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Modern Time Measurement

Ask most people in the world and they would say that there is not enough time in the day to accomplish what needs to be done. Therefore, when time measurement, which is a human invention, stands in the way of progress, then we are ready to change the interpretation of time. First, we need to collect as much data on what the twenty first century man or woman wants to do in a day. Secondly, we should devise a new system that will support the new requirements today and into the future, by rigorously debating each new clock. Lastly, we want to develop and implement a system that coordinates all of the time measurements in use. By revolutionizing our realization of time, communities can readjust themselves, so that people can work, relax and sleep on a daily basis, and therefore we will remove the stresses on modern man built from the 20th century clock.

As designers, we will examine the number one problem of our era and that is that people are being dictated by time to perform any task and since the modern atomic mechanism made to measure the passage of this dimension is virtually indestructible, our society is being motivated be the clock. Prior to the late 19th century, the controlling attribute in the completion of the task at hand was nearly always the undertaking itself and by the 20th century time then time became a major factor in accomplishing a mission. In 1961, John F. Kennedy's mandate to the United States to "commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to earth" was a commitment that on many occasions endangered the astronauts where they took chances in inadequately tested rockets. Rather than risking our lives in the pursuit of fictional timelines, we can measure the types of mandates we wish to pursue in our communities and make time subject to those goals. We could propose a system that segments a 36-hour day into 10 hours at work or school, 12 hours of sleep, and 14 hours of personal time for education, relaxation and maintaining our homes, and thus opening the segmentation of the day to wide possibilities.

In design group discussion, we debate the strength of a set time clock or whether to create a variable time clock that has a changeable second and thus the minute and the hour is alterable to give leaders the ability to avoid economic crisis by time management. In today's

culture, schools, businesses and television run on the 60-minute clock to the extent that our efficiency is regulated by that time and not the task. We could choose the 32 or 36-hour clock, which would shorten the governmental control of time over citizens and allow them to structure their day with mealtimes, shopping and personal endeavors. Another suggestion is to create a variable timepiece that would be coordinated throughout the Solar System that would add or subtract the length of seconds during the day, so we can achieve economic goals universally rather than by changing the value of a person's currency. Whatever systems we devise, they can be tested on isolated platforms such as aircraft carriers, the International Space Station and on submarines, where outside influences and coordination are kept at a minimum.

With any new system, designers need to develop the products necessary to support the implementation of the plan. Global Positioning System (GPS) satellites are already in place circling the Earth and all electronic devices need to receive the signal to coordinate time. If 32 or 36-hour clocks are mandated, then we will require everyone to replace all of the older 24-hour timepieces with new clocks. And we can change software driven and produced timepieces on computers by producing upgrades for download. Television networks will need to produce more shows and advertisements to accommodate the new periodic structure, since there will be 72 thirty minute slots to fill in a cycle. There are so many industries that have allowed their day to be segmented by the 60 minute hour and they will need to reinvent themselves for the new clock.

With the change in time measurement, society will recreate itself in a short period to a culture that is proactive when considering the human condition. Where in the old Henry Ford regulated system of mass production that used up people in order to accomplish a task in the shortest period, the new system will look to the health of individuals and the planet and not cause the excesses that have caused emotional burnout and global catastrophes. In the new economic system, parks, shopping malls and entertainment businesses can expect increase in daily patronage rather than just being busy on the weekend, since the Friday, Saturday and Sunday peaks were products of the 24 hour clock and the seven day week. A day will be any period of time from sunup to sunup and people will only need the seven day cycle in reference to religious worship, since another human revolution will destroy another human invention.

Bibliography

President John F. Kennedy, Speech to U.S. Congress, May 25, 1961