



IMAGINATION OF THINGS



BALTAN
LABORATORIES

fabricating *alternatives*

Is your organisation
actively shaping its
future or just reacting
to the idea of it?



Let's (re)invent
together.

Fabricating Alternatives
is a strategic toolset
that uses fiction to spark
innovation.

By gathering people to
play, imagine, develop
and prototype ideas, it
brings more imagination
to business.

Through a co-creation session we fabricate alternatives for our reality, generating two key outputs >



Interventions

where these inventions intervene in the current modus operandi.

Our Reality



Fictional World



Inventions

or prototypes that exist in the fiction we build together.



Design Fiction workshop participants



Temporary Innovation Lab with an insurance company



Workshop with business accountants

Let's go together.

In our previous projects, we transformed corporate professionals in the insurance industry into wild creative geniuses and reimagined an accounting firm as powerful business therapists.

This is a research-based project created by Imagination of Things and co-produced by Baltan Laboratories.

It builds on our work with creative strategy and experience design, organizing workshops, design sessions, and temporary innovation labs.

It needs to start somewhere.

Besides the use of our methodology & toolset, we have a simple work formula >

Problem-setting

Instead of classic problem-solving, we create inventions that tell a story of what could be.



Curation of people

Hybrid innovation requires diversity. What can happen when we mix internal stakeholders with designers, scientists, artists, and technologists?



Short period of time

We aim for the amazing things that we can do now, not in a few months.



Prototype of the future

The basic steps are:



creative session(s) with internal stakeholders and professional guests

creation of concepts & inventions

production of prototypes

pop-up / small event as an intervention



IMAGINATION OF THINGS

Imagination of Things is a design fiction studio based in Amsterdam. They use narrative design and creative technology to unfold more imagination in our lives.



BALTAN LABORATORIES

Baltan Laboratories is based in Eindhoven and initiates experimentation on the crossroads of art, design, science and technology, evoking inquisitive ideas and insights by bridging the gaps between disciplines.

This collaboration between Imagination of Things and Baltan Laboratories is kindly supported by Stimuleringsfonds Creatieve Industrie, Stichting Cultuur Eindhoven and Provincie Noord-Brabant.

If you're interested and believe that your organisation can benefit from this process, get in touch with us!

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