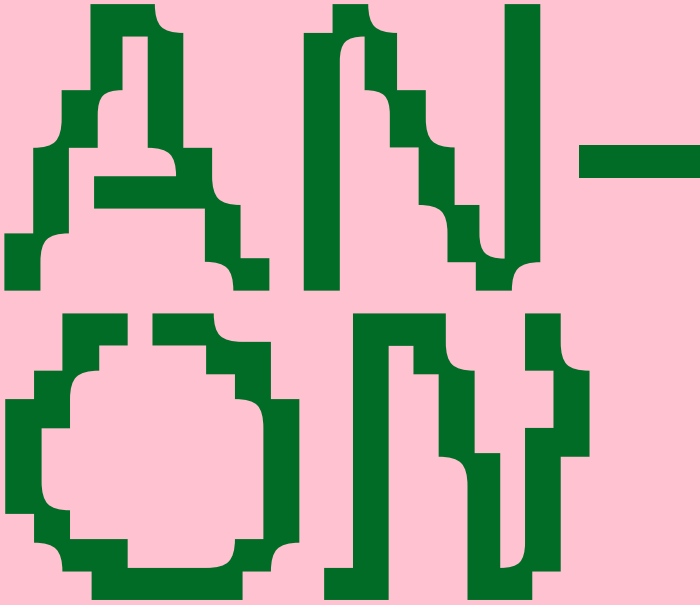


Horizon Manifesto Edition N°3  
2023 €6



tomorrow will be here. ANON  
March-September 2023

An explorative community  
space about futures, economy  
& being human

Jenny Grettve

Horizon Manifesto Edition N°3 - tomorrow will be here ANON

ANON

Horizon Manifesto Edition N°3  
tomorrow will be here. ANON  
March-September 2023

An explorative community space about futures,  
economy & being human

Jenny Grettve

## Horizon Manifestos

There are some imperative moments in time when it is clear that humans, more than usual, need to redefine themselves, expand their horizons and develop new perspectives. As we enter 2023 we hit one of those junctures. Human life seems lost and somewhat painful with no clear common belief in mind.

These manifestos are tranquil and humble responses to common hardships and global ordeal. Short in form, they aim to spread micro declarations easy to embrace. By expanding public ethos, we can curiously consider new ways of living, breathing and being. Ideas and knowledge, radical thoughts or peaceful perspectives, they can all facilitate dynamic and constantly changing viewpoints to redefine current human existence in the context we live in and live by.

# The Background

On the 3rd of March 2023, I opened the doors to ANON in Malmö. All alone without a budget, but with a feeling that a space like ANON was missing in our urban environments. I wanted to test what a physical space for a community could add to conversations and activities on sustainable solutions at a local level but with inspiration from global innovation and research. Through a few months of deep conversations during the autumn with the property owner Stena Fastigheter to explore generous support solutions, ANON was finally able to open in a central and empty commercial space in the city centre of Malmö.

Already on the first day, people poured into the space with open arms and a sense of relief. There was now a physical space to go to with all worries, thoughts and ideas on where the world was heading. Within a week, a small working group had organically been created and the space turned into a vivid community space without ever having to do any marketing. On the 31st of May, ANON won Sweden's largest design award in the brand new category Design for Systemic Transformation.

ANON is a beautiful success story and people far away from Malmö are now continuously following the project. But what is it that ANON is adding to its community? This is a brief story about our need to gather and work together in a time of an unstable world with loads of unknown futures. It is a story of how we, very fast, can collectively form and arrange ourselves by focusing on needs and solutions. It is a story of how we can create radical projects and test them to move beyond dialogues and conversations.

It is a story of how we can create joy while working together on sustainable futures. After many years of working with systems change, I felt a personal frustration of taking part in a continuous stream of excluding conversations and dialogues without moving into action. There was, and still is, an enormous amount of smart innovations, solutions and research in the world that we need to start implementing. But somehow, many seem to be afraid of starting to test and move to action. The reason for this inactivity might be a lack of monetary funding for these types of initiatives. But also a deeper problem of actually not knowing how to start implementing and moving away from theory thinking. Finally, there seems to be a danger for well established think tanks and researchers to take their highly innovative and beautiful foresights and move them into messy hands-on, trial and error. Physical test beds have a tendency to not look as shiny in real life as they do on paper.

The start of ANON was a personal project to showcase the importance of moving into action. And that moving forward with action can be a common and shared joy within a local community while still keeping a strong connection to global networks, innovations and profound research.

Jenny Grettve  
June 2023

# The Idea

ANON wants to mobilise locally, bridge communities and seed new values in order to act and tackle global climate change. ANON is a collaborative project guided by architects and designers to explore common futures. It wants to create a physical urban space to discuss this question in depth.

ANON is a collaborative project in Malmö guided by architects, artists and strategic designers to explore common economic futures. Our lives over the last few years have been globally traumatic while we're in a constant and deeply down spiralling climate crisis. Even though the climate agenda has been an active topic within international politics since the 80ies, we still don't see the necessary societal changes needed. While we simultaneously have all the solutions and technologies to restore a better natural environment, we're still not organising ourselves or using our knowledge to prevent temperatures from increasing. Why is that? ANON wants to create a physical urban space where we invite citizens, policymakers, politicians, urban planners, company owners et cetera, to provide for long, humble and deep dialogues as well as radical and fast action making. We believe that at the core of our planetary problems lies vulnerable human ponderings about why we live, what life is meant to be and how that is deeply intertwined with our economy. By daring to open up dialogues about economy and emotions, about fear and trust, but also about hope and how we profoundly need each other, we believe we could unlock new possibilities for our shared future.

ANON explores global macro ideas of sustainability and merges them with local micro settings. How can we extract all knowledge from the latest scientific reports and test them on small scale ideas via the language and communication of art? How can we invite companies to truly listen and caringly understand their role in a holistic green transition? How can we share knowledge and recent research with all citizens to empower agency? How can we experience economically sustainable futures through art and philosophy? All these are questions that lead the project forward.

The space is not owned by a specific actor, nor is it communicating with one voice. It could rather be seen as an anonymous platform that gives space to anyone who would like to learn more, get inspired, discuss or share democratically and generously. By not being tied to any specific organisation, municipality or company, ANON is also working with a freedom of expression alongside a freedom of not having to bring any profit into the work methods.

To collaboratively seek new ways of working and being together in a local setting, to not give up on the often heavy work on sustainability and to gather a community into a joyful setting is the core framework of ANON.

Mobilise locally, bridge communities and seed new values in order to act and tackle global climate change

# THE ANON LOGIC

a public art space on future economic possibilities & being human

## GLOBAL INNOVATION

Innovation is everywhere! From cutting-edge technology to creative ideas, the world is filled with untapped potential. We have so much innovation at our fingertips, just waiting to be used. Let's embrace it and make a positive impact on our society

## SYSTEMS THINKING

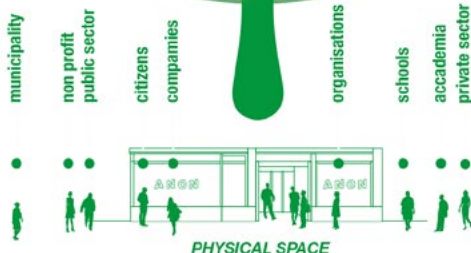
As society evolves, our systems must adapt to meet the needs of the people they serve. Systems change is a process of rethinking and redesigning the ways our institutions operate, with the goal of creating more effective and equitable outcomes.

## INTER-DISCIPLINARY

Interdisciplinary knowledge is beautiful and the key to unlocking our potential. The art of utilizing knowledge involves not only understanding what we know or don't know, but also sharing it with others and applying it in practice.

### THE PHYSICAL SPACE

Physical spaces are essential in creating a sense of community and connection among people. By investing in physical spaces, we can create stronger and more resilient communities that are better equipped to tackle the challenges of the future.



PHYSICAL SPACE

past

time frame

future

## LOCAL SETTING

Local setting is critical in tackling global climate change. While governments and global organizations play an important role in framing policies and implementing solutions, change ultimately starts at the local level. Communities are widely different with needs that shift and with possibilities and dreams that define their identities.

## ACTIONS

Taking action on societal issues is vital. It helps speed up the slow process of change and creates powerful collective synergies. While it is important to work towards systemic change on a large scale, we should not wait for policies to be implemented before taking action. By taking action, we can create momentum and pressure for change that can faster help bring about a better future for all.

## BEHAVIOUR CHANGE

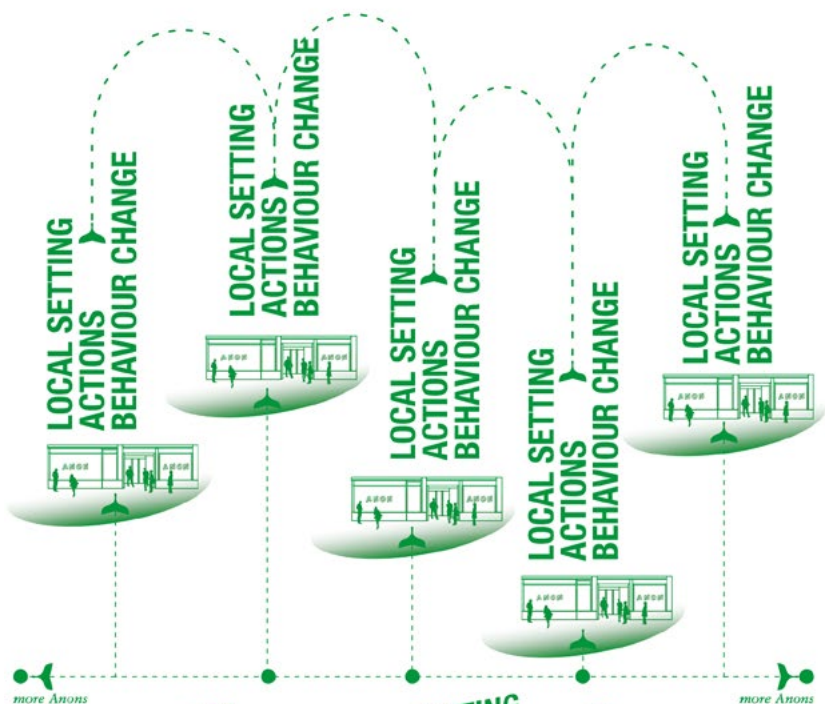
Our brains are wired to repeat behaviors that we find rewarding, even if they are not good for us. By having a local space and setting that continuously demands a change might have an important impact and be an efficient tool when working with climate change.

UHHEN! UHHEN!



# ANON MULTITUDES

*how a multitude of public spaces function together in a larger system*



**FASTER  
LEARNINGS**

By spending time in the same room, people learn faster and can easier and more efficiently access other's knowledge and thoughts. By listening, discussing and acting face to face, the outcomes can become more genuine and inviting.

**IMPLEMENTING  
MOVEMENTS**

Movements on tackling climate change needs to inspire and invite everyone, no matter background or identities. In a physical space there is an opportunity to welcome all, create content that has different voices and can inspire broadly.

**LARGER  
COMMUNITY**

It is vital for humans to feel connected and be part of a community. In a world where many of us feel worried about the climate, the need to meet in our local settings and create a feeling of belonging not only tackles the issues of climate change but also the issues of loneliness.

**WHEN!WHEN!**

# What Happened

During the first three months of ANON, 39 events were organised and open to the public. They ranged from deep dialogues on economic futures, book launches, art installations, lectures etc. Some were organised by Jenny Grettve, many were held by other companies and organisations coming into ANON to use the space. Activities were held both daytime and evening and the range of guests were broad and varied. With ANON's placement on a highstreet location with large windows, its visibility of all activities seemed important. Hundreds of people pass outside ANON every day and even though they might not have actively taken part they have noticed and seen the work that has been going on. One month into the project this was truly recognised and posters with quotes and thought provoking ideas were put up on the windows for all citizens to every day be inspired or informed.

More than 150 organisations and companies have visited ANON, taken part of the events or have been there during the weeks to network and use the open platform and co-working facilities. There has been an international outreach with visitors from a handful of other countries including Italy, Denmark, England, USA among others. The space has attracted academia and universities from Sweden and Denmark. At least one major project has been co-created during these networking sessions and meetings, the 1,5% Emergency Pledge, which is a local initiative to test care economy and ideas on degrowth. The project will continue until October 2023 and be taken to COP28 in November as an example of small-scale demonstrators.

ANON and Jenny Grettve were also awarded and won Sweden's largest design award, Design S by Svensk Form, in the new category Design for Systemic Transformation. The award celebrates 40 years in 2023 and the new category wanted to shed light on the time we live in and how design and creativity must broaden its awareness and ways of working.

### The jury statement

The public meeting place and art gallery tomorrow will be here. ANON uses aesthetics as a wedge to spark and sustain societal debate in public space. The systemic transformation is driven from a local perspective and does not shy away from social tensions or power dynamics. This is a project with great potential to inspire similar initiatives across the country, using beauty, creativity and imagination to open up complex topics, make them accessible, and trigger dense engagement.

# Learnings

The vast learnings made by working with ANON are tremendously important and again makes it clear that we need to do more real life testing, work with demonstrators to prove our theories and thoughts.

## Place of knowledge moves into communities

The most important factor for the appreciation and success of ANON is its physical space, the open urban room for a larger community, to discuss and learn about better futures. By having these types of spaces, a city landscape turns into a democratic learning place where you can explore thoughts about yourself but also thoughts on shared future possibilities. By opening public rooms and learning centres, knowledge moves into communities and can generously spread from there. We believe that we need community spaces at a larger scale for a more impactful green transition.

## Collective philosophy

Cities today need spaces to collectively imagine the future, where we can make sense of where we are and how we live in this time. You cannot change a system if you do not provide supporting infrastructure, and ANON is a tangible space that tests the idea of sharing thoughts and the changes we want to see. In a society like Sweden where atheism is increasingly spreading, we seem to lack spaces that can hold vulnerable conversations about life, and the meaning of life. Thoughts heavily linked to sustainability and the climate crisis.

## Creativity is key for our futures

For more than 50 years there has been an active political agenda to raise awareness on the climate crisis and where we are heading. Despite that we haven't been able to halt the increased warming of the planet and there is a massive need to rethink how we work with solutions and problem solving. The creative industries of our societies need to be more deeply linked to research, innovation and development of demonstrators. Creative minds can view problems from new perspectives, find solutions where there seems not to be any and inclusively work with new types of futures. We believe ANON has proven the importance of creativity in a collective approach to sustainability.

## ANON Manifesto

- 1 An independent creative and cultural space owned by the purpose, not the people
- 2 Act as a translator and mediator between stakeholders
- 3 Facilitate a physical space for change and action
- 4 Inspire, educate and support local actors
- 5 Speed up work to tackle climate change
- 6 Channel global knowledge on systems change to local settings
- 7 Bridge communities and sectors through a neutral platform to reach collaborations
- 8 Not affiliated with any political parties
- 9 Constantly changing and flexible
- 10 Non- profit

- 11 Inclusive for everyone no matter background, gender, knowledge, age etc
- 12 Make and test quick prototypes and exhibitions
- 13 Curious and open
- 14 Learn and develop together
- 15 Visual and accessible in an urban context
- 16 Spark dialogues
- 17 Explore future economies
- 18 Create and share tools to adapt in resilient ways
- 19 Working to oppose a sense of fear, hopelessness and apathy regarding the climate crisis

# Collective Philosophy: The Power of Shared Ideas

Collective philosophy is a concept that emphasises the importance of shared ideas and perspectives in shaping our understanding of the world. In this essay, we will explore the concept of collective philosophy and its potential impact on society.

## Defining Collective Philosophy

Collective philosophy is an approach to thinking that emphasises the importance of shared ideas and perspectives. It recognizes that our understanding of the world is shaped not only by our individual experiences and beliefs but also by the ideas and perspectives of others around us. Collective philosophy is based on the idea that by sharing our ideas and perspectives, we can gain a deeper understanding of the world and the issues that we face.

## The Power of Shared Ideas

The power of shared ideas is a fundamental aspect of collective philosophy. When we share our ideas and perspectives with others, we are able to gain new insights and perspectives that we may not have considered before. This can lead to the development of new ideas and solutions to complex problems. By sharing our ideas and perspectives, we are able to build a collective understanding of the world that is more nuanced and comprehensive than any individual perspective could be.

## Collective Philosophy and Society

Collective philosophy has the potential to have a significant impact on society. By emphasising the importance of shared ideas and perspectives,



collective philosophy can help to break down barriers between individuals and groups. It can promote greater understanding and empathy, which can lead to more harmonious and cooperative relationships. Collective philosophy can also help to promote innovation and creativity by encouraging the development of new ideas and perspectives.

### The Challenges of Collective Philosophy

While collective philosophy has many potential benefits, it also faces several challenges. One of the main challenges is the potential for groupthink, which occurs when individuals within a group conform to the opinions and beliefs of the group rather than expressing their own independent ideas and perspectives. Another challenge is the potential for conflict and disagreement, as individuals with different perspectives may struggle to find common ground.

### Conclusion

In conclusion, collective philosophy is a powerful concept that emphasizes the importance of shared ideas and perspectives. By promoting greater understanding and empathy, collective philosophy has the potential to break down barriers and promote greater cooperation and innovation. However, it also faces challenges such as groupthink and conflict. Despite these challenges, collective philosophy remains an important tool for understanding the world and creating positive change.

Written by an AI - 24th August 2023

I want to give a warm thank you to everyone who has joined ANON and made it possible. Thank you Hamid Hosseini for being open to the world and sharing your beautiful view of life. Thank you Ian Bennett for generously saying yes all the time and providing us with outstanding design. Thank you Caroline Le Bongoat for your deep knowledge of life, connections and the importance of design for a society. Thank you Maria Giménez Grau for your intelligence and positive view of life. Thank you Erika Hallgren for your calm way of dealing with imagination and logistics. Thank you Anna Branten for your caring way of holding innovation in a human perspective with brilliance. Thank you Thyr Björnson for bringing in enormous creativity and an open mindset. Thank you Stena Fastigheter and Carin Daal for being brave, caring and trusting us all. And thank you to everyone who has been here, who have taken part in ANON, inspired us, and made it all into what it is today.



tomorrow will be here. ANON  
Djäcknegatan 28, Malmö

[Notes]

Typeface – ALT MariaClara  
Foundry – ALT.tf  
Type designer – Alli Cunanan

ALT MariaClara is dedicated to the strong, confident, brave Filipina women who are breaking away from stereotypes and owning their identities. Named after Maria Clara, a fictional Filipina character who became a colonial figure—an embodiment of submissive, conservative demureness, a myth that allowed Spanish colonisers to continue to subjugate Filipina women—ALT MariaClara flips the narrative.

Drawing inspiration from the visual history of the Philippines, incorporating sharp, intricate details and joining a collection of powerful modern serif typefaces we've seen grow in popularity, ALT MariaClara is a refined, striking display font built on a story of reclamation and empowerment.

[Alli Cunanan]

"Modern Filipina women of today are stronger and braver than ever. They oppose restrictions set by society that cages them within the expectations of what a woman should be or how she should behave."

Horizon Manifesto Edition N°3  
tomorrow will be here. ANON

Author – Jenny Grettve – [jennygrettve.com](http://jennygrettve.com)

Design – Ian Bennett – [ianbennett.se](http://ianbennett.se)

Printer – Beast Studio – [beaststudio.se](http://beaststudio.se)

Duplication of the contents of this book, in whole or in part, is prohibited under Swedish copyright law without the written permission of the publisher. The prohibition applies to every form of duplication through print, copying, recording, or otherwise.

© 2023 Jenny Grettve

[andthekiosk.com](http://andthekiosk.com)





This is a brief story about our need to gather and work together in a time of an unstable world with loads of unknown futures. It is a story of how we, very fast, can collectively form and arrange ourselves by focusing on needs and solutions. It is a story of how we can create radical projects and test them to move beyond dialogues and conversations.

ANON

Horizon Manifesto