



Let Me  
Tell You  
A Story

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A hand-drawn circle in a dark brown ink, centered on a piece of aged, yellowish-tan paper with visible texture and some foxing. The circle is composed of two concentric lines, with the text centered between them.

# **PROJECT** story

outside world





# STORY 1



Where people don't think about people...  
**and things go bad**



**September 19th, 2011**

Sowerby Bridge, West Yorkshire



**September 20th, 2011**

Braintree, Essex



# **"Foresight Future Identities (2013)"**

Government Office for Science, London



**"Foresight Future  
Identities (2013)"**

**100 academics  
20 published evidence  
papers**



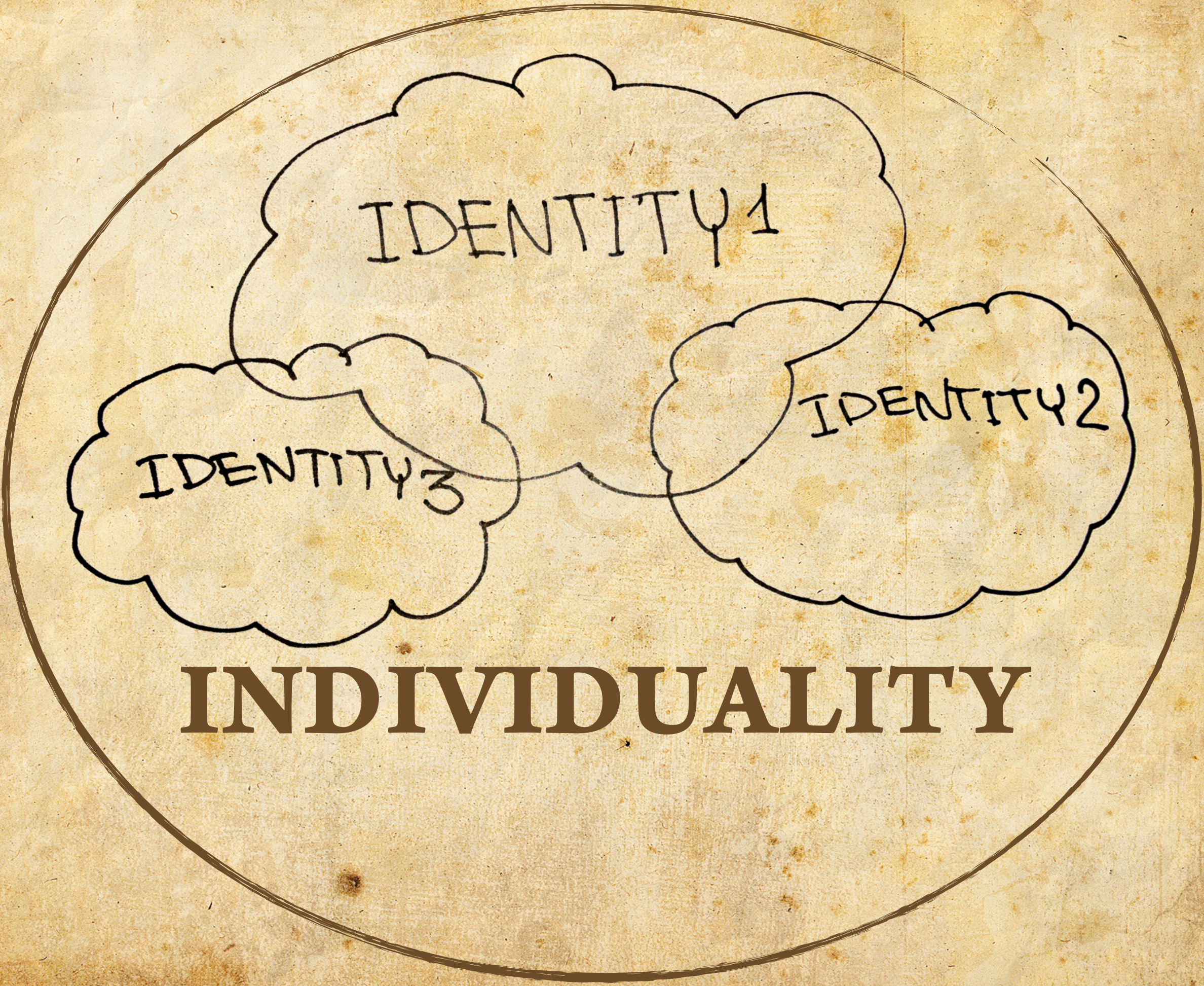
IDENTITY 1

IDENTITY 2

IDENTITY 3







IDENTITY 1

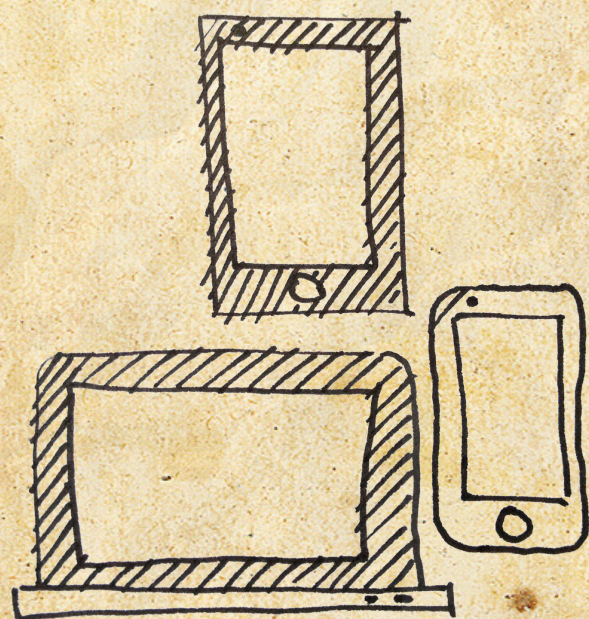
IDENTITY 3

IDENTITY 2

**INDIVIDUALITY**



# Devices connected to internet



7 billions

15 billions



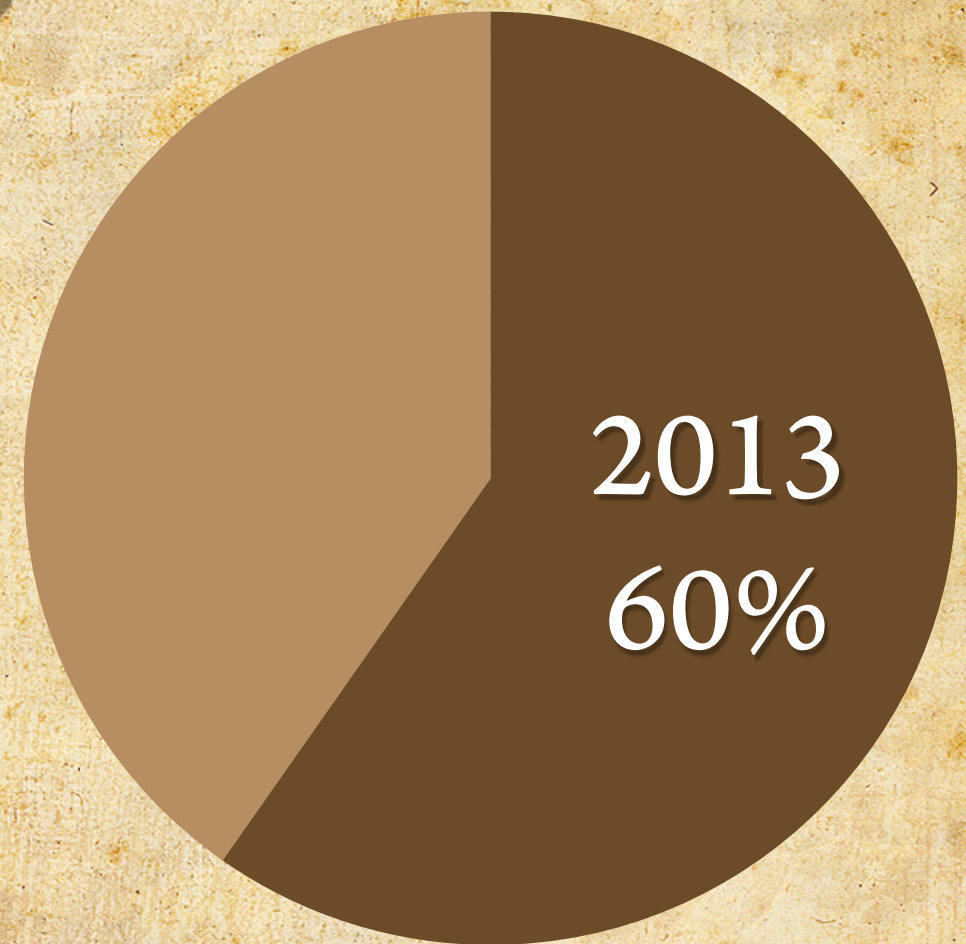
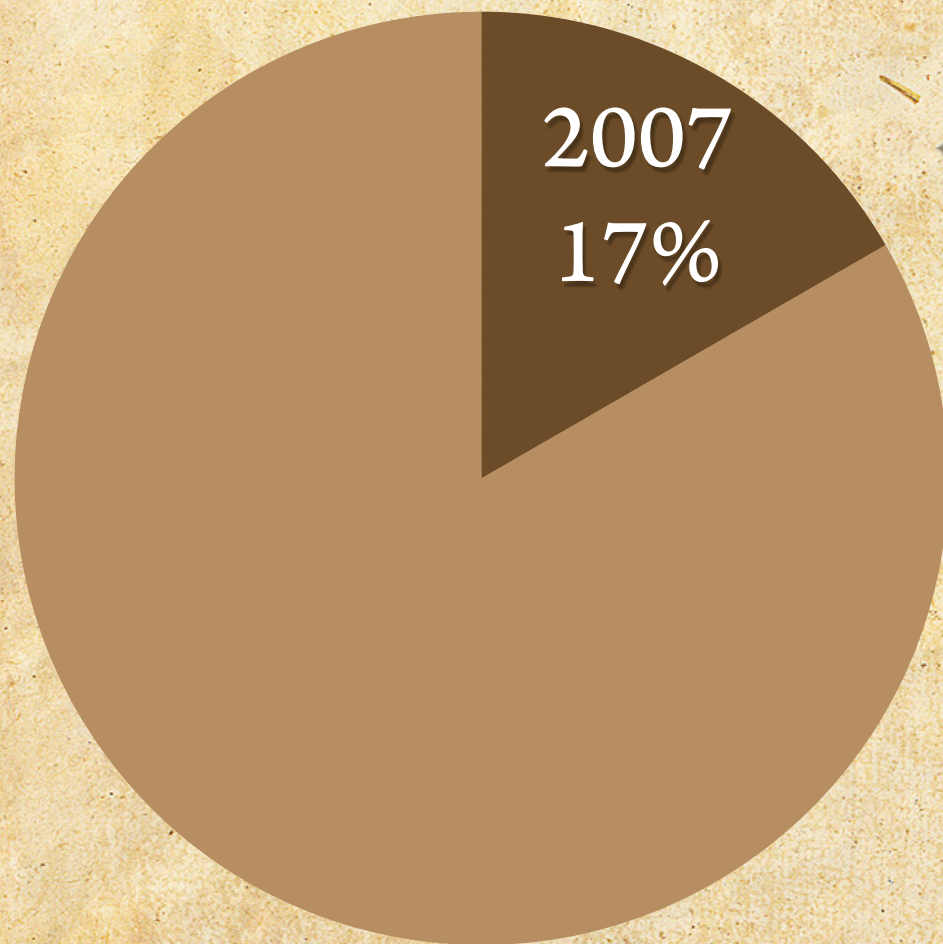
2011



2015



# Social networks users





“Forget about having an identity crisis and get some identity capital. ... Do something that adds value to who you are. Do something that's an investment in who you might want to be next.”

**Meg Jay,  
clinical psychologist**





# STORY 2



Where people start thinking about people



## ❧ 2.1 ❧

Where people think about people and...  
**get benefit**



# 2005

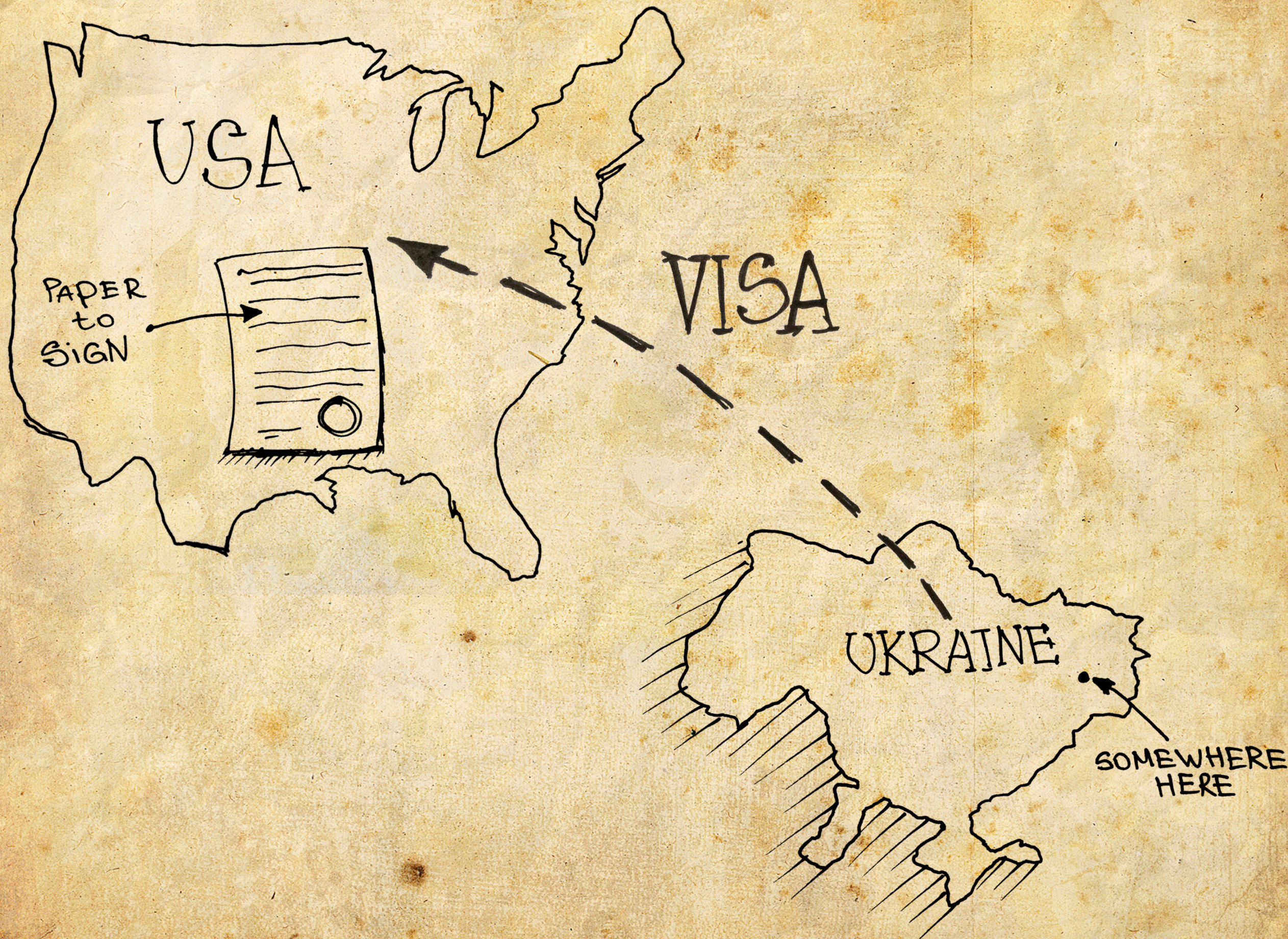






Open Source CMS







## 2.2

Where people think about people and...  
**enjoy doing so**



**March 2012**

Nottingham, England



Linda Sandvik

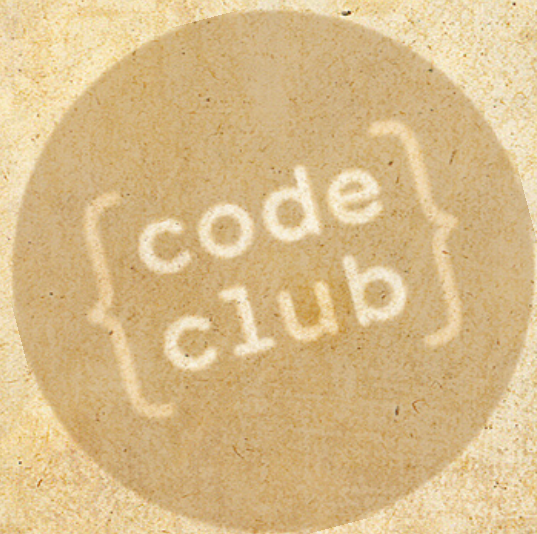


Clare Sutcliffe





# Code Club





# Code Club

“...a **nationwide** network of free volunteer-led after-school coding clubs for children aged 9-11.”

A circular logo with a light beige background. Inside the circle, the words "code" and "club" are stacked vertically, enclosed within a pair of curly braces. The text is in a light, monospace-style font.

{code  
club}



# Code Club

**worldwide**

“... a ~~nationwide~~ network of free  
volunteer-led after-school coding  
clubs for children aged 9-11.”

A circular logo with a light beige background. Inside the circle, the words "code" and "club" are stacked vertically, enclosed within a pair of curly braces. The text is in a light, monospace-style font.

{code  
club}

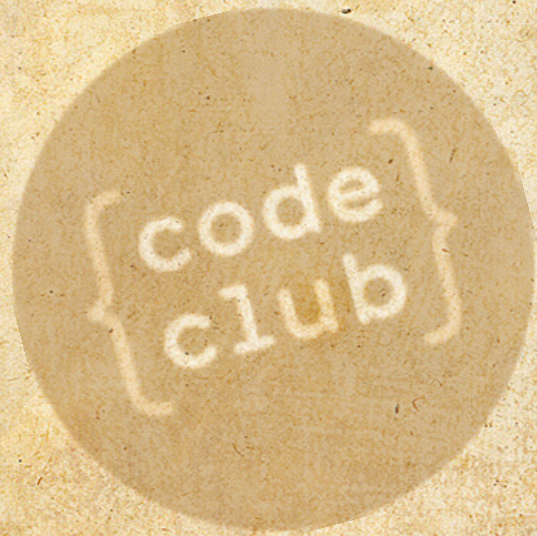


# **Skills, employment and education**

A critical issue for the future will be to ensure that individuals have the knowledge, understanding, and technological literacy to enable them to take control of their own online identities, and to be aware of their online presence and how it could be used by others.



**“Code Club** is and always will be free! It’s one of our core beliefs and we aim to keep it this way. Code Clubs should be totally volunteer-led, so please don’t charge for your clubs!”



**Code Club website**





# STORY 3



Where people think about people and...  
**technology helps them**



# 1991

Computer Lab of the University of  
Cambridge





“It started back in the  
dark days of 1991, when  
the World Wide Web was  
little more than a glint in  
CERN's eye...”

**Quentin Stafford- Fraser**



# Trojan Room coffee pot





**September 2004**

KB Hilltop Stables, Charlotte, Iowa





**September 2004**

KB Hilltop Stables, Charlotte, Iowa



**“The Internet is my hero. We**  
hear so many bad news stories about  
the Internet and about Web cams  
but this has such a happy ending.”

**Bev Holzrichter**





“Don’t be afraid to get an unlikely, even exotic-sounding, potential problem checked out. No one will laugh at you. Google is definitely your friend.”

**Doug Henning**





“Need a paramedic on  
corner of John Wesley  
Dobbs and Jackson St.  
Woman on the ground  
unconscious. Pls  
ReTweet.”

**Kwanza Hall**





“Diagnosed with  
Leukemia in Sept ‘11.  
Recovering and  
reevaluating life.”

**Amit Gupta**





# **EPILOGUE**





**9450 children born  
during 45 minutes**



CHRISTINE  TREMOULET



Next time you develop something, think of a story that your product might be involved into. **Think about people** involved in this story. And maybe you will want to make your product a bit better. And your product's story will have happy ending.

**Me a.k.a Denys Mishunov**





**THE END**

