

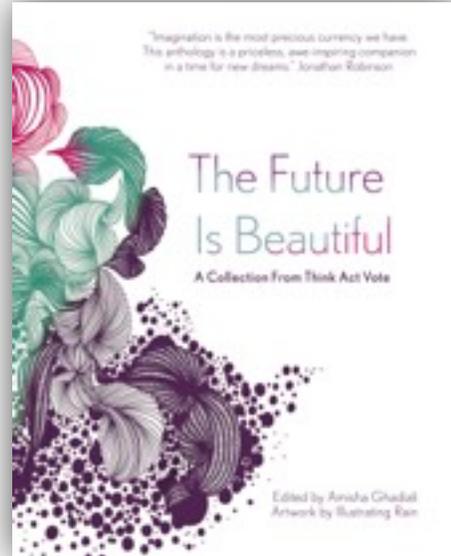
The Future Is Beautiful

“Imagination is the most precious currency we have. This anthology is a priceless, awe-inspiring companion in a time for new dreams.”

Jonathan Robinson, Founder of Impact Hub

There is so much gloom about our future, from the state of politics, to the environment, to the opportunities for the next generation. *The Future Is Beautiful* is the perfect anti-dote to that desire to pull the duvet back over our heads.

Instead it invites us to consider what we want for the future, and to share our ideas and the things we are already doing, to inspire others to build a bright and beautiful future with us.



The book brings together over 200 forward thinking voices, normal people mixed in with those well known, from fashion designers to historians, campaigners to presenters. Here they share the vision of the world they want to live in with their ideas of how to create it. The book revolves around ‘The Futures Interview’, which also asks for a Future Soundtrack and five all time favourite weblinks. Launched by creative activism project Think Act Vote (?!X), it was founded to create a new conversation around around our global future.

‘An idea that will send a transforming fire to the future.’ Ben Okri, Author and Poet.

A creative work, yet a personal, political exploration of what we value, and how we can live these values in our every day lives. Contributions were gathered through music festivals, social media and the corridors of parliament. It ends with an afterword by campaigner and activist Sam Roddick, who poignantly encourages us to believe that anything is possible.

The project began with a fashion design competition back in 2010 in the run up to the UK general election. Think Act Vote founder, Amisha Ghadiali said: “If politics were a fashion brand, you wouldn’t wear it. We want to use creativity to create a community around the choices we make for our future.”

The book originally launched at the Rio+20 Earth Summit in 2012 as *The Future We Choose*. It is supported by a variety of people including Bruce Parry, who said about the book: "Knowing what is possible inspires change, and we are capable of so much more than most of us dare to even dream..."

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NOTES TO EDITORS

About The Future Is Beautiful

How will you create beauty in the world?

Every one of us has ideas and personal experiences to share that can lead us to a brighter future. In the pages of this book, over two hundred people reveal their vision of the world they want to live in and the ways in which we can think, act and vote to create it. Beautifully illustrated, this is a personal, political exploration of what we value, and how we can live these values our daily life.

This book is an invitation to you, wherever you are in the world, to imagine the future of your choice and inspire us to build it with you. Our global future is created by all of us, together. The Future Is Beautiful is the start of a new conversation for making that happen.

Let your imagination run wild. We are the Future.

The book is available in three editions: ebook, softback and hardback, published under a creative commons license. The e-version is free so that it can be shared far and wide.

The book features new voices and established ones including:

Abrar Agil, Student and British Palestinian Refugee
Bruno Pieters, Fashion Designer, Honest By
Daisy de Villeneuve, Illustrator and Writer
Dan Snow, TV Historian
Ed Gillespie, Co-Founder of Futerra Sustainability Communications
Graham Hill, Founder of Treehugger
Jo Royle, Ocean Advocate and Skipper
June Sarpong, TV Presenter and Entrepreneur
Justice Williams MBE, Social Entrepreneur
Katharine Hamnett CBE, Fashion Designer
Kriss Akabusi MBE, Coach and Former World Champion Athlete
Lucie Barat, Founder of Little Episodes
Lucy Siegle, Journalist and TV Presenter
Lynne Franks, Author, Entrepreneur and Lifestyle Guru
Max Lugavere, TV Presenter and Musician
Melissa Sterry, Design Scientist
Michael Norton, Social Entrepreneur
Peter Gregson, Cellist
Phillip Levine, Creative Consultant and Artist
Rick Edwards, TV Presenter

Rowena Davis, Journalist and Councilor
Wayne Hemingway MBE, Fashion Designer & Curator
Zara Martin, TV Presenter and Model
Foreword by James Parr, Creative Director of The Imaginals
Introduction by Amisha Ghadiali, Founder of ?!X and Yoga Teacher
Afterword by Sam Roddick, Founder of Coco de Mer and Activist

Think Act Vote took a unique approach to design with a collaborative team working together on the visual identity and feel of the book. It was illustrated by Kiran Patel (Illustrating Rain) and the project was created and edited by Amisha Ghadiali.

Available in paperback (RRP: £15), hardback (RRP: £35) and e-book edition (RRP: £0) at www.thefutureisbeautiful.co

Review Copy & Photographs

A selection of high-resolution images and the ebook are in [this folder](#). Please feel free to use screen grabs from the book to illustrate any digital pieces.

Praise for The Future Is Beautiful

“I feel a new form of democracy stirring and it is exciting and vital. Go make a difference I say. Read this book and start now.” Tim Smit, Founder of The Eden Project

“At the vanguard of re-imagining how we can participate in creating the future we choose, this book charts the beginnings of a collaborative revolution in politics.”
Tamsin Omond, Climate Rush

“What keeps us trapped by the mistakes of the past? Often it is the inability to imagine the world being truly different, a lack of example or inspiration to follow, or simply not believing that we can make a difference. The Future Is Beautiful from Think Act Vote has a cure for each of these ills.” Andrew Simms, New Economics Foundation

“Drawing on a cleverly conceived, beautifully executed project, The Future Is Beautiful offers a critical challenge on the current state of politics and the world in general.”
Tessy Britton, Social Spaces

Quotes From Contributors about The Future Is Beautiful

“It was a chance to be involved with a movement, to be in the presence of some of the most innovative and interesting thinkers around. It was an opportunity to work with friends, to create something to be proud of and to speak openly about issues the issues I feel most passionate about in a fun and engaging way. I hope this helps people to start a dialogue with themselves, their friends and family about the future they want.” Christian Smith

"It's great to see so many influential and respected people come together to take part in a book that is uniting a shared belief system, imploring for change and eloquently explaining how this is possible." Rachel Holland

"The Future Is Beautiful is the perfect anti-depressant for the modern age. In the face of global environmental crisis it is inspiring to delve into positive, practical visions from such a diversity of great minds. I would like to see many of the thoughts contained within The Future Is Beautiful distributed throughout the tube network. That would be far nicer than all that soul-destroying consumer advertising." Lucy Gillam

"There is something powerfully formal and credible about a book. The Future Is Beautiful is a compelling, compendium of numerous provocative positive visions of the future. It's a book that is a statement, a line in the sand, a Rubicon that we must all cross to secure a future we actively choose, not passively resign ourselves to that which the world might deliver." Ed Gillespie

"The book voiced on so many levels the thoughts and feelings we can have as individuals which we may think we are alone in thinking, it opens up into a world where new ideas, hopes and dreams for a future we choose are shared."Kiran Patel, Illustrating Rain

Quotes From Contributors about Think Act Vote

"I was immediately struck by Amisha's passion and drive when I met her during the Yes to AV campaign. People in the West seem to have a jaded attitude towards politics and politicians but people like her and the Think Act Vote project are a reminder of what can be achieved in our democracy."

Dan Snow, TV Historian

"Think Act Vote is social entrepreneurial idea from Amisha Ghadiali to encourage us to connect to our world, connect to our universe, think of the moments in time that really impacted us and think of the acts that we know can help make a better world. I am really excited to be part in parcel of the programme and I hope that you will get involved too."

Kriss Akabusi MBE, Former Champion Athlete

"Think Act Vote is the most inspiring concept I've come across in a long time – just when you thought the country was sinking in apathy and reality television along come a group of people who believe in humanity!" Lucie Barat, Founder of Little Episodes

"The future belongs to those that are inspired, who take risks, who push down the barriers of conformity and ignore the pessimists. To those that not only see change but make the change." Chris Arnold

About Think Act Vote

Think Act Vote (?!X) is a radical think tank exploring the new and creative ways we can and are shaping our future, lives and communities. They are disrupting the traditional model of a think tank because they believe that every single one of us, no matter what age, background, religion, ethnicity or occupation has personal experiences and ideas to share that can lead us to a brighter future.

Since 2010, Think Act Vote have commissioned many creative activism projects from a poetry competition judged by John Bird, to Think Act Vote Refashioned to the Futures Illustration project where artists created 52 illustrations bringing to life a writers 'future' to be featured weekly online. Each of these projects feature in the Creative Activism chapter of The Future Is Beautiful.

For information about The Future Is Beautiful or Think Act Vote please call Amisha Ghadiali on 07973 152659 or email connect@thefutureisbeautiful.co

www.thefutureisbeautiful.co @thinkactvote (on [instagram](#) and [twitter](#))
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