

Untitled 2

Helvetica Regular 12

0 1 2 3 4 5 6 7

We live being encased in the system of time

We live peacefully and without skepticism

From the moment you are born when the nurse writes down the minute you enter the world

We become a part of time

An entrance ticket that invites us in

Our first encounter with time

Thus, we become fellow participants in the system

Eyes on the clock following the hand

We move along the current with everyone else

Always counting and moving to a place..to a time

We move along without questioning the system

Without questioning this temporal measurement

The time system reconstructs human activity by setting a grid that everyone has to follow

Determining when we rest, when we work, and where we have to be at a certain time

We tried to adapt the system for the world by having time differences that are based off of the local sun phase

But this is far from enough to justify a rule applied to all

There are also many attempts to re-visualize time in movies

From a more realistic approach to creative gestures.

We try to push the principle of time but we failed to recognize the foundation of the system

Stepping back and looking at the bigger picture of time

Fundamentally it is just a design

Previous to the clock

There were various expressions to verbalize durations

“In the blink of an eye”
“A rice cooking”
“The frying of a locust”

The clock system is a solution that is designed to unify people and synchronize our temporal language

By recognizing time as a design, it means that it is fictitious therefore could be defied and reinvented

Some people are experiencing time at its 120% and some at 20%

Some cities are living faster than others

Time to us should be a subjective experience rather than a system

Time is about sequence and order but the duration of each period is personal

We should not determine our activity by this clock system

but use a measurable system that is relevant to ourselves

Individually