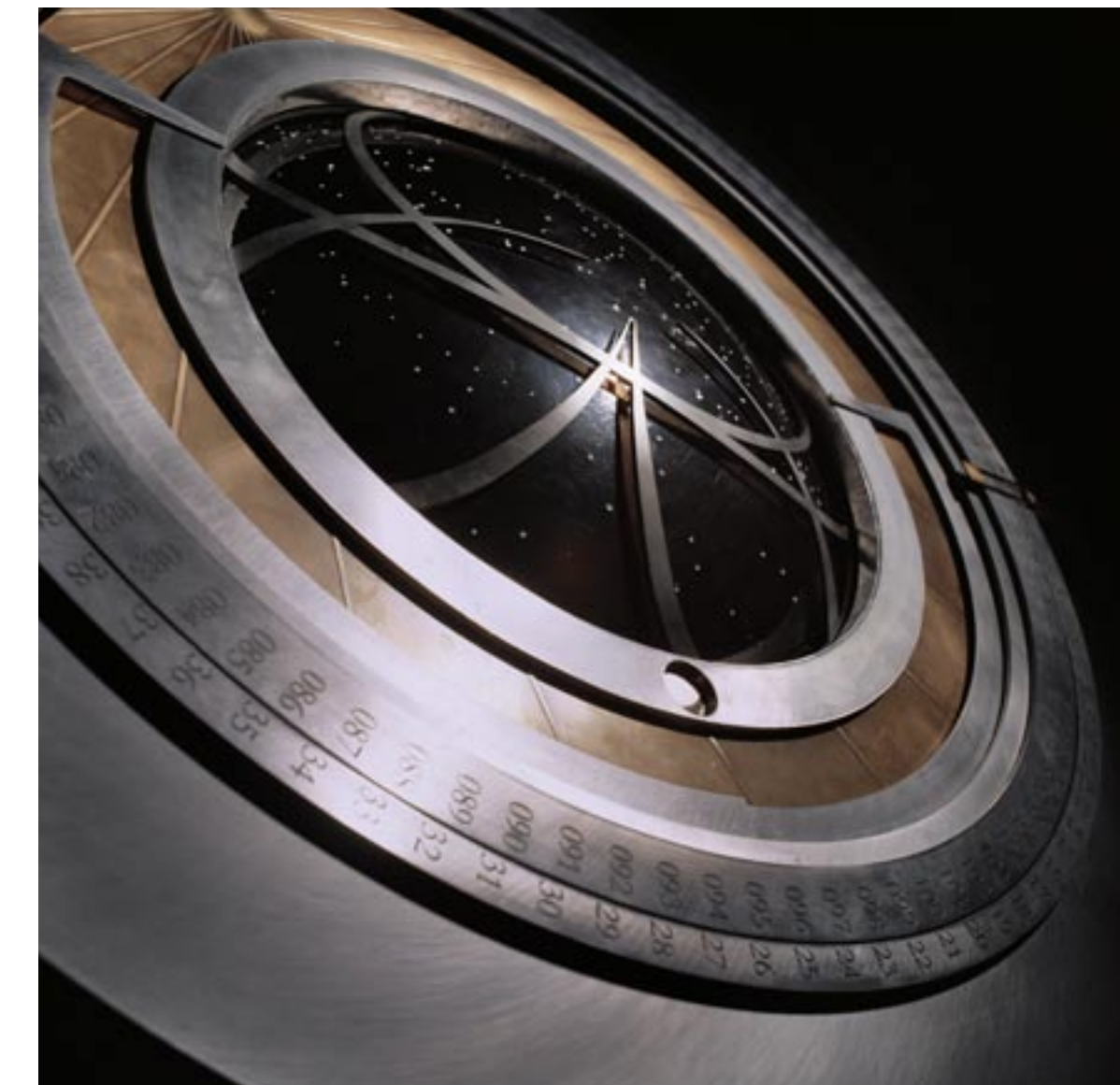


IT'S VIRTUALLY
IMPOSSIBLE
TO BE LATE
TO OUR
GRAND OPENING.

Of course, that won't deter a few members of the "If I'm not late, I'm not coming" school of procrastination from giving it a try. But do be aware: as the world's first museum of the history of the *next* 10,000 years, it is our mission to keep the doors propped wide open for the next 10 millennia. Can't make it today? There is always tomorrow. So tomorrow is booked to the gills? Try the day after. And the next day? There's always the next year, decade, century and so forth *ad—* quite literally—*infinitum*. And just in case it has occurred to you to blow off the whole darn thing by dropping dead before you drop by, forget about

it: in the year 12,000 A.D. (or whatever they call it by then) we'll still be open on the off chance you want to float by from somewhere in the afterlife. Not that we can

see any good reason for delay. After all, in a city full of unique things to see and do, the Long Now Museum is definitely one that should be seen and done. With interactive features like the gleaming Clock of the Long Now prototype, which measures time in 10,000 year increments. The Long



Whether you're on time or not, the 10,000 Year Clock will still elegantly account for the positions of the sun, the moon and the stars.

Now Chimes, with music composed by Brian Eno. The gleaming steel and stone Orrery, a dazzling nine-foot tall planetary display. And also the ultra high tech Rosetta Project with its cornucopia of information about global languages. All presented in ways sure to inform as well as delight adults, children and everyone in between. So please

visit us at your earliest convenience. Which, as you might have inferred by now, can never, ever, be too soon. Or, too late.



X
THE LONG NOW
MUSEUM & STORE

Fort Mason, San Francisco, Bldg A • longnow.org



Someday a very ordinary man who stands a very ordinary 12-feet tall might wrinkle his bulbous forehead and, in a firm voice, tell his children that it's time to pay a visit to the past. But instead of jumping straight into the family time machine, chances are good they'll head to the Long Now Museum & Store, the world's first exhibition dedicated to the history of the next 10,000 years. While we can't predict what these very distantly evolved descendants of ours might find once they arrive, we're pretty sure that it will be both profoundly surprising and revealing. First, by taking Long Now visitors on an interactive journey into the rush and realities of truly long range thinking. Then, by bringing it to life in the form of a menagerie of technological wonders conceived by some of the planet's

most curious and creative minds. Today, that includes the precision-machined Clock of the Long Now prototype. The Long Now Chimes with music spectacularly composed by Brian Eno. The gleaming steel and stone Orrery, a dazzling 9-foot tall planetary display. Not to mention the Rosetta Project, a mind-blowing and tongue-tying deep dive into 3,000 of the world's languages. And for tomorrow? Your Long Bet is as good as ours. All of which leads to this cordial invitation: why not visit the Long Now Museum & Store today, tomorrow or any time that you find convenient in the next 10 millennia or so? The admission is free for you and yours. Which, of course, will still include the great-great-great-great-greats. Whenever they happen to drop by.



The Clock of the Long Now, also known as "the world's slowest computer", will count time for the next 10,000 years.



X
THE LONG NOW
MUSEUM & STORE

Fort Mason, San Francisco, Bldg A • longnow.org



Tell the family that you're taking them to the Long Now Museum & Store and the first reaction is likely to be as predictable as a sulking teenager. After all, we're the world's first museum dedicated to the history of the next 10,000 years. Which means your cheery announcement—

intended to rally the troops—will echo in their young and very literal ears with the finality of a life sentence to Planet Boring. But don't let that change your plans. Because as you will thankfully discover, the displays that populate this intensely interactive exhibit will command the interest of even the most difficult, fidgety, restless,

rambunctious, unsettled, sullen, twitchy, totally attention-challenged and what were we talking about? Oh yeah, how much your kids will love the stuff in the Long Now

Museum. As, by the way, will you. After all, where else can you find the Clock of the Long Now prototype, which tells time in 10,000 year increments? Or, the elegant Long Now Chimes, featuring a magnificent composition by Brian Eno. And the steel and stone Orrery, a 9-foot tall planetary display.



When you take the long view, you need a full five digits to tell time. 2007 becomes 02007. Ditto 02008.

All presented in a way carefully calculated to capture the imagination as it intrigues the mind. Which is another great reason to bring the entire family, as well as any miscellaneous friends and hangers on, to the Long Now Museum & Store. We're opening today, tomorrow, the next day and the day after that for the next 10 millennia.

And in case you're still wondering about the real length of the tour: well, that all depends on how long you decide to stay.



X
THE LONG NOW
MUSEUM & STORE

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AS SEEN ON THE
HISTORY
CHANNEL.
ABOUT A THOUSAND
YEARS FROM NOW.

How will future generations recall us? Will they decide that we were the numbskulls who trashed terra firma? The blunderers whose unlikely survival proves that sometimes it's better to be lucky than good? Or, instead, will we turn out to be the prescient thinkers who saw what and how things should be done and then went ahead and did them? Whatever your view, you will find that topic on the table—and the walls—of one of the most engaging interactive exhibits that is likely to be found in San Francisco anytime in the next 10,000 years. It's called the Long Now Museum & Store, and trust us, a visit won't just

open your eyes, it will change your perspective. You see, Long Now is dedicated to the idea that very long-range thinking about the future could be a very, very good thing.

And that the only way to get started is to invent "tools" that will encourage people to focus on something other than ways to stay awake through the next all-office staff meeting. Like the future of communities. The potential for human technological and societal success. Even species

survival. As a result, the museum features a wide range of conceptions by some of the world's most creative minds. Such as the intricate Clock of the Long Now prototype, which will measure time over 10,000 years. The Long Now Chimes, with music composed by Brian Eno. And the steel and stone Orrery, a nine-foot tall planetary display.



Tungsten pendulum weights, machined to 1/10,000th of an inch just part of the intricate mechanism of the Clock of the Long Now.

All of which will make for a neat historical retrospective in a millennium or 10. But why hang around waiting? We're open today.



X
THE LONG NOW
MUSEUM & STORE

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