**** Use the Future to build the Present

2024 Geneva Anticipation Summit from 9 to 11 October

**Empowering citizens to co-create futures with the Public Portal to Anticipation**

Geneva, October 11, 2024

Sarah Kenderdine, Director of the Laboratory of Experimental Museology at the Ecole Polytechnique Fédérale de Lausanne (EPFL), unveiled the Geneva Public Portal to Anticipation on Friday at the Geneva Science and Diplomacy Anticipation Summit. The unveiling was introduced by Henrietta Fore, Member of the Board of Directors of the GESDA Foundation, and Ambassador Alexandre Edelman, Head of Presence Switzerland at the Federal Department of Foreign Affairs. Together, they highlighted the significance of this innovative initiative in shaping a prosperous future through science and technology.

The Portal is an interactive installation aimed at democratizing access to emerging science and technology, inviting citizens to project themself in the future through an immersive experience that blends art, science, and diplomacy. By using the GESDA Science Breakthrough Radar®, the portal offers visitors the opportunity to explore potential futures based on science trends projected 5, 10, and 25 years ahead. With the assistance of Generative Artificial Intelligence (AI), participants can co-create personalized narratives around these scientific advancements, envisioning future scenarios built for their characteristics.

**Key attraction in the Swiss Pavilion at the World Expo 2025**

The Portal will debut as a key attraction in the Swiss Pavilion at the World Expo 2025 in Osaka, Japan. "The Geneva Public Portal to Anticipation is more than an exhibition,” said Henrietta Fore. “It is a platform for citizens to co-create futures with science and technology at the core, empowering them to take active roles in shaping a prosperous and innovative society.”

After its debut in Osaka, and building on the experiences of an expected 1.5 million visitors, the full-scale implementation of the Public Portal is planned for 2026 and 2027 with a physical exhibition in Geneva, mobile Anticipation Satellites around the world, as well as an open online platform.

**Collaboration with EPFL**

The Geneva public Portal to Anticipation is also a unique research endeavor, developed in collaboration with EPFL’s Laboratory for Experimental Museology under the leadership of Professor Kenderdine. The research aims to explore new frameworks for interactive visualization of complex scientific knowledge, making cutting-edge science more accessible to the public through creativity and technology.

By combining science, creativity, and technology, the Geneva Public Portal to Anticipation promises to be a transformative experience. It aims to inspire deeper reflection on the role of emerging sciences in creating a future where the benefits of scientific advancements are accessible to everyone.

**The Anticipation Gateway – the larger context**

The Geneva Public Portal to Anticipation is part of the Anticipation Gateway initiative, which aims to democratize the early understanding and the early uses of emerging science. In addition to the Portal to Anticipation, the initiative includes the Anticipation Observatory and a Global Curriculum for Anticipatory Leadership will train decision-makers to keep abreast of scientific and technological innovations.

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For any questions, please contact:

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