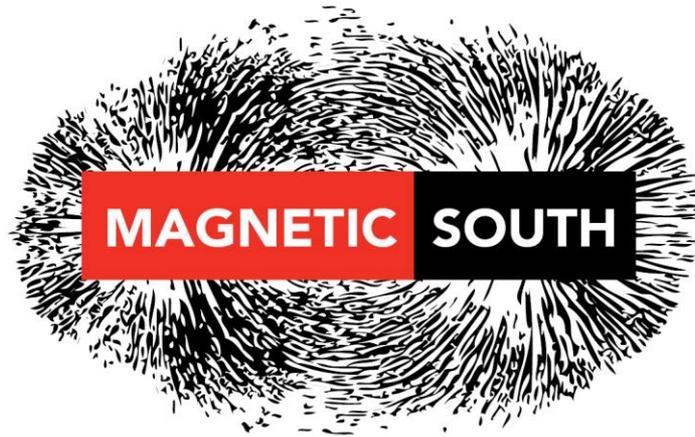
Flow is rare in everyday life

but is a prominent feature of playing games

# Christchurch

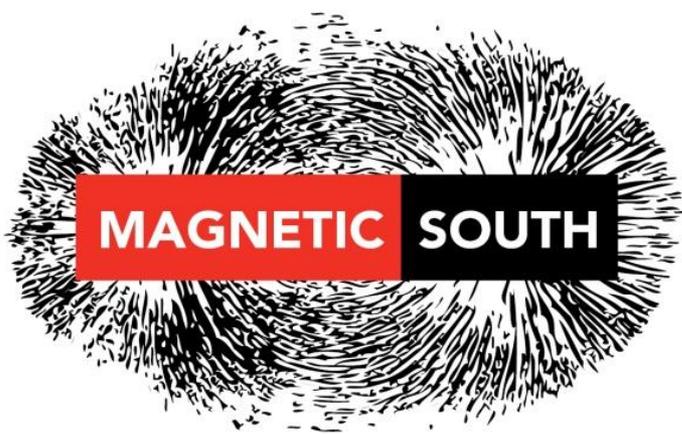
share  
an idea





**In 2021, when talent and investment are in even shorter supply than clean energy, what will you do to attract them to Christchurch?**

[www.magneticsouth.net.nz](http://www.magneticsouth.net.nz)



24 hours

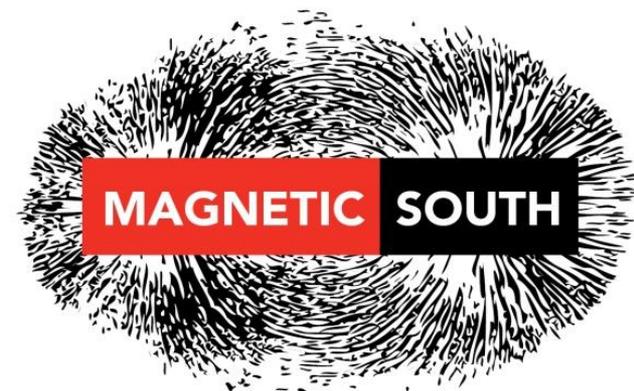
850 players

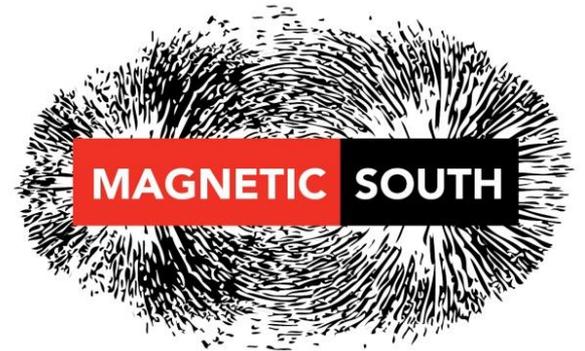
19 countries

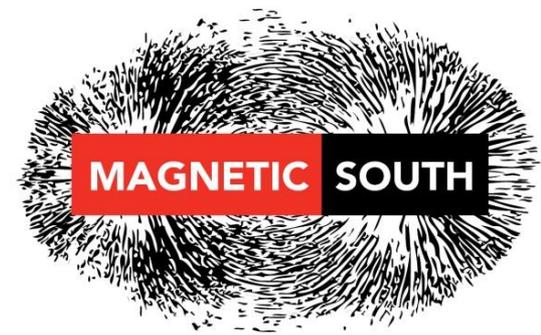
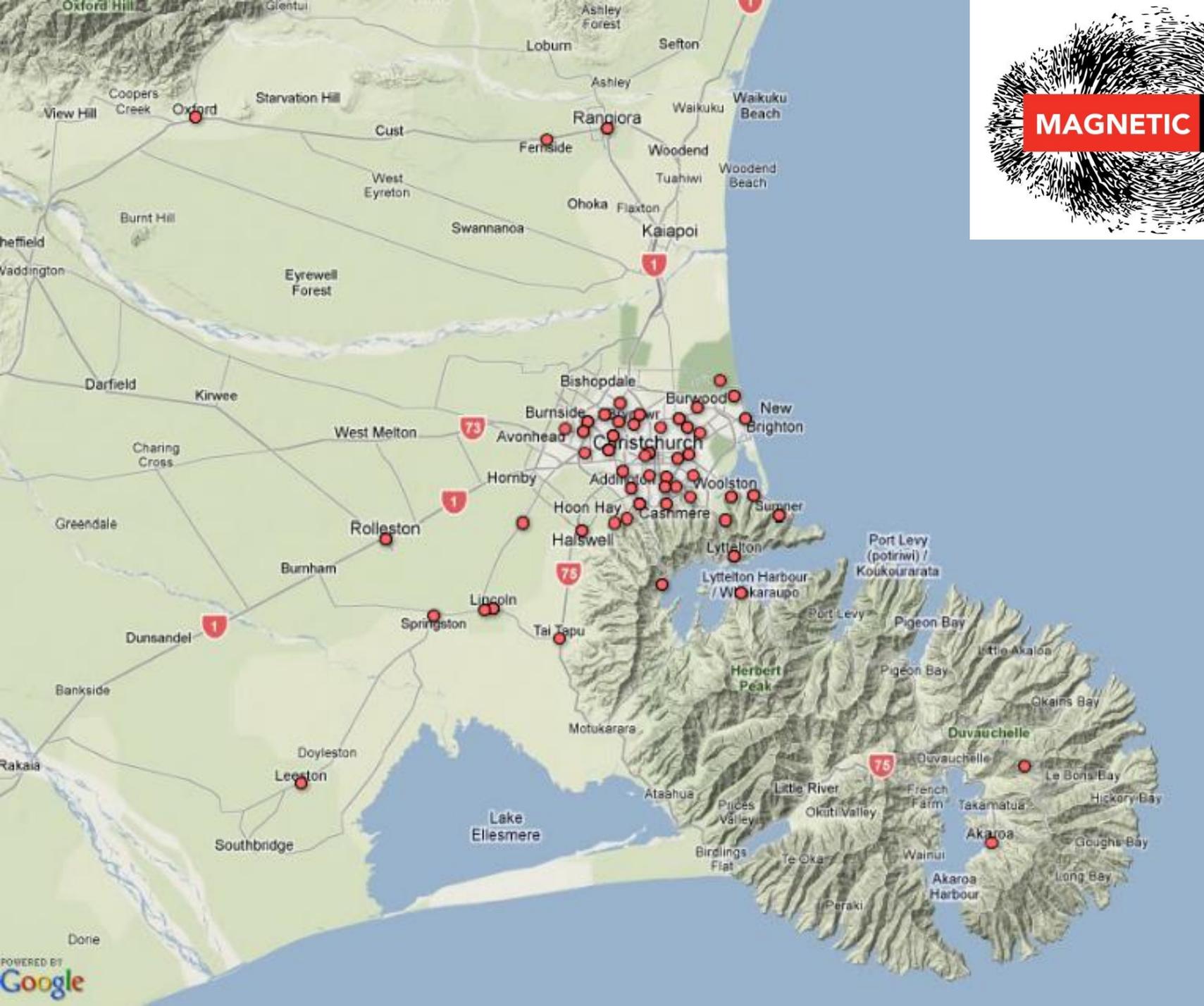
91% in NZ

67 % in Canterbury

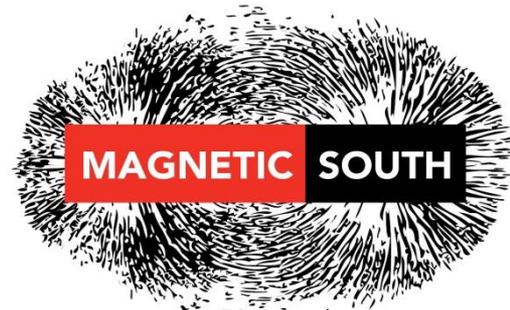
8889 ideas







buildings  
system  
community  
place  
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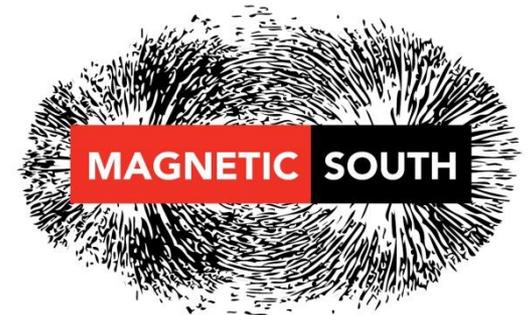


POSITIVE IMAGINATION IN RESPONSE TO:

*In 2021, when talent and investment are in even shorter supply than clean energy, what will you do to attract them to*

**No power bills and 0% CO2 output  
as every home is built with  
sustainable & super energy efficient  
technologies & power generating  
ability.**

played about 17 hours ago by Sandie



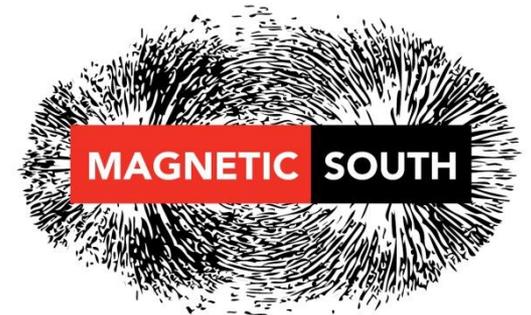


POSITIVE IMAGINATION IN RESPONSE TO:

*In 2021, when talent and investment are in even shorter supply than clean energy, what will you do to attract them*

**A vibrant, mixed use central city - a high density of residences, jobs, shops, bars, cafes and restaurants interspersed with parks.**

played about 1 hour ago by Carlos

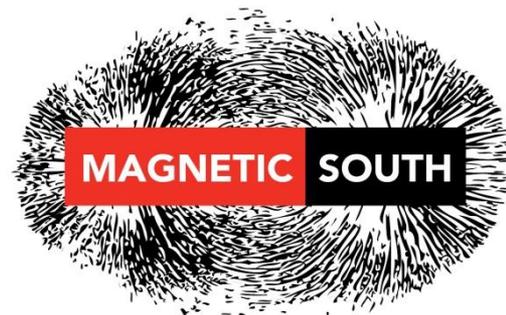




Releasing the Magnetic South data and

◀ SLIDE    ■ ■ ■    SLIDE ▶

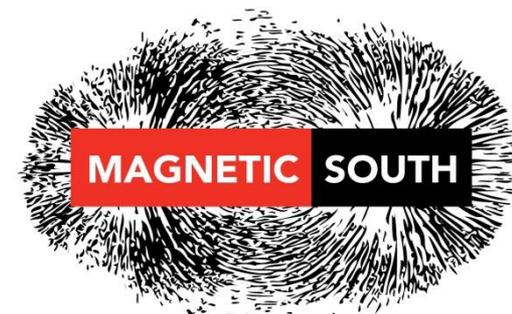
POSITIVE IMAGINATION	DARK IMAGINATION	ALL BUILDS	BUILDS ON MY CARDS
<p><b>POSITIVE IMAGINATION</b> ☆</p> <p>A place that is easy to explore and that attract a wide range of Arts &amp; Cultural events. A place that you want to call home.</p> <p>0 AnnaG</p>	<p><b>DARK IMAGINATION</b> ☆</p> <p>Not being able to think outside the square</p> <p>0 tigger</p>	<p><b>CHALLENGE</b> ☆</p> <p>I think the scale of the events will justify a separate Museum and memorial to the victims .</p> <p>0 xpert11</p>	<p><b>MOMENTUM</b> ☆</p> <p>Mandate for law change is via an online system, 1person 1vote, with supporting info, not claimed by a party as a lumped group of policies.</p> <p>0 glorious.mud</p>
<p><b>POSITIVE IMAGINATION</b> ☆</p> <p>Eco friendly environment, combined with educational opportunities and business innovation</p> <p>0 tigger</p>	<p><b>DARK IMAGINATION</b> ☆</p> <p>Overwhelming support for Magnetic South crashes US servers, global public demand's ChCh becomes new High-Tech hub.</p> <p>0 Eco-crazy</p>	<p><b>CHALLENGE</b> ☆</p> <p>Micro generation isn't economic for supply. Feed-in tariffs put up the prices for everyone else, with the least able to pay penalised most.</p> <p>0 searcher</p>	<p><b>MOMENTUM</b> ☆</p> <p>Light rail much better-more user friendly-quieter, faster, more predictable, more comfort, better waiting conditions. Use less energy.</p> <p>0 jacinta_o</p>
<p><b>POSITIVE IMAGINATION</b> ☆</p> <p>A place that is easy to explore and that attract a wide range of Arts &amp; Cultural events. A place that you want to call home.</p> <p>0 AnnaG</p>	<p><b>DARK IMAGINATION</b> ☆</p> <p>Financial interests that have way too much influence based on historical dinosaur like mentality.</p> <p>0 CeeJay</p>	<p><b>CHALLENGE</b> ☆</p> <p>I would call those large retail... Offices in CBD. They use the restaurants and cafe's during the day, bars after work.</p> <p>0 Carlos</p>	<p><b>MOMENTUM</b> ☆</p> <p>trams add to the character of Christchurch</p> <p>0 Morris60</p>
<p><b>POSITIVE IMAGINATION</b> ☆</p> <p>Alternative economies, more emphasis on community (community gardens, events) and less reliance on oil. If we set these up now, Chch</p> <p>0 Grandiloquentme</p>	<p><b>DARK IMAGINATION</b> ☆</p> <p>Financial interests that have way too much influence based on historical dinosaur like mentality.</p> <p>0 CeeJay</p>	<p><b>CHALLENGE</b> ☆</p> <p>Don't agree: reduce energy dependence first. Solar panels can't provide warmth and hot water; battery bank will need earthquake restraints</p> <p>0 searcher</p>	<p><b>ASK A QUESTION</b> ☆</p> <p>Is it something else entirely?</p> <p>0</p>



Releasing the Magnetic South data and

◀ SLIDE    ■ ■ ■    SLIDE ▶

MOST FORECASTING POINTS	MOST FOLLOWED	MOST SUPER INTERESTING	PLAYED FIRST CARDS
 <b>maryh</b> Wellington <span>☆</span> 10000+	 <b>maggie</b> Lincoln <span>☆</span> 3	 <b>Kiwidutch</b> ChCh Kiwi in The Hague <span>☆</span> 4	 <b>Paparooa</b> Christchurch <span>☆</span> 1
 <b>C.Field</b> Christchurch <span>☆</span> 10000+	 <b>Mel</b> Christchurch <span>☆</span> 2	 <b>Tommy H</b> Wellington <span>☆</span> 3	 <b>Andrew</b> Palmerston North <span>☆</span> 1
 <b>renderedren</b> <span>☆</span> 10000+	 <b>fwkeating</b> CHC <span>★</span> 2	 <b>technotart</b> Christchurch <span>☆</span> 4	 <b>robaki</b> akl <span>☆</span> 1
 <b>Steve</b> Christchurch <span>☆</span> 10000+	 <b>Jez Weston</b> Wellington <span>☆</span> 2	 <b>Marky</b> heathcote <span>☆</span> 3	 <b>bryanstaples</b> philipstown <span>☆</span> 1
 <b>Carlos</b> Christchurch <span>☆</span> 10000+	 <b>mia</b> <span>☆</span> 2	 <b>Janet_D</b> Christchurch <span>☆</span> 3	 <b>flaxroots</b> Lyttelton <span>☆</span> 1
 <b>Tommy H</b> Wellington <span>☆</span> 10000+	 <b>June</b> Lincoln <span>☆</span> 2	 <b>Padma</b> Tauranga <span>☆</span> 4	 <b>notanic</b> Christchurch <span>☆</span> 1
 <b>Sascha1807</b> Christchurch <span>☆</span> 10000+	 <b>waiwonder</b> Christchurch <span>☆</span> 2	 <b>waiwonder</b> Christchurch <span>☆</span> 3	 <b>GeniusNet</b> <span>☆</span> 1



DARK IMAGINATION IN RESPONSE TO

*In 2021, when talent and investment are in even shorter supply than clean energy, what will you do to attract them to*

Teenagers are forgotten in the city development. Cars are unaffordable so with nothing to do and nowhere to go they hang on street corners.

A game runner marked this card Super Interesting.

played 18 days ago by Brobie



[Edit Card](#)

- Super Interesting
- Scenario Fail
- Common Knowledge
- Hidden

PLAY MOMENTUM

If that happens . . . what might happen NEXT?

MOMENTUM CARDS

make places for teens to meet up with each other-ideally places where reasonable risks can be taken (skate parks etc). danger is always cool

Marky

PLAY CHALLENGE

Don't Agree? What would you do or what might happen INSTEAD?

CHALLENGE CARDS

Build dedicated 'hang areas'. You can't stop a teenager from hanging out 'bored' so control where they're going to it.

BlgD

Should the city enter a more open ideal, such teenagers will be lost in the crowd, hidden in plain sight.

Timythenerd

They take responsibility for their situation and needs and form interest-based communities. White Elephant youth centre case in point.

finder

Green areas and good facilities for activities can be used by all and if facilities are there and society makes the use cool teens will too.

Brobie

this prospect has to be avoided at all costs - the youth forum should be reconvened to guide the future city & make it

PLAY LOCAL ADAPTATION

How might this play out differently in YOUR field, organization or part of Christchurch?

LOCAL ADAPTATION CARDS

PLAY A SK A QUESTION

Curious? Want to hear more? Ask a FOLLOW-UP QUESTION

A SK A QUESTION CARDS

What would you like added to the city for teens to do?

bellinda

LOCAL ADAPTATION IN RESPONSE TO:

*What would you like added to the city for teens to do?*

Teenagers limiting factor is often money. Free or cheap activities? They like interacting with friends so activities for small groups?

played 18 days ago by Brobie



[Edit Card](#)

- Super Interesting
- Scenario Fail
- Common Knowledge
- Hidden

PLAY MOMENTUM

If that happens . . . what might happen NEXT?

PLAY CHALLENGE

Don't Agree? What would you do or what might happen INSTEAD?

PLAY LOCAL ADAPTATION

How might this play out differently in YOUR field, organization or part of Christchurch?

PLAY ASK A QUESTION

Curious? Want to hear more? Ask a FOLLOW-UP QUESTION

MOMENTUM CARDS

Socialising Green spaces-  
Climbing Walls-Skateboard  
areas-Bike Tracks Walking  
trails-Art courses-Technology  
challenges e.g.build catapults

Brobie

CHALLENGE CARDS

LOCAL ADAPTATION CARDS

ASK A QUESTION CARDS

Good public transport is  
important for teens. Good  
facilities and opportunities  
don't help if it's too expensive  
or difficult to get around.

Brobie

ASK A QUESTION IN RESPONSE TO:

*Teenagers are forgotten in the city development. Cars are unaffordable so with nothing to do and nowhere to go they*

**What would you like added to the city for teens to do?**

[Edit Card](#)

- Super Interesting
- Scenario Fail
- Common Knowledge
- Hidden

played 18 days ago by belinda



PLAY MOMENTUM

If that happens . . . what might happen NEXT?

PLAY CHALLENGE

Don't Agree? What would you do or what might happen INSTEAD?

PLAY LOCAL ADAPTATION

How might this play out differently in YOUR field, organization or part of Christchurch?

PLAY ASK A QUESTION

Curious? Want to hear more? Ask a FOLLOW-UP QUESTION

MOMENTUM CARDS

Making the inner city a highly relaxed social meeting place seems to suit teenagers nicely, whether they have something to do or not.

Timythenerd

CHALLENGE CARDS

LOCAL ADAPTATION CARDS

Teenagers limiting factor is often money. Free or cheap activities? They like interacting with friends so activities for small groups?

Brobie

ASK A QUESTION CARDS

Happy teens come from happy kids. Good spaces for free play helps develop creativity, independence confidence and problem solving.

Brobie

# Magnetic South Micro-Forecast Chain Reactions

## What is this?

The graphics below are an experimental visual overview of the most detailed conversations currently taking place in the [Magnetic South](#) event (i.e. conversations that are at least five levels deep). Each graphic represents a conversation that is taking place. Each person in the conversation is represented with a number. The person who made the initial forecast is number one. The first person to reply is number two... and so on. Click on the trees to see more detail. All card data will be released at the conclusion of the event.

To date **850 people** have played **8889 cards** . See a [map of players](#).

Dark Imagination (pessimistic) forecasts are purple.

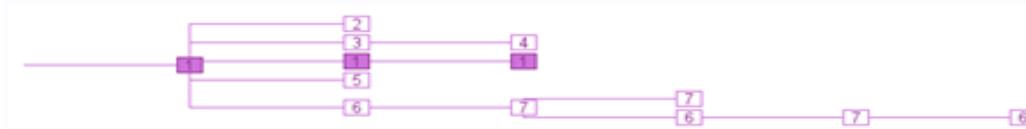
Chris McDowall, Landcare Research Informatics.

Positive Imagination (optimistic) forecasts are blue.

Imagination Cards	Conversation Overview
Define why vehicles are used. If we know from, to, when and how many passengers, we can accommodate both that need & alternatives.	<p>A conversation tree starting with a blue node 1. Node 1 branches into three nodes: 1, 3, and 4. Node 1 further branches into nodes 2 and 1. Node 2 branches into node 2. Node 1 branches into node 2. Node 2 branches into node 2.</p>
The red zones could be made into parks and bike tracks.	<p>A conversation tree starting with a blue node 1. Node 1 branches into nodes 2 and 4. Node 2 branches into node 3. Node 3 branches into node 2. Node 2 branches into node 3. Node 3 branches into node 2.</p>
4 quarters, 4 masterplan architects; 1Q leafy, riverside, airy, 1Q bold + brash, 1Q careful heritage rebuild, 1Q CPIT, students + nightlife	<p>A conversation tree starting with a blue node 1. Node 1 branches into node 2. Node 2 branches into nodes 3, 4, and 1. Node 3 branches into node 2. Node 4 branches into nodes 3 and 2. Node 1 branches into node 2. Node 2 branches into nodes 4 and 2. Node 4 branches into nodes 3 and 5. Node 3 branches into node 3. Node 2 branches into node 5.</p>
Teenagers are forgotten in the city development. Cars are unaffordable so with nothing to do and nowhere to go they hang on street corners.	<p>A conversation tree starting with a purple node 1. Node 1 branches into nodes 2, 3, 1, 5, and 6. Node 2 branches into node 4. Node 3 branches into node 4. Node 1 branches into node 1. Node 5 branches into node 7. Node 6 branches into node 7. Node 7 branches into nodes 7 and 6. Node 7 branches into node 7. Node 6 branches into node 6.</p>
Advertising devices (especially billboards) are banned in the CBD, similar to other major international cities. Makes CBD more pleasant.	<p>A conversation tree starting with a blue node 1. Node 1 branches into nodes 1, 3, 4, and 5. Node 1 branches into node 2. Node 2 branches into node 1. Node 1 branches into nodes 2 and 3. Node 2 branches into node 3. Node 1 branches into node 3.</p>
CBD building heights are limited to 3 or 4 floors, except for iconic civic buildings (such as art gallery) which make enduring statements.	<p>A conversation tree starting with a blue node 1. Node 1 branches into node 1. Node 1 branches into node 2. Node 1 branches into node 1. Node 1 branches into nodes 2 and 2. Node 2 branches into node 1.</p>

# DARK IMAGINATION : "Teenagers are forgotten in the city development. Cars are unaffordable so with nothing to do and nowhere to go they hang on street corners."

Played by [Brobie #1](#)



Build dedicated 'hang areas'. You can't stop a teenager from hanging out 'bored' so control where they're going to it.

CHALLENGE : BigD #2

Should the city enter a more open ideal, such teenagers will be lost in the crowd, hidden in plain sight.

CHALLENGE : Timythenerd #3

Teenagers now better integrated into the Chch society. They are active in their communities, and are engaged in local politics.

MOMENTUM : DavidLaing #4

Green areas and good facilities for activities can be used by all and if facilities are there and society makes the use cool teens will too.

CHALLENGE : Brobie #1

Providing good environments suiting all our needs promotes positive activities we want people to do. A boring grey city doesn't suit anyone

MOMENTUM : Brobie #1

this prospect has to be avoided at all costs - the youth forum should be reconvened to guide the future city & make it relevant to youth

CHALLENGE : Colln Meurk #5

make places for teens to meet up with each other-Ideally places where reasonable risks can be taken (skate parks etc). danger is always cool

MOMENTUM : Marky #6

Danger & 'adventure' is not only cool but develops our brains Let young people design and help build these spaces so they own them.

LOCAL ADAPTATION : Clare #7

What about parts of our play areas that move between parks like a giant toy library - changing environment keeps people returning

LOCAL ADAPTATION : Clare #7

when skate parks are developed we can offer potential users the opportunity to vote on what they want in the parks - ie funbox/volcano/spine

LOCAL ADAPTATION : Marky #6

Yes voting is important but I'm thinking more than that-true ownership right down to providing some of the grunt work for making it happen

CHALLENGE : Clare #7

good idea, It works on the port hills bike tracks - most of the mtb tracks in the port hills are built by the riders who use them



**So what does all this mean?**



**Find flow**

**Accept reduced control**

**Seek high returns**