



DEVELOPMENT AND ITS COMPLEXITIES
STEERING OUR WAY THROUGH A PERFECT STORM

FEATURE ADDRESS: 'CLOCKS AND THE LONG VIEW'

CLOCKS HAVE ALWAYS BEEN IMPORTANT THROUGHOUT TIME & THE WORLD

CLOCKS CAME FIRST!
(BEFORE STANDARDISED TIME)



• CLOCKS TODAY: ENABLE REGULATION to HAPPEN IN HIGHSPEED FINANCIAL MARKETS

TIMESTAMPS

14TH C: CHIOGGIA

INITIALLY A FLOURISHING TRADE HUB...

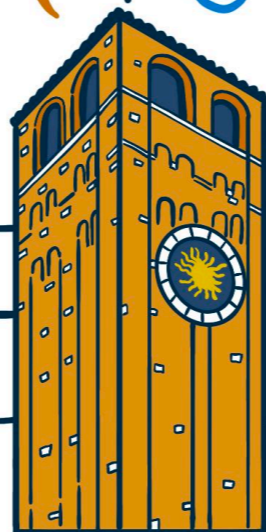


BUT THEN the BLACK DEATH & WAR RAVAGED ITS TOWN

OLDEST MECHANICAL CLOCK IN the WORLD!



STILL TICKING 6 CENTURIES LATER



THE GOVERNMENT DECIDED A CLOCK WOULD HELP WITH CHIOGGIA'S REBIRTH

COSTED A LOT!

LOCATION: THE PIAZZA

GAVE PEOPLE A VOICE: MESSAGE of HOPE & BELIEF IN the LONG VIEW

SYMBOL: PRIDE & IDENTITY

• ATOMIC CLOCKS KEEPS the ENTIRE MODERN WORLD WORKING

EASY to JAM (AS of 2017)

CLOCKS THAT LIVE IN the PRECISE MOMENT

FEMTO-SECONDS



WE MUST CHOOSE WHAT TECHNOLOGY MAKES SENSE for OUR NEEDS AT A GIVEN TIME

WHEN IT COMES to POWER WE HAVE CHOICES

SATELLITE CLOCKS: IMMENSE BENEFITS • CREATED A BRITTLE WORLD



HOW CAN the CLOCKS WE MAKE PROMPT:

LONG-TERM THINKING ACTION

E.G. ISE JINGU REBUILT EVERY 20 YEARS...



PERFORMANCE ENCOURAGES PERMANENCE

...OVER 1300 YEARS!



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