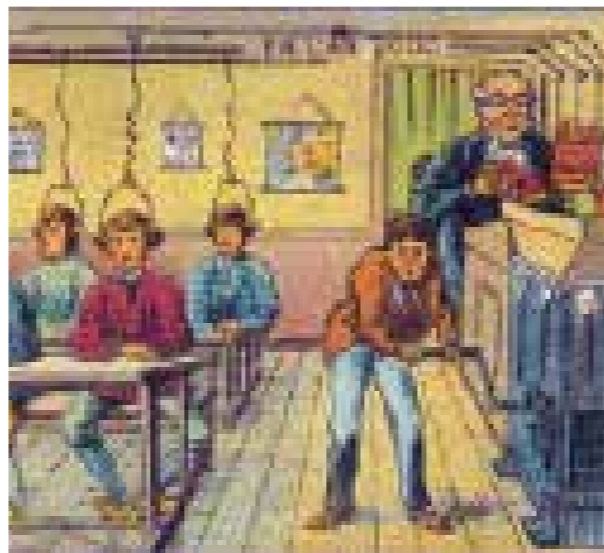


# Travelling exhibitions



**2022  
/25**



# The great imagination. Histories of the future

## Sections

- Recent futures:  
2010 - 2020
- Before the future, uchronias  
and utopias
- The great acceleration:  
1750 - 2000
- Four futures,  
the world in 2050
- Our futures

From the most followed series of the moment, through cinema, literature and even advertising, our culture is saturated with images of futures. Many of them seem fascinating to us, although most of them are just current versions of ideas that are more than a century old. Each era has had its own particular vision of the future conditioned, to a large extent, by the context that has nurtured it. This exhibition aims to propose a reflection on the future. To understand how the future was thought in the past and why. To verify how these ideas continue to condition us when imagining it and to rethink how we can venture futures today, based on the needs of a world beset by planetary crises such as climate change.

Have we always imagined, as we do now, radically different futures? How has our idea of the future changed at different historical moments? What impact have these ideas had on the evolution of our societies? How do these images appear and develop? What role do imagination and creativity play in the production of possible futures? To explore possible answers to all these questions, the exhibition *The Great Imagination. Histories of the future*, proposes a journey through images and fictions from different eras that were born to venture what could exist in a different time. Through disciplines such as literature and comics, cinema and advertising, architecture and design, the exhibition presents projects ranging from the first utopias to the most current speculations, including all the imaginary that spread from the Industrial Revolution and from which we continue to drink to a large extent. A journey through expectations of radically different worlds to come, taking us from the 17th century to 2050.

## Category

Knowledge and  
Digital Culture

## Curator

Jorge Camacho  
Fundación Telefónica

## Area

400 - 900 m<sup>2</sup>

## General conditions

### Venue responsability Costs

- Rental fee for the exhibition
- Curatorship
- Exhibition design adaptation
- Round trip shipment
- Nail to nail insurance
- Storage of empty packaging
- Production of materials
- Packing and unpacking
- Rental of audiovisual equipment
- Fundación Telefónica  
coordination travel
- Management of rights, if applicable

## Further information

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