

P27 - Enhance Imagination in R&D, Innovation and Strategy

11. TECHNOLOGY, R&D and INNOVATION STRATEGIES

Sven Schimpf^{1,2} (Sven.Schimpf@innovation.fraunhofer.de)

Julien Bucher³ (Julien.Bucher@wiwi.tu-chemnitz.de), Stefan Hüsiger³ (Stefan.huesig@wiwi.tu-chemnitz.de)

¹ Fraunhofer Group for Innovation Research, Stuttgart, Germany

² Institute for Human Engineering & Empathic Design, Pforzheim University, Germany

³ Innovation Research and Technology Management, Technical University Chemnitz, Germany

Track summary: In this Track, we would like to discuss approaches, that enhance imagination for R&D, Innovation, and Strategy. The objective is to bring together insights and approaches on how stakeholders can broaden their perspective toward aspects beyond linear development paths and beyond developments that are evaluated as being possible. This track is about a future that is hardly imaginable - but might happen. We would be happy to receive contributions that deal with the borderline between R&D, Innovation, and Strategy planning and the unimaginable.

Special interest in forms of art e.g. (science) fiction and retrofutures raising questions on how these imaginations and narratives may be methodologically approached, how they influence and have influenced human societies/progress, and how they may be utilised in a responsible way (via and beyond science fiction prototyping or artistic intervention).