

CALL FOR CHAPTERS – Strategic Handbook of Worldbuilding

We invite you to contribute to the Strategic Handbook of Worldbuilding (working title), part of a forthcoming proposal for the **Routledge Business Book Series**.

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This publication focuses on future foresight and demonstrates how one can utilise different worldbuilding techniques for business and social innovation. It introduces how to use design and art-based methods, virtual productions, performance-based methods, as well as cinematography and filmmaking to create new future scenarios that can be used for strategy and decision-making.

Book Sections

The book will have three sections:

1 Imagination / Speculation

The first section will introduce the main concepts such as worldbuilding, design fiction and speculative design. It will discuss the use of storytelling as design and worldmaking, creating future scenarios and speculative protopias. This section focuses on the use of creativity and imagination when imagining new worlds.

2 Realisation / Materialisation

The second section will focus on using design, service design and arts-based methods in concretising and prototyping the futures. Design methods can lead the futures process and help in realising, prototyping and testing the possible and imagined futures. The section will also discuss whether the futures are desired and plural.

3 Strategising / Continuation / Transformation

The third section will focus on Strategising/Continuation/Transformation. It discusses the value of foresight in the strategy-making of companies. It will present future-making methodologies that can contribute to the innovation processes and value co-creation of business.

Submission Guidelines

- 400-word abstract
- Include: title + 5 keywords
- Indicate which section your chapter fits
- Specify if your focus is theory, methodology/tools, or a case study

Purpose of the Handbook

The book will work as a handbook on worldbuilding. It will offer the theoretical background for designing futures. It will give practical methodologies and tools for applying this both in societal and in industry settings. Finally, it will introduce case studies that will help in understanding and concretising the topic. It is one of the theoretical handbooks for the topic based on rigorous research.

In today's world, where shaping desirable futures has become a pressing necessity, our ability to address the future in highly uncertain contexts is increasingly tested. Traditional methods often prove

insufficient, calling for fresh perspectives and practices that open up previously unexplored intersections. Approaches from design, the arts, and the creative industries can offer powerful ways to expand the scope of imagination, experimentation, and materialisation.

These topics have drawn growing interest among researchers and practitioners, challenging us to combine creative and novel approaches with both academic and practical rigour. We believe that addressing these challenges requires collaboration, collective logics, and plural perspectives. With this in mind, we invite you to contribute to the creation of this Handbook on Worldbuilding—bringing together diverse voices to build a robust resource that inspires and guides the futures we aim to create.

 **Deadline for abstracts:** 1 September 2025

 **Send to:** worldbuilding.editors@gmail.com