The Mission Business

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The Mission Business Inc.
The Mission Business (TMB) is a collective of design researchers based in Toronto. We aim to better understand the experiential and contextual factors that influence group engagement and decision-making during foresight workshops, scenario planning processes. We are creatively engaged in the production of immersive and interactive group experiences that amplify the impact of strategic forecasts, future scenarios, and ongoing research.

Like many researchers and practitioners in the fields of design fiction and tangible futures, we collaborate deeply with innovative individuals and teams in the public and private sectors, including the Office of the CTO at Autodesk, the Digital Strategy team at the CBC, and others.

We use interdisciplinary creative tools and research techniques to reach audiences and tell stories in new ways. The founding members of The Mission Business share a background in the performing arts, and have matured across diverse professional and creative disciplines, including human-computer interaction, theatrical design, game design, and strategic foresight.

Since the popular success and research outcomes of our first public-facing projects in 2013 — ZED.TO: ByoLogyc and Visitations — TMB has been refining our process of engaging diverse stakeholder groups in immersive and interactive foresight practice. Our living scenarios feature opportunities for both designing and measuring the impact of active audience participation techniques, rich interactions with actors and design artifacts, rich multimedia designs, and branching decision-based narratives. The experience provides leadership teams and stakeholder groups with playful and game-like experiences within which to explore and test strategic plans for the future.

We see our involvement in the LASG as an incredible opportunity to refine our methods and frameworks through the engagement of a team of innovative architects and designers. Over the course of the project, we intend to design, facilitate, and evaluate “Time Machine” workshops to different dates in the future to explore the potential impact of living architecture and organic building systems on human lives at many scales.

Our primary research goal is to develop a framework for meaningfully engaging architecture and design teams in a creative future scenario planning process. We look forward to the opportunity of connecting with all of the LASG partners and researchers on their vision of the world in the near future as impacted and advanced by living architecture.
Projects: Trevor Haldenby -  
*Bringing the Future to Life, 2013*

Trevor Haldenby’s MDes thesis, completed at OCAD University’s program in Strategic Foresight and Innovation, explores the use of transmedia storytelling to amplify engagement with future scenarios and trend research.

Imagine finding yourself in a scenario about the future that came to life all around you. Imagine seeing the world of tomorrow so clearly that you learned something new about yourself today. In *Bringing the Future to Life*, a creative process is described for materializing speculative future scenarios through transmedia storytelling and design techniques. Through a case study about ZED.TO: ByoLogyc, a project by The Mission Business, Trevor Haldenby explores how new approaches to experience design and cross-platform narrative design can amplify engagement with foresight and technology research.

*Bringing the Future to Life* can be downloaded here:  
http://openresearch.ocadu.ca/115/

Byron Laviolette - *From Clowns to Computers, 2013*

Byron Laviolette’s PhD dissertation from York University’s program in Theatre and Performance Studies deals with the nature of interactivity in narrative design, and suggests a process for designing richly interactive live experiences.

Two central research questions steer this dissertation. First, what strategies of interactivity already exist and how has the pre-existing theory of audience interaction behind these strategies evolved through the production and performance of TMB projects? Second, in what ways have these strategies been proven effective, in real-time or during online encounters, to encourage an audience to believe, trust, share, play and ultimately participate inside an interactive theatre production? To prove the efficacy of these strategies, observations and opinions of both the public and the press are examined.

*From Clowns to Computers* can be downloaded here: http://yorkspace.library.yorku.ca/xmlui/handle/10315/2764
Acknowledgements

TMB was founded upon the graduate research conducted by two of the company’s principals, Trevor Haldenby (CEO, Futurist) and Byron Laviolette (Creative Director).

TREVOR HALDENBY is an imaginative futurist, entrepreneur, and speaker who helps people and organizations build a creative vision of the world of tomorrow. As an entrepreneur and consultant Trevor has 10 years of experience bringing business innovation, strategic foresight, and digital storytelling to global organizations. He has performed and delivered presentations at TED, Autodesk University, CBC, Ideas Festival, and Merging Media.

In 2012, Trevor co-founded The Mission Business Inc., a creative studio that designs immersive events and performances set within different future scenarios. As President of The Mission Business, he designs and delivers critically acclaimed public art projects and interactive workshops that enable leadership teams and the masses to *time travel* into possible, plausible, and preferable future scenarios.

As an Interactive Producer, he managed the growth of Habbo Hotel’s virtual world in Canada, produced Earth Rangers’ Bring Back the Wild crowdfunding campaign, and worked on a series of installations and documentary films for museums and galleries. He maintains a secret third career as official photographer inside some of Canada’s most innovative institutions.

Trevor completed a residency in the Canadian Film Centre’s Media Lab in 2006, and defended an award-winning thesis to graduate OCAD University’s Strategic Foresight and Innovation MDes program in 2013. He lives in Toronto with his wife, son, and a baffling variety of cameras and computers.