

# Book Displays on Futures Thinking



Libraries routinely use book displays to highlight their collections, and these displays have a positive effect on circulation. There are two main reasons for this:

**“First, placing books in a prime display location increases their visibility and accessibility, making them more likely to be noticed and, ultimately, chosen by browsers . . . Second, displays are thought to help narrow readers’ choices by guiding them to a small collection of titles, thus, overcoming the effects of information overload.”**

**(Baker, 1986)**

A book display can be a great way to introduce the concept of futures thinking to patrons. Here are some display ideas.

# Display Ideas

**Templates** – A template can help you streamline the process of creating a new theme when you switch out a display. One option for designing templates is Canva, a web-based graphic design platform (there is a free and paid version). Canva has premade templates that you can easily customize with your library-specific info, and colors, fonts, logo, etc. (Canva has a wide variety of templates, including for the materials highlighted below – posters and infographics.) Once you have created the template of your choice, you can quickly modify it to advertise a different theme. It also helps people to see that there is a continuing topic with different themes, so they look forward to the next one.

The following examples were created in Canva by Caldwell Public Library Marketing Specialist Haley Westbrook.



A book display featuring two posters about futures thinking, bookmarks with information about futures thinking, and three books available for checkout.


We've made all of the templates created by Haley Westbrook available as editable PDFs. Links to them can be found at the end of this chapter.

Reading Recommendation Bookmarks - Bookmarks are a great way for patrons to explore themes and share that information with others. Bookmarks can be included on the display table, area of your choice, and/or inserted into the books on display. Recommended reading themes include books about inventors, visionaries, and futurists. You can browse various bookmark templates and themes on Canva.

## FUTURES THINKING

We know that things don't always go as planned, but getting in the habit of practicing Futures Thinking can help us anticipate and prepare for future obstacles.


There are many forms of Futures Thinking, including Innovative Thinking. Great inventors are good at imagining a future that is different from what we currently know, and their work requires them to think up ways to try and make the futures they imagine come true.



## FUTURES THINKING

We know that things don't always go as planned, but getting in the habit of practicing Futures Thinking can help us anticipate and prepare for future obstacles.


There are many forms of Futures Thinking, including Visionary Thinking. {GIVE EXAMPLE OF A TYPE OF VISIONARY THINKER HERE}



## FUTURES THINKING

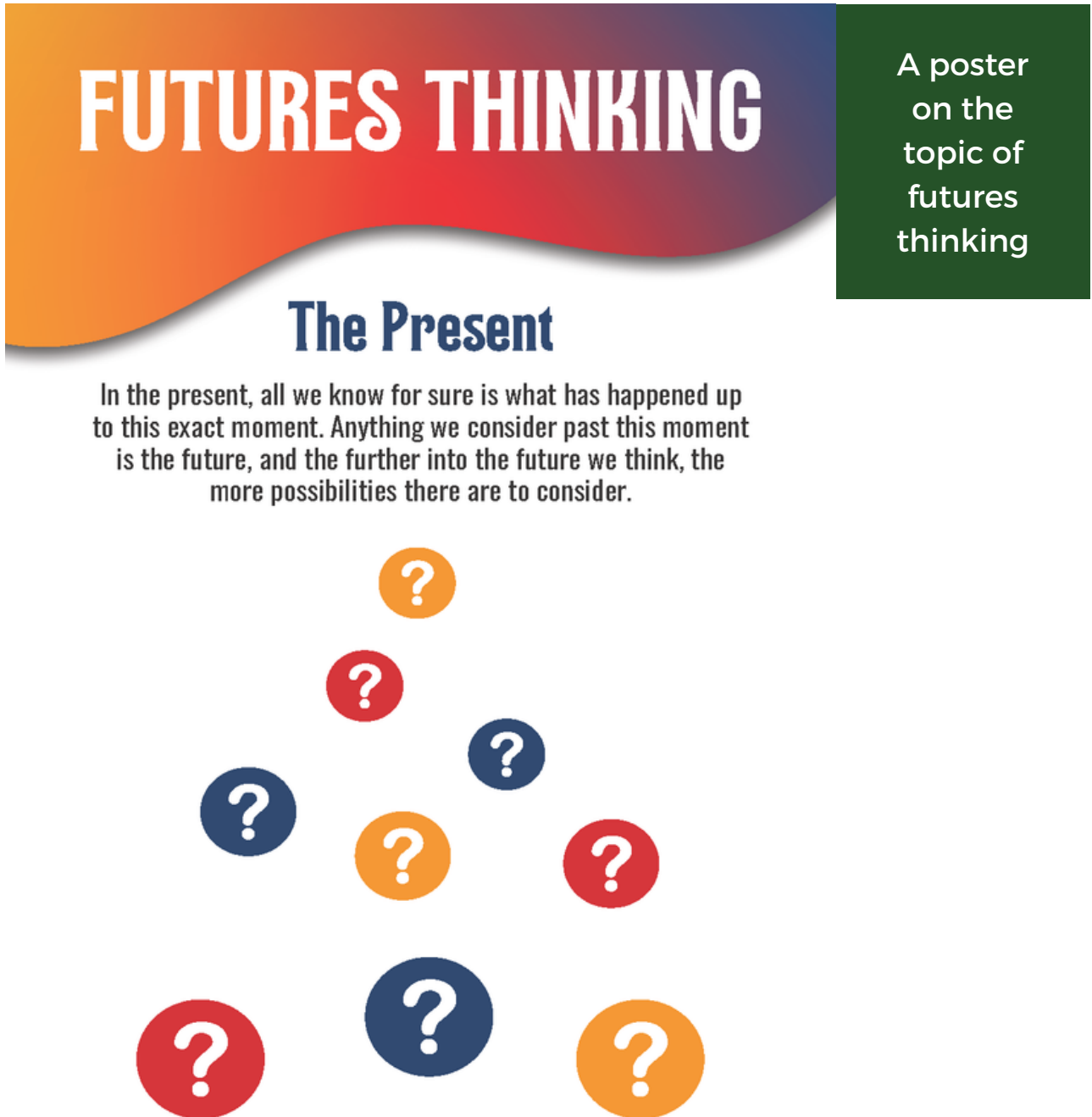
We know that things don't always go as planned, but getting in the habit of practicing Futures Thinking can help us anticipate and prepare for future obstacles.

There are many forms of Futures Thinking. {GIVE EXAMPLE OF A TYPE OF FUTURIST THINKER HERE}



Example bookmarks on the topic of futures thinking. The blue bookmark lists inventors. The red bookmark features visionary thinkers. And the yellow bookmark lists library resources available on the topic of futures thinking.

Display Posters, Infographics, or Signage Themes - Posters, infographics, or passive programming add the last little bit of information needed to round out your display. While there are some examples provided, I also like keeping the posters open for anyone who has more time to be extra creative. You can also consider adding a [QR code](#) to a poster, infographic, or to the bookmarks!



# The Future

Being able to think about a variety of possible outcomes when we consider different scenarios helps us anticipate what problems and opportunities we could face. This allows us to not only plan for the future, but it also allows us to try to influence the type of future we want to see.

A poster  
on the  
topic of  
futures  
thinking



**Imagine** a scenario



**Brainstorm** all the different futures that scenario could bring forth



**Consider** how you would prepare for and react to the different futures



**Think** about what you can do now to try to enact a favorable future



**Repeat!** We can't predict the future, but we can try to be prepared. The more scenarios you consider, the more prepared you might feel for whatever the future holds

## FUTURES THINKING

Some display theme ideas:

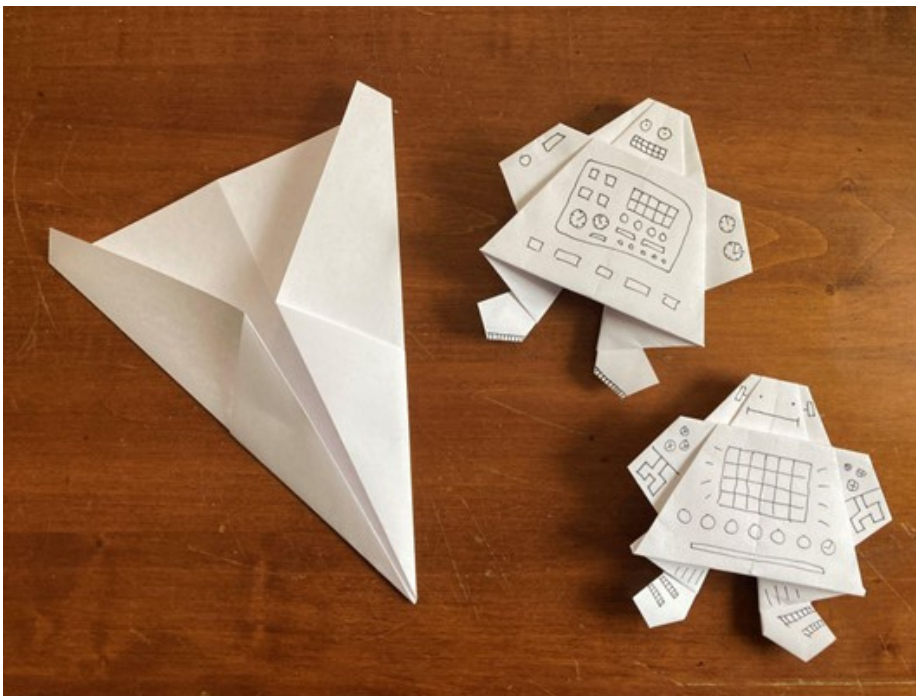
- Inventor display -- around famous inventors, such as Nikola Tesla, Alexander Graham Bell, or Steve Jobs. For more information, [check out this article](#) listing 15 popular inventors.

- Visionary display -- around business visionaries, such as Salman Khan or Bill Gates. For more information, [check out this article](#) listing 10 popular visionaries.
- Futurists display -- around famous futurists, such as Michio Kaku or Ray Kurzweil. For more information, [check out this article](#) listing 10 groundbreaking futurists.
- Futures thinking game display -- Create a display featuring one of the futures thinking games listed below. You can use prompts and questions from the activities to create passive activities that fit with a display format.

**Display Ideas / Cutouts (Cricut cut, origami, other paper builds)** – To make the display pop, include some fun, physical items that don't cost a lot and are easy to replace. You may not even have to change out the displays each time you rotate to a new theme since some would fit into the overall theme of futures thinking. Included below are some links to fun designs!

Some ideas for different theme items are included below:

- Origami robots -- Learn how to fold your own [origami robots](#).
- Origami spaceship -- Learn how to fold your own [origami spaceships](#) (video).
- Robot papercraft -- If your library has a cutting machine, you can download the SVG files to cut out and make your own paper robot treat box. Tutorial and files available [here](#).



Two robots made of folded paper with simple designs drawn on them.

# Programming Display Options

## Active Program Ideas

These games and activities are great to use in an active program or event.

### World Game (International Futures Forum)

- This collaborative role-playing game is about sustainability and resilience and is designed for groups wanting to place their activity into a wide view of current global challenges. It is a fun way to engage in the big picture of what is happening and what might happen in our world that we will need to respond to.
- 4, 6, or 12 players. 1-4 hours.

### The Thing from the Future (Situation Lab)

- This award-winning imagination game challenges players to collaboratively and competitively describe objects from a range of alternative futures.
- 1-6 players.
- CC BY-NC-SA 2.0

### Decode the Future (Future Today Institute)

- This game helps players practice thinking through future scenarios as they rehearse uncertainty. Players learn how to rapidly imagine what's possible in the future and how those possibilities might impact them.
- Teams of 4-6 people, all ages.

### Futures Cone (Jisc)

- The futures cone is a brainstorming exercise for exploring the future. It involves sorting ideas about the future by time, likelihood, and desirability.
- 4-30 people, 1-2 hours.

### Futures Thinking Teachers Pack (Future Lab)

- The Futures Thinking Teaching Pack supports teachers and learners in developing approaches for exploring the future that are not about making predictions but about considering possible, probable, and preferable futures in order to support action and decision-making in the present. The activities

in the pack encourage students to critically examine their place in the world, the structures and features that bring about the societies they live in, their own beliefs, and their agency in shaping their preferable future. Includes 15 classroom activities, each with supporting materials.

#### The Futures Bazaar (Situation Lab)

- The Futures Bazaar is a creative gathering where people transform everyday objects into unique “artifacts from the future” to provoke, amuse, and inspire one another. Every participant helps imagine and produce these future artifacts, and every artifact tells a story.
- 12-100 people, 3-4 hours.

#### The First Five Minutes (Institute for the Future)

- What will you do when the next “unthinkable” change happens? The First Five Minutes of the Future is a future-forecasting game developed by the Institute for the Future Director of Game Research and Development Jane McGonigal.
- Groups of any size. 5-10 minutes.
- CC BY-NC 4.0

## Passive Program Ideas

Using a white board, a large piece of paper, or a wall for sticky notes, you can adapt these passive programs into your display space to encourage library patrons to consider their future in a casual way.

#### Take a 10-Year Vacation (Imaginable by Jane McGonigal)

- When you think about the next 10 years, do you think things will mostly stay the same and go on as normal? Or do you expect that most of us will dramatically rethink and reinvest in how we do things? Rate your outlook on a scale of 1 to 10. (1 is the same and 10 is different.)

#### Imagine the Future (Imaginable by Jane McGonigal)

- Scenario 1: You wake up and it’s 10 years from now, and it is a holiday called Thank You Day. You receive \$2,000 from the government. You can keep half and donate the other half to a frontline worker on a national registry (health care workers, teachers, public librarians, firefighters, park employees, city bus drivers, and farmworkers are included). Imagine waking up on a day like this.



Would you accept the money? If you choose not to participate, your funds will be returned to the government.

- What was your first reaction when you heard of the idea of Thank You Day? Did you love it, or did you hate it and why?
- Who might feel badly on Thank You Day?
- Could something like this actually happen?
- Scenario 2: Ten years from today you wake up to an announcement from the United Nations Office for Outer Space Affairs, which released its asteroid forecast. There is an asteroid approaching Earth. The likelihood of a catastrophic event has gone from 1% to 5%. It is three years away, and the government has determined an area of impact depending on where the Earth is in its rotation. It could wipe out an entire city or country depending on the size of the asteroid, and you live in the area of impact. Scientists are working on a plan to minimize the impact, but will the plan work?
  - Would you evacuate? What kinds of actions would you take in the coming weeks to prepare?
  - Would you make an effort to learn about the science of asteroid detection or leave it to the experts?
  - What are the risks of telling the public about a future asteroid impact?

## Resources

### Books

#### Juvenile - Non-Fiction

- Rossi, S. & Canepa, C. (2022). Jobs of the Future. Andrews McMeel Publishing. <https://www.worldcat.org/title/1286322175>
- Wilson, J. (2019). Our Future: how kids are taking action. Second Story Press. <https://www.worldcat.org/title/1085159273>

#### Life/Career Planning

- Burnett, B. & Evans, D. (2016). Designing your Life: how to build a well-lived, joyful life. Alfred A. Knopf. <https://www.worldcat.org/title/936532380>
- Draudt, A. & West, J. R. (2016). What the Foresight: your personal futures explored: defy the expected and define the preferred. CreateSpace Independent Publishing Platform. <https://www.worldcat.org/title/1090148285>

- Guillen, M. F. (2020). 2030: how today's biggest trends will collide and reshape the future of everything. St. Martin's Press. <https://www.worldcat.org/title/1155484965>
- Kuhn, D. (2019). Building Our Best Future: thinking critically about ourselves and our world. Wessex Press. <https://www.worldcat.org/title/1018241043>
- Lewrick, M., Thommen, J. P., & Leifer, L. (2020). The Design Thinking Life Playbook: empower yourself, embrace change, and visualize a joyful life. Wiley. <https://www.worldcat.org/title/1178637811>
- McGonigal, J. (2022). Imaginable: how to see the future coming and feel ready for anything--even things that seem impossible today. Spiegel and Grau. <https://www.worldcat.org/title/1291404851>

### Organizational Change

- Chand, S. R. (2019). New Thinking, New Future. Whitaker House. <https://www.worldcat.org/title/1074307951>
- Gutsche, J. (2020). Create the Future + the Innovation Handbook. Fast Company Press. <https://www.worldcat.org/title/1119636056>
- Harris, T. (2018). Future Good: how to use futurism to save the world. Wise Ink Creative Publishing. <https://www.worldcat.org/title/1055914788>
- Johansen, B. (2020). Full-Spectrum Thinking: how to escape boxes in a post-categorical future. Berrett-Koehler Publishers. <https://www.worldcat.org/title/1176172269>
- Morgan, J. (2020). The Future Leader: 9 skills and mindsets to succeed in the next decade. Wiley. <https://www.worldcat.org/title/1122687217>
- Smith, S. & Ashby, M. (2020). How to Future: leading and sense-making in an age of hyperchange. Kogan Page Inspire. <https://www.worldcat.org/title/1113474632>
- Sommers, C. (2012). Think Like a Futurist: know what changes, what doesn't, and what's next. Jossey-Bass. <https://www.worldcat.org/title/801681576>

### Picture Books

- Falls, B. (2019). It's Your World Now. Pavilion. <https://www.worldcat.org/title/1090435908>
- Finkle, C. (2021). Your Future is Bright. Henry Holt and Company. <https://www.worldcat.org/title/1141945607>
- Jeffers, O. (2020). What We'll Build: plans for our together future. Philomel Books. <https://www.worldcat.org/title/1141943631>

- Mendez, Y. S. (2021). What Will You Be? Harper.  
<https://www.worldcat.org/title/1196177699>

#### Science Fiction

- Clarke, A. C. (1968). 2001: a space odyssey. The New American Library.  
<https://www.worldcat.org/title/449499>
- Huxley, A. (1932). Brave New World. Perennial Classics.  
<https://www.worldcat.org/title/39257432>
- Robinson, K. S. (2015). Green Earth: the science in the capital trilogy. Del Rey Books. <https://www.worldcat.org/title/913957639>
- Robinson, K. S. (2017). New York 2140. Orbit.  
<https://www.worldcat.org/title/953598586>
- Robinson, K. S. (2020). The Ministry for the Future. Orbit.  
<https://www.worldcat.org/title/1147927281>
- Robinson, K. S. (2020). Three Californias. Tor Essentials.  
<https://www.worldcat.org/title/1097578759>
- Robinson, K. S. (2021). Red Mars. Del Ray.  
<https://www.worldcat.org/title/1263342160>
- Stephenson, N. (2016). Seveneves. William Morrow.  
<https://www.worldcat.org/title/950891581>

#### Strategic Planning

- Hines, A. & Bishop, P. (2015). Thinking About the Future: guidelines for strategic foresight. Hinesight. <https://www.worldcat.org/title/944594594>
- Kahane, A. (2012). Transformative Scenario Planning: working together to change the future. Berrett-Koehler Publishers.  
<https://www.worldcat.org/title/810931630>
- Lum, R. A.K. (2016). 4 Steps to the Future. Vision Foresight Strategy LLC.  
<https://www.worldcat.org/title/984714998>
- Johnson, M. W. & Suskewicz, J. (2020). Lead From the Future: how to turn visionary thinking into breakthrough growth. Harvard Business Review Press.  
<https://www.worldcat.org/title/1130330876>
- Sunter, C. & Ilbury, M. (2022). Thinking the Future: new perspectives from the shoulders of giants. Penguin Random House South Africa.  
<https://www.worldcat.org/title/1268255906>
- Webb, A. (2016). The Signals are Talking: why today's fringe is tomorrow's mainstream. PublicAffairs. <https://www.worldcat.org/title/957414391>

## Technology/Development

- Diamandis, P. & Kotler, S. (2020). *The Future Is Faster Than You Think: how converging technologies are transforming business, industries, and our lives.* Simon & Schuster. <https://www.worldcat.org/title/1126347047>
- Frase, P. (2016). *Four Futures: visions of the world after capitalism.* Jacobin. <https://www.worldcat.org/title/956263886>
- Friedman, G. (2009). *The Next 100 Years: a forecast for the 21st century.* Doubleday. <https://www.worldcat.org/title/148628954>
- Harris, M. (2019). *A Future for Planning: taking responsibility for twenty-first century challenges.* Routledge. <https://www.worldcat.org/title/1083152053>
- Hoffman, S. S. (2021). *The Five Forces That Change Everything.* Matt Holt Books. <https://www.worldcat.org/title/1182516856>
- Ialenti, V. (2020). *Deep Time Reckoning: how future thinking can help Earth now.* The MIT Press. <https://www.worldcat.org/title/1153338022>
- Kaku, M. (2012). *Physics of the Future: how science will shape human destiny and our lives by the year 2100.* Anchor Books. <https://www.worldcat.org/title/726819926>
- Kaku, M. (2014). *The Future of the Mind: the scientific quest to understand, enhance, and empower the mind.* Doubleday. <https://www.worldcat.org/title/843010451>
- Lee, K. F. & Chen, Q. (2021). *AI 2041: ten visions for our future.* Currency. <https://www.worldcat.org/title/1251742294>
- Levy, J. (2019). *Reality Ahead of Schedule: how science fiction inspires science fact.* Smithsonian Books. <https://www.worldcat.org/title/1083224420>
- Novella, S., Novella, B., & Novella, J. (2022). *The Skeptics' Guide to the Future: what yesterday's science and science fiction tell us about the world of tomorrow.* Grand Central Publishing. <https://www.worldcat.org/title/1345288716>

## Other Resources

- Baker, S. L. (1986). The Display Phenomenon: an exploration into factors causing the increased circulation of displayed books. *Library Quarterly*, 56(3), 237–257.
- Bellis, M. (2020, December 20). History's 15 Most Popular Inventors. ThoughtCo. <https://www.thoughtco.com/top-popular-inventors-1992000>

- Camacho, Leticia, Andy Spackman & David Cluff (2014). Face Out: the effect of book displays on collection usage, *Journal of Business & Finance Librarianship*, 19:2, 114-124, <http://dx.doi.org/10.1080/08963568.2014.883874>
- Grover, R. (2021, November 1). The Art of Creating Book Displays (Part 2). *Knowledge Quest*. <https://knowledgequest.aasl.org/the-art-of-creating-book-displays-part-2/>
- Jones, D. Y., McCandless, M., Kiblinger, K., Giles, K., & McCabe, J. (2011). Simple Marketing Techniques and Space Planning to Increase Circulation, *Collection Management*, 36(2), 107-118, <https://doi.org/10.1080/01462679.2011.553774>
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- King, K. & West, J. R. (2018). *Futures Thinking Playbook*. CreateSpace Independent Publishing Platform. <https://www.worldcat.org/title/1054365298>
- Martin, E., Loudenback, T., & Pipia, A. (2016, June 30). The Top 10 Business Visionaries Creating Value for the World. *Insider*. <https://www.businessinsider.com/top-ten-business-visionaries-creating-value-for-the-world-2016-6>
- McGregor, A. (2020). *Vision and Strategy Toolkit*. JISC. <https://www.jisc.ac.uk/guides/vision-and-strategy-toolkit>
- McLain, K. (2017, January 19). How to Create Awesome Book Displays. *Book Riot*. <https://bookriot.com/how-to-create-awesome-book-displays/>
- (2023). QR code. *Wikipedia*. [https://en.wikipedia.org/wiki/QR\\_code](https://en.wikipedia.org/wiki/QR_code)

## Downloads

- [Futures thinking bookmarks \(PDF\)](#)
- [Futures thinking posters 11x17 \(PDF\)](#)

Additional resources are available in Chapter 5: Additional Resources.