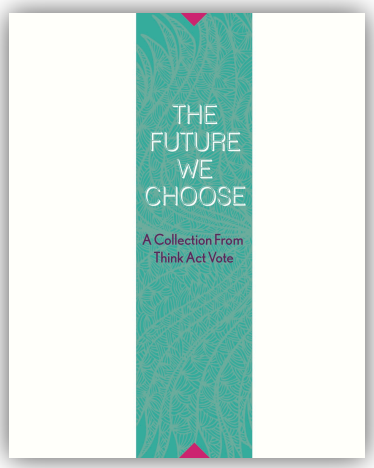
Press Release
For immediate release

Now is the time to create the future that we choose for the world. New book launched by Think Act Vote (?!X) shows us how.



As we stand in 2012, many of the ideologies running our world systems have failed. Some of us fear there is no other belief system that has enough strength behind it to succeed. Yet, we have a plethora of solutions and ideas amongst us that could lead to a brighter future, argues Think Act Vote in their book 'The Future We Choose'.

The Future We Choose brings together over 200 forward thinking voices, from the general public 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 radical think-tank Think Act Vote (?!X), it was founded to create a new conversation around democracy and how we create the future we choose.

'An idea that could send a transforming fire to the future.' Ben Okri, Author and Poet.

The Future We Choose features contributors including Wayne Hemingway, June Sarpong, Kriss Akabusi, Katharine Hamnett, Lynne Franks and Dan Snow sharing their answers to these questions. It is a personal, political exploration of what we value, and how we can live these values in our every day lives. It aims to provide a space for the reader to stop, think about the world they choose to live in and how we then create it. Input was gathered from 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 was previewed in Rio de Janeiro, Brazil during the Rio+20 Earth Summit with an event at the Hub Culture Pavilion. In the UK, it launched officially on Wednesday 25th July with an event at The Arch Gallery in East London. This pop up radical think tank brought together many of the contributors for an mixture of talks, workshops and live music.

The Future We Choose is supported by a variety of people including Tim Smit from The Eden Project who said, "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."

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NOTES TO EDITORS

About The Future We Choose

How can we create the future that you choose?
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 in our daily life.

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

The book features new voices and established ones including:

Abrar Agil, Student and British Palestinian Refugee
Bruno Pieters, Fashion Designer, Honest By (Former Hugo Boss)
Daisy de Villeneuve, Illustrator and Writer
Dan Snow, TV Historian
Ed Gillespie, Co-Founder of Futerra Sustainability Communications and Slow Traveller
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, Professional 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, Sustainable Fashion Consultant and Founder of ?!X
Afterword by Sam Roddick, Founder of Coco de Mer and Activist

The book creation took a unique approach to design with a collaborative team of Joana Casaca Lemos, Ella Britton, Matthieu Becker and Amisha Ghadiali working together on the visual identity and feel of the book. It was illustrated by Kiran Patel (Illustrating Rain).

Available in paperback (RRP: £30), hardback (RRP: £45) and e-book edition (RRP: £10) at www.thinkactvote.org/book-shop

Review Copy

Press e-book download available:
Visit www.thinkactvote.org/thefuturewechoosespecialgift and enter password TFWC2012

A selection of high-resolution images are available on request. Please feel free to use screen grabs from the book to illustrate any digital pieces.

Suggested Tweet About The Future We Choose

It's time to create #TheFutureWeChoose for the world. New book launched by @ThinkActVote shows us how - http://thinkactvote.org/book-shop/

Quotes in Support of The Future We Choose

"It is rare that someone writes a book with passion where the effort is aimed not at knowing the answers but understanding the question. We live in a world that has fractured intimacies yet ever growing digital closeness where ideas about how we want to live are undermined by notions of wealth, consumption and the measurability of happiness. Don Quixote would have wept. This marvellous book is at once a challenge for us to try to describe the sunny uplands we wish to reach as well as being a plea for a plurality in that vision. The joy to me is that shining through it all is a series of reference points called kindness, generosity and courtesy. These are the planks most of us want to stand on as we set out on this journey. 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

"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 The Hub

'An idea that could send a transforming fire to the future.' Ben Okri, Author & Poet

"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, Lush and 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 We Choose 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 We Choose offers a critical challenge on the current state of politics and the world in general."
Tessy Britton, Social Spaces

"The Future We Choose makes it clear that we can all make a huge difference, and also shows that huge numbers of people – well known and not so well known – are actively trying to make the world a better place." John-Paul Flintoff, author of How To Change The World

Quotes From Contributors about The Future We Choose

“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 We Choose 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 We Choose distributed throughout the tube network. That would be far nicer then all that soul-destroying consumer advertising.” Lucy Gillam

“There is something powerfully formal and credible about a book. TFWC 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 Athelete

“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

Launch Event on July 25th, The Arch Gallery

The event was spilt into an afternoon and evening event on Wednesday July 25th at The Arch Gallery, a new cutting edge art gallery in Bethnal Green, East London E2 9HA.

From 2-6pm: a pop up radical think tank featuring a selection of contributors including Lucie Barat, Chris Arnold, Jessi Baker, Patrick Hussy, Olivia Sprinkel, Melissa Sterry, Justice William MBE and Paul Hilder each speaking for five mins on a idea that they shared in the book, alongside live music and performance poetry.

From 6.30pm til late: a party featuring a collective book reading, words from Sam Roddick and fantastic live music from Cellist Peter Gregson, Folk Noir Band Delirium Tremens and Electro Pop Songstress Sharliza Jelita.

The twitter #TFWC for the day reached over 62,000 people.
A selection of photographs from the day can be found here.
www.facebook.com/thinkactvote

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.

Run by a powerhouse of volunteers and a vibrant community of collaborators and supporters, Think Act Vote (?!X) have spent the past two and a half years asking thousands of individuals to think deeply about, and to believe in a future that they choose. Throughout this journey they have met some truly incredible people and heard thousands of dreams and fears about the 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 We Choose.

For information about The Future We Choose or Think Act Vote please call Amisha Ghadiali on 07973 152659 or email takeamoment@thinkactvote.org

www.thinkactvote.org @thinkactvote #TheFutureWeChoose facebook.com/ThinkActVote

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