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## TO WHOM IT OUGHT TO CONCERN

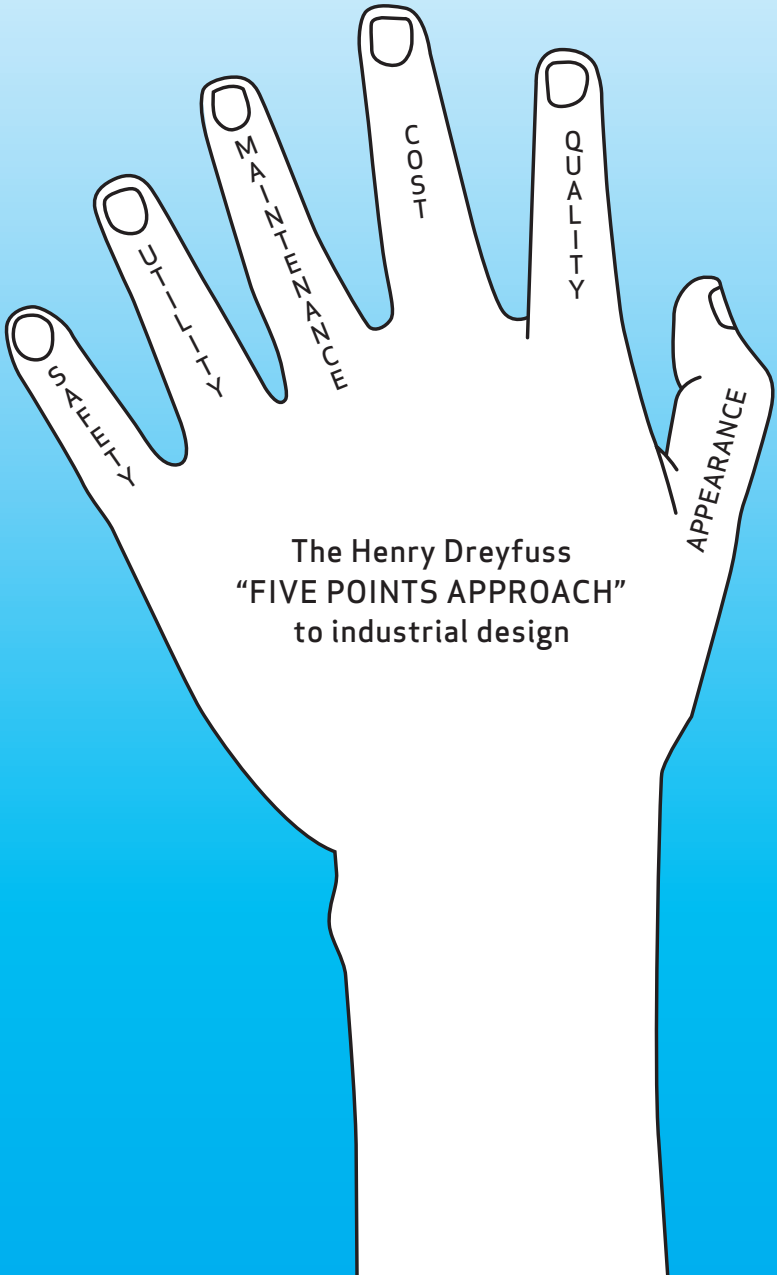
This book is about created objects and the environment, which is to say, it's a book about everything. Seen from sufficient distance, this is a small topic.

The ideal readers for this book are those ambitious young souls (of any age) who want to constructively intervene in the process of technosocial transformation. That is to say, this book is for designers and thinkers, engineers and scientists, entrepreneurs and financiers, and anyone else who might care to understand why things were once as they were, why things are as they are, and what things seem to be becoming.

The world of organized artifice is transforming in ways that are poorly understood and little explored. There are two reasons why this is happening.

**First**, new forms of design and manufacture are appearing that lack historical precedent, and are bound to create substantial novelty.

**Second**, the production methods currently used are not sustainable. They are large in scale, have long histories,



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and have been extensively researched and developed, but they can't go on in their present form. The status quo uses archaic forms of energy and materials which are finite and toxic. They wreck the climate, poison the populace and foment resource wars. They have no future.

So the challenge at hand is to creatively guide the tremendous vectors of the first reason, so as to finesse the horrific consequences of the second reason. Then we can enjoy some futurity. That's what this book is about.

The quest for a sustainable world may succeed, or it may fail. If it fails, the world will become unthinkable. If it works, the world will become unimaginable.

In practice, people will experience mixed success. So tomorrow's world will be partially unthinkable and partially unimaginable. Effective actors will be poised between these two conditions, with plans and crowbars.

I hope this book will be a stimulating contribution to the blueprinting effort.

I hope you enjoy reading this half as much as I enjoyed speculating about it.