



The background features a light gray globe with a grid of latitude and longitude lines. In the center of the globe is a rectangular inset image. This inset shows a white space station with multiple solar panel arrays, orbiting a bright, hazy Earth. The station is positioned diagonally across the frame.

# Toward a Spacefaring Civilization

An Entertainment-based Approach to Creating a  
Consensus for Space Frontier Formation

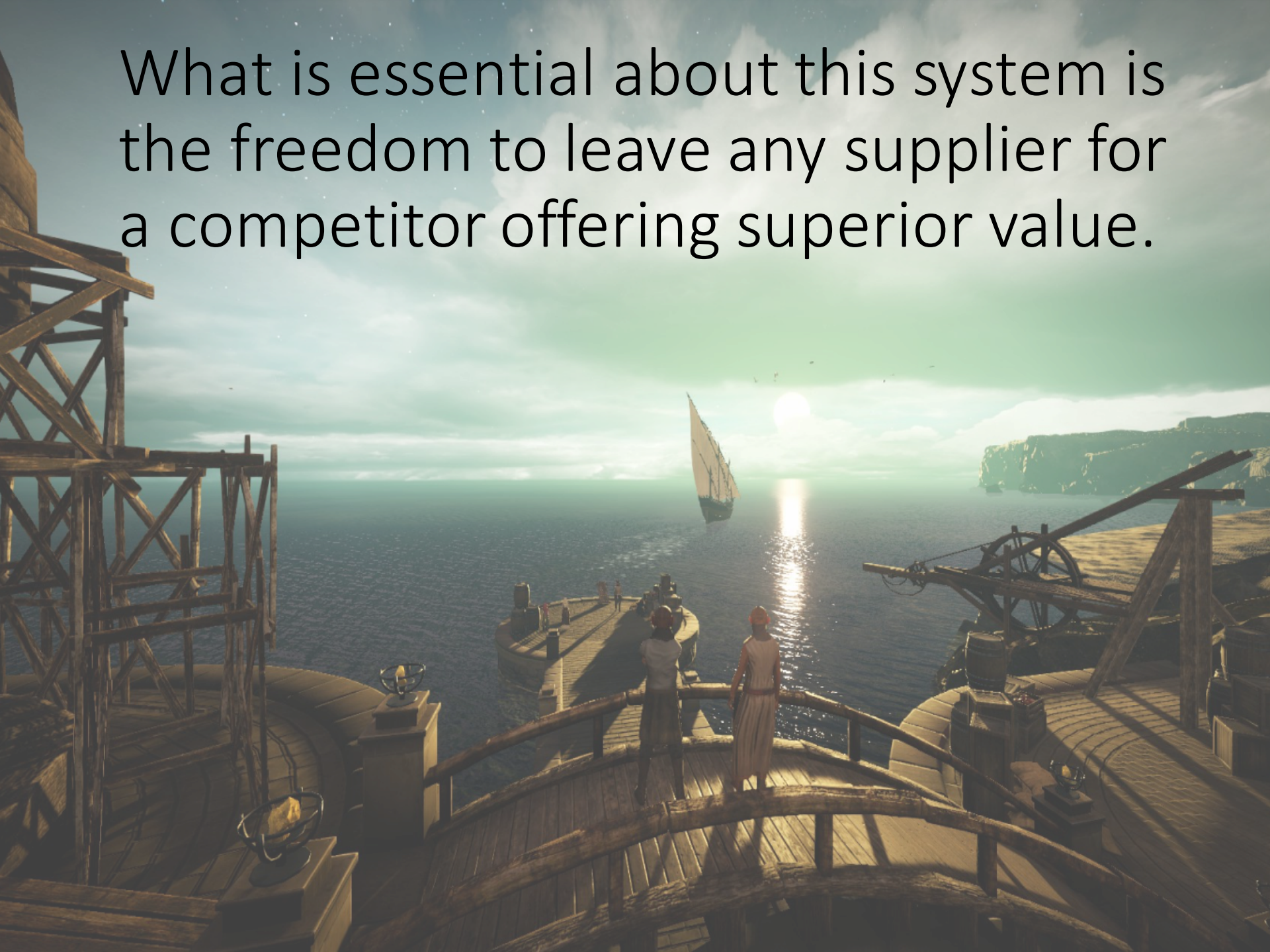
# Abstract

- ❖ We can establish a spacefaring civilization without government intervention
- ❖ The orthodox view of the future offers only sacrifice or collapse.
- ❖ **A third alternative is frontier formation.**
- ❖ The absence of frontiers is here termed enclosure, manifesting as mass depression, anxiety, and anger
- ❖ Enclosure results in reproductive failure of the enclosed population
- ❖ Mitigation can happen only if we view space frontier formation as fun and simulate it convincingly for fun
- ❖ Proposed ethic: the most fundamental freedom is the freedom to leave

In a free market, people vote with their currency ...



What is essential about this system is the freedom to leave any supplier for a competitor offering superior value.



# Value is anticipated outcome.



NEW CAR



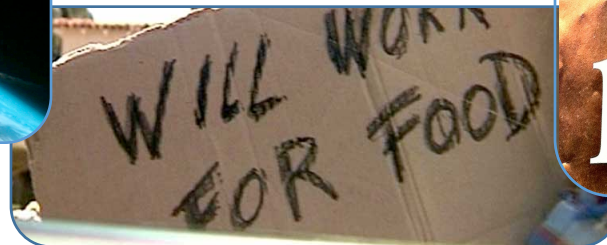
VACATION PACKAGE

# Consider Parallel Economic Motives...

- ❖ A romance with the idea of personal mobility keeps the car business alive.
  - What is it about the car?
- ❖ A romance like that of the American West for a new and unoccupied frontier will do the same for space exploration technologies.
  - What is it about the frontier?

# The freedom to leave is a value spanning Maslow's hierarchy

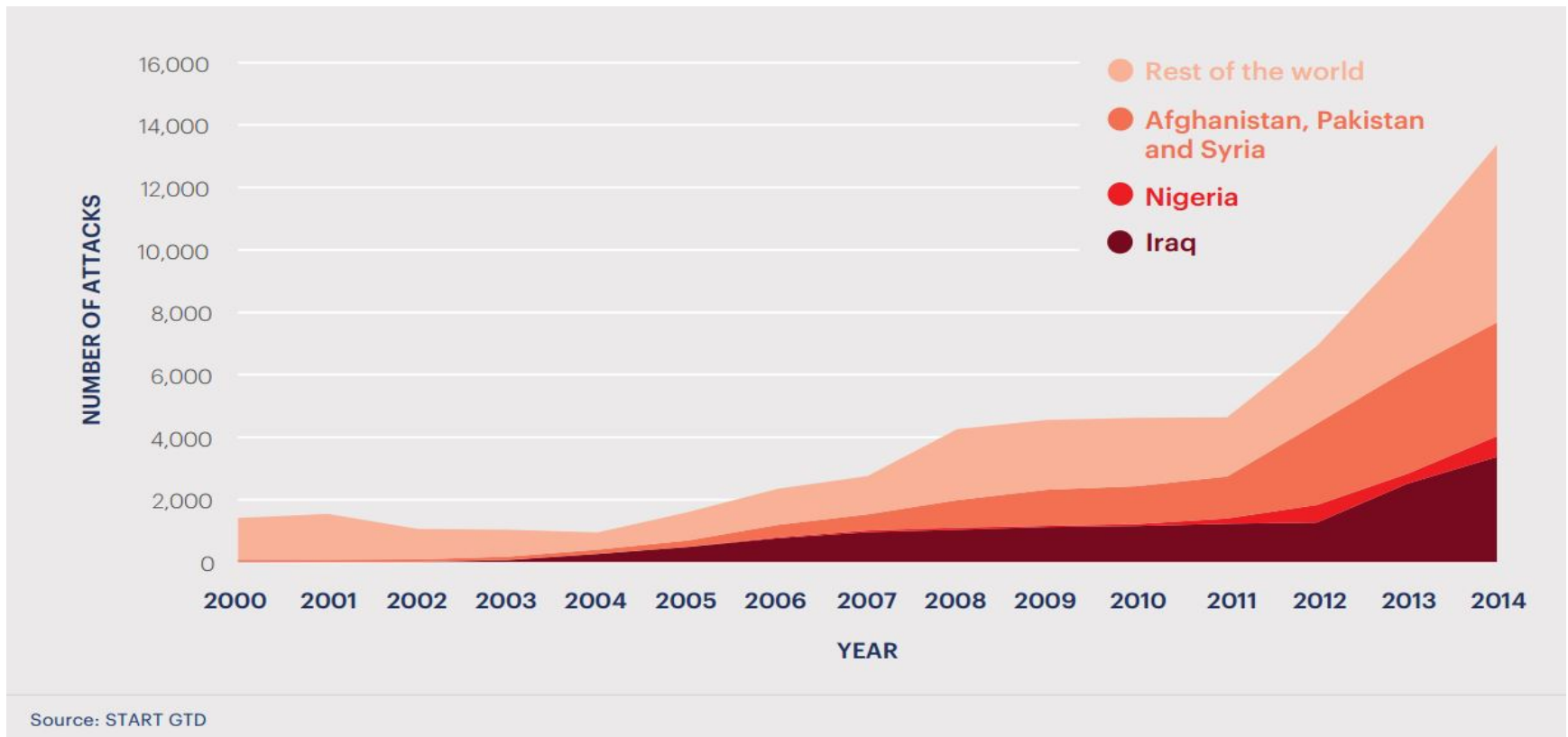
- ❖ Making a Difference
- ❖ Prosperity
- ❖ Security/Safety
- ❖ Survival





# If you could leave this behind, would you?

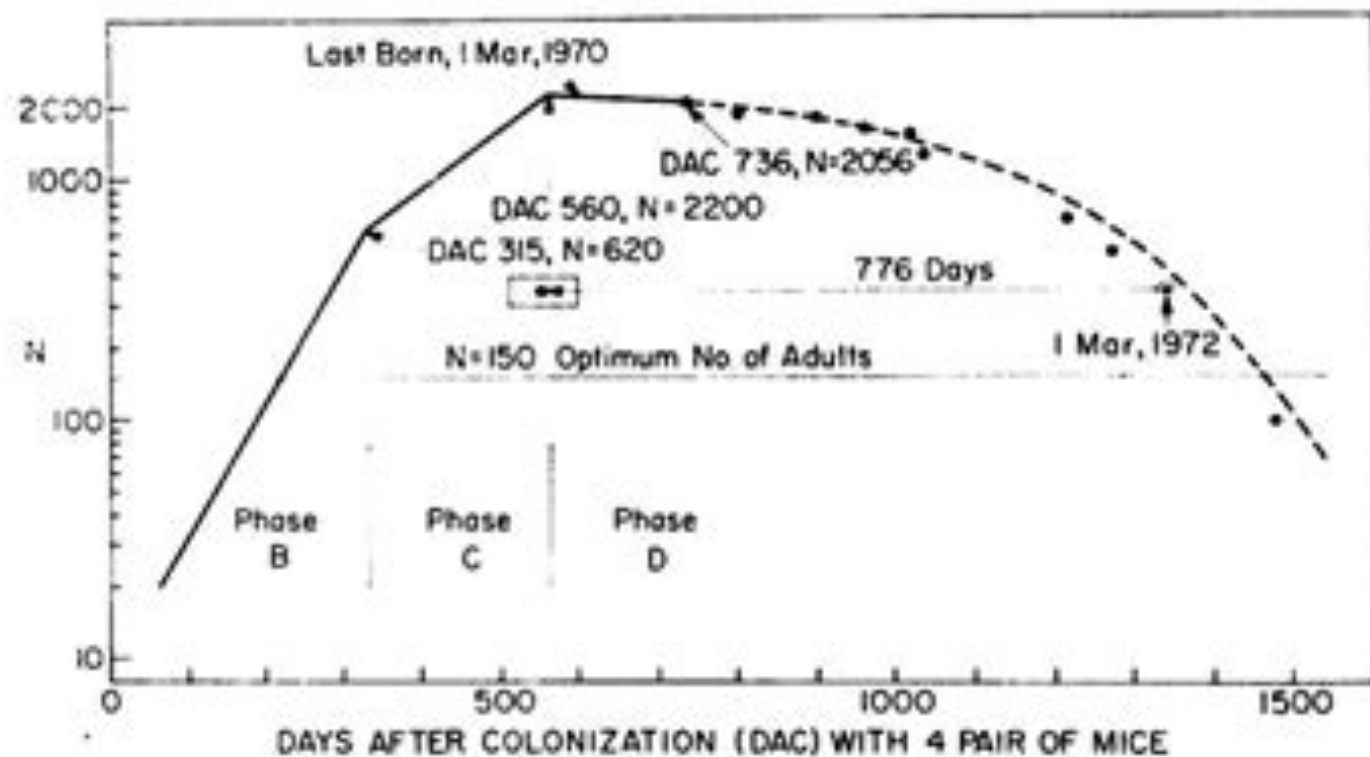
With increasing frequency, superficially normal people go berserk, attacking multiple targets with lethal force



# Enclosure is a Slow Extinction Event

- John B. Calhoun's confinement experiments of the '60s at the National Institutes of Mental Health (NIMH)
  - Gratuitous violence
  - Dysfunctional parenting
  - Loss of reproductive function
  - Senescence followed by extinction
- Isolated Confined Environment Syndrome (Biosphere 2)
  - Depression
  - Anxiety
  - Anger
- Earth's population after 1900 manifests the same way.

## UNIVERSE 25



**Fig 2** *History of population of mice in a closed Utopian universe. Broken line represents an estimate of numbers made about 700 days after colonization on the basis of observed mortality to that time. Observed points after Day 1000 are slightly lower than projected due to removal of about 150 mice for other studies. A final point was added to the graph for Day 1471 when the population had decreased to 100. At final editing of this paper on November 13, 1972 (Day 1588) the inexorable decline brought the population to 27 (23 females and 4 males, the youngest of which exceeded 987 days of age)*

# No Government Intervention Likely

- Continuity of government is government's first priority
- Stressed populations are highly compliant (Machiavelli)
- Focal points of a compliant population are risk avoidance, entertainment, and free food
- Government itself is looking to private enterprise for "surety", a combination of safety and reliability.
  - Microgrids
  - Reclaimed water
  - Controlled environment agriculture



# NewSpace Common Ground

Potential Space Customers Look to Commerce  
Sustainability Products Answer

- Electric power microgrids power military bases
- Communities recycle water for potable reuse
- Urban agriculture employs hydroponics and aquaponics
- Startups and established AG firms eye lab-grown meat
- Large 3D printing systems build houses
- Atmospheric condensers recover water from dry air
- Robots move supplies across difficult terrain

# The Barriers to Space Colonization Are Not



- Financial
- Legal
- Technical
- Social
- Political

# The Barriers are Consensual

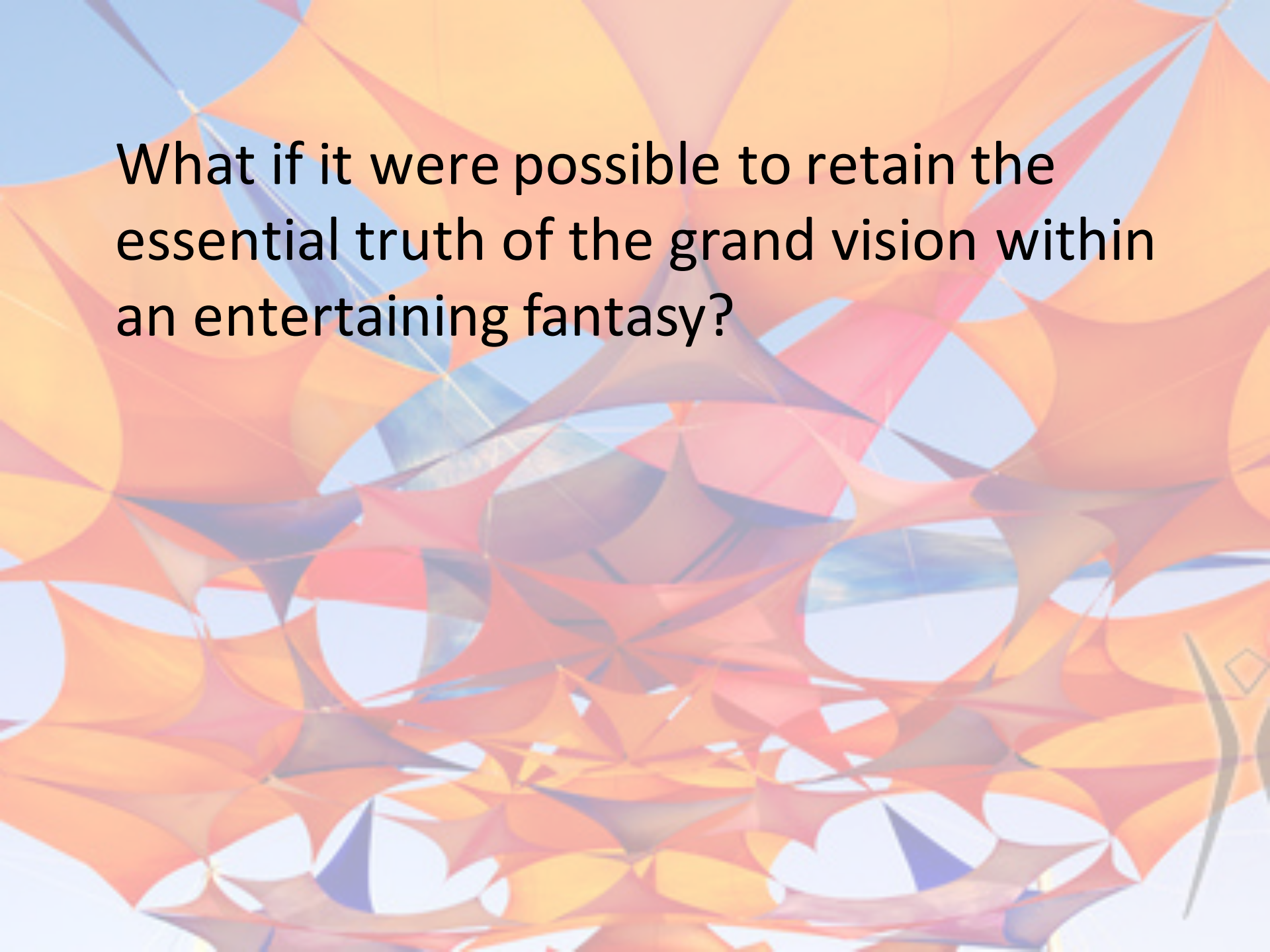
- Logic alone is insufficient
- The argument must appeal to the left and right hemispheres simultaneously
- People cannot understand what they cannot imagine
- Needed: An immersive experience with real technological underpinnings
- Spoiler: Past grand visions have not materialized, prompting skepticism

*“Grand visions maintain their charisma until a gap develops between public expectations and what is delivered.”*

*Space and the American Imagination, Howard McCurdy*







What if it were possible to retain the essential truth of the grand vision within an entertaining fantasy?

# Specification for a Commercial Space Colony Simulation

- Scalable, starting with a stage small enough to continue indefinitely with limited resources, but capable of unlimited growth through diversification within the governing concept
- Serves immediate terrestrial needs
- Creates an environment that is immersive, realistic, and comfortable for patrons
- Provides a path to space colonization by incremental development of needed technologies, either directly or by promoting the efforts of others as a test site, marketing venue and/or a point of sale
- Flexible to admit new revenue streams.

# Elements of a SpaceFarers Event

- 3D art of stagecraft quality
- Technological exotica with an artistic flare
- Dramatic environmental control, unusual devices
- Sounds evocative of other worlds (ex: wind chimes)
- Costumes & spontaneous theater (childlike play)
- Choice of assumed identity (name tags)
- Exotic venues (ex: Valley of the Moon)
- Interesting edibles (ex: anti-gravity truffles)
- Mementos, artifacts & relics (ex: navigational tools)

# Worlds of Imagination

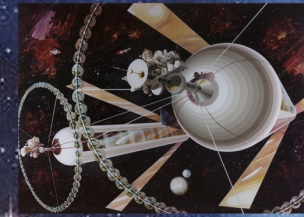
- Disneyland
  - Great insight into visitors' needs
  - Broad Imagineering lacks focus
- EPCOT
  - Provides a window into the future
  - Earthbound
- The Renaissance Fair
  - Fun time machine
  - Retrospective
- 100-Year Starship
  - Right ideas
  - Non-entrepreneurial; no business model
- Selenite Embassy
  - A first attempt at concept validation
  - Needs better metrics

# Selenite Embassy July 18, 2015

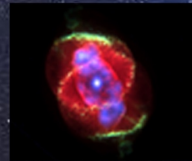
Coming July 18, 2015



Sustainability



Space Colonization



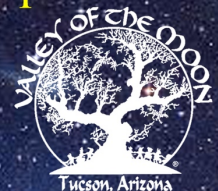
Adventure  
Travel



Agriculture

## Choose Your Path ...

Welcome to Selenite Embassy at Valley of the Moon  
Enter free to buy, seek, or sell. Donate in proportion to  
your profits or your pleasure.





# Selenite Embassy Specs

- Occasion: Celebrating Spaceweek
- Location: Valley of the Moon ("Legler Station")
- Times: All day Saturday, July 18, 2015
- Weather forecast: 70% rain (never happened)
- Expected visitors: 300
- Actual visitors: 150
- Gate: Free
- Vendor fee: Free
- Budget \$0.00

# Displays From:

- Gary Morrow (Upcycler)



Citizens for Solar

# Events

- First contact with the Greens at Legler Station Spaceport
- Selenite Euphonium Concert and Chill-out (wind chimes and an oscillating fan)
- Solar Cookout
- Guitar Concert with the Queen of Planet Shade
- Gigantic Space Colony Images After Dark (rear projection screen)

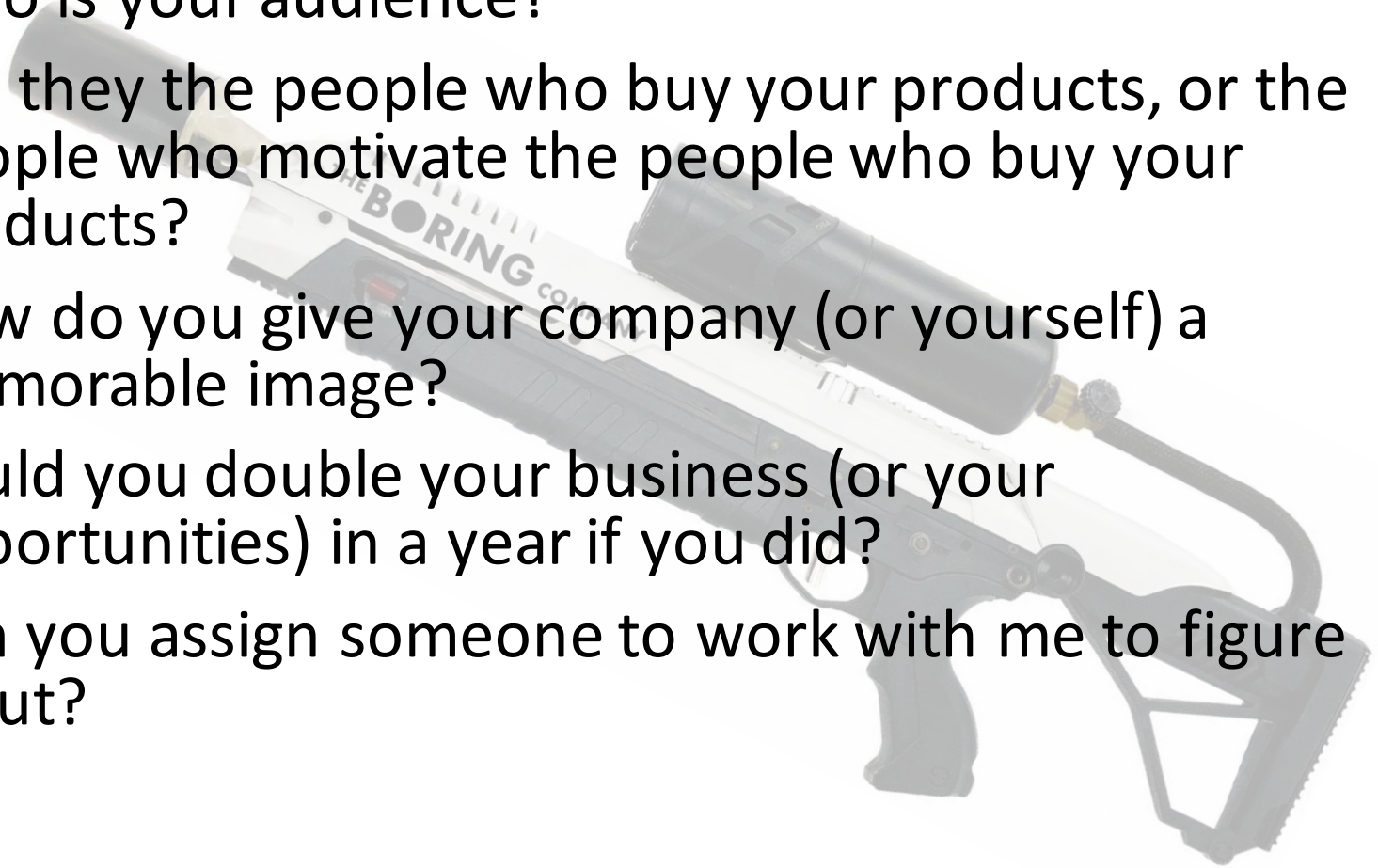


# Next Steps

- Align with talent
- Engage with a marketing firm
- Establish a sliding scale of vendor or gate fees
- Fund more elaborate shows
- Build and grow Alien Landscapes, a permanent space colony simulation, research/test station, and technology faire (Ask for the business plan)

# The Ask (For Potential Participants)

- Who is your audience?
- Are they the people who buy your products, or the people who motivate the people who buy your products?
- How do you give your company (or yourself) a memorable image?
- Could you double your business (or your opportunities) in a year if you did?
- Can you assign someone to work with me to figure it out?





The World Needs an Exit  
The Only Way Out Is Up