



2110 Logo Odyssey



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PUBLISHER'S NOTE

It happened at around 10:30 p.m. one summer night when I was thirteen.

I had just turned off the television and slipped under the covers. I took off my glasses, set them on the night stand and stared out the only window in my bedroom. I could see the vague gradation of the sky, blending from black to a deep blue, the silhouettes of trees, and the abandoned house next door. What I witnessed next is still hard for me to explain. Off in the distance, far beyond the line of trees and the boarded up house, I saw two bright balls of white light rising into the sky. I sat up staring at it trying to figure out what it was. I blinked and blinked to make sure I wasn't imagining anything and then I put on my glasses. I raced over to the window and watched the balls of light head straight in my direction. I heard the sound of a murmuring machine, electrical, almost like static. I stood there, waiting to see what would happen next. It passed over my house, illuminating my window sill and casting an intense light into my room. And then it disappeared. I didn't know what it was but I was about to find out. I ran to the back door, grabbed a flashlight, and headed outside.

I saw the lights descend onto the field next door. As I walked toward it, the lights began to dim and dim till they finally went out and I found myself standing alone in the dark. I turned on my flashlight and walked in the direction of the disappeared lights. The light had burned a large shaped circle in the grass so it wasn't hard to find. I examined the burnt field and just when I was about to turn around and head back I found a metal box. Without thinking, I unlatched the lid of the singed box and saw a book inside wrapped in a cloth made out of a material I'd never seen or felt before. I grabbed hold of the book and skimmed through its pages. I had realized then that this space craft, whatever it was, wasn't a visitation from another planet. It was from the future. And for some reason, it had left company logos with descriptions that made little sense to me back then.

Scared that if I told anyone about what I saw or showed the book to anyone, they'd think I was crazy or accuse me of stealing something that didn't belong to me. Now that I'm a graphic design major in college, about to graduate, finally, I understand that the book I found nine years ago provided a hint to what our world will become, and what I would become. I've kept this secret up until now, knowing all the while that there was a grave responsibility attached to my chance encounter. I have been the books' protector, but it can no longer be my personal secret. There's too much to learn in this little volume from the year 2110. So I've decided to reprint a reproduction of what I found and distribute it to the public, to anyone who cares to take a look. The publication date—100 years prior to the date of its original publication. What effect releasing this may have on the runaway trajectory of technology and the course of human history, I have no idea. It's out of my hands now and into yours.





ASTRO

Due to the rise in space exploration there is a greater demand for dehydrated, prepackaged foods. Astro is the longest running company specializing in the preparation of space food. They work together with individuals, families, groups, or corporations to help develop meal plans tailored to suit budgets, taste buds, and nutritional needs.

ROBIS

In a last attempt to save mankind from a bee population on the verge of extinction and in a desperate attempt to save mankind, scientists have invented robotic bees to help pollinate the world and sustain balance in the ecosystem. These bees are illegal to kill. If they feel threatened, they are programmed attack. So, please, for your own good, and the good of the planet, treat them like real bees.

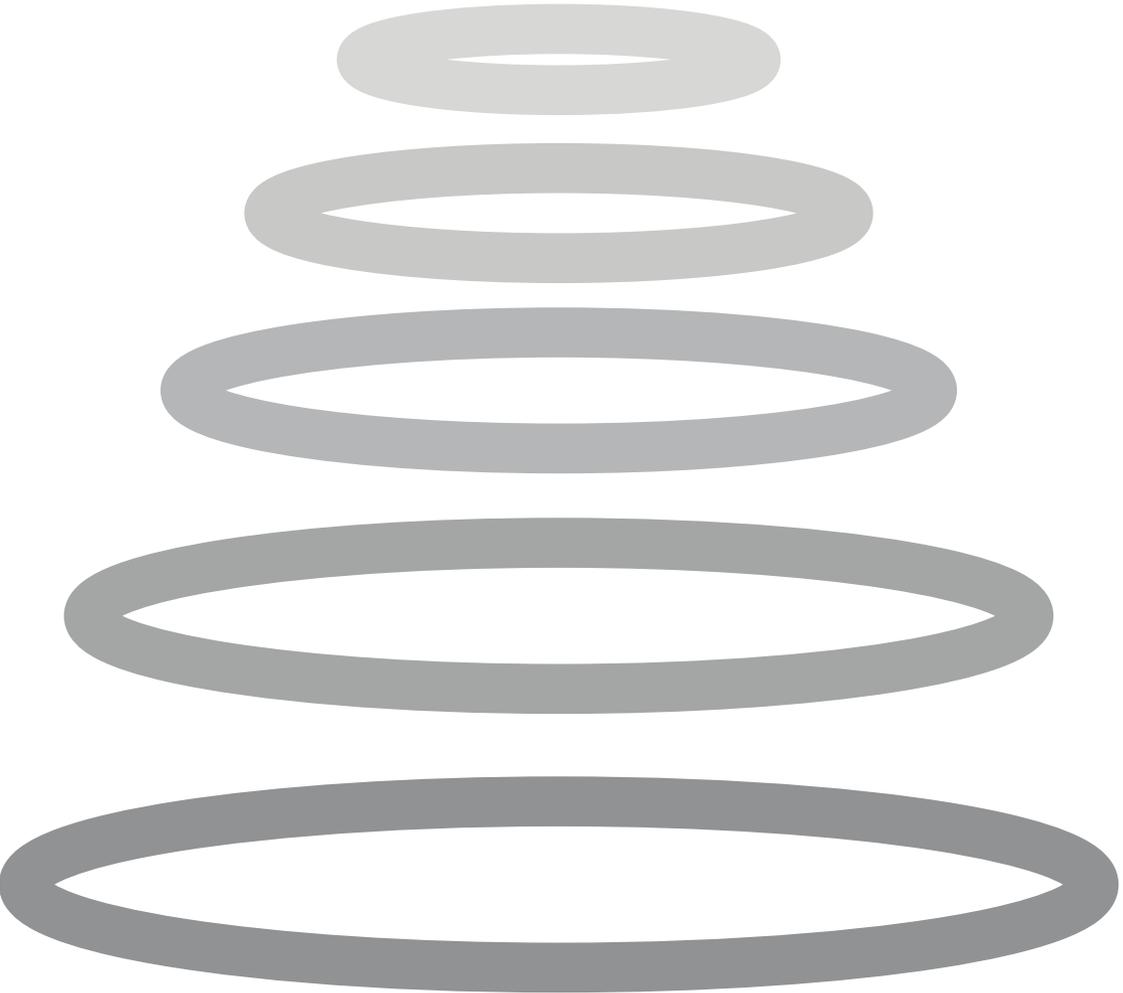


ROBIS

D/CODE

Decode is a not-for-profit language preservation group striving to keep endangered languages from extinction. Languages are indispensable communication tools closely tied to culture and identity. When a language becomes extinct, future generations lose an irreplaceable connection to their past. Based on respect for cultural diversity, D/code is dedicated to helping people all over the world preserve and even revive their languages.

D/CODE
language preservation group



**P
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PHANTOM

Established in 2100, Phantom is the only way to travel through wormholes, with less fear of collapsing into a black hole. By harnessing dark energy, Phantom enables its users to teleport themselves to other parts of the universe within seconds. While not fool proof, this new transportation technology has limitless potential, and is available for use today (especially in dicey situations).



ATALI

Atali (“got the good luck”) is Japan’s first western-style casino. For decades, casinos were illegal in Japan, and gambling was limited to horse, motorboat, bicycle, and motorcycle racing. Lottery, pachinko, and mahjong had long been legal, but were classified as “amusements.” Since the economy plummeted (Japan’s third major economic collapse in two centuries), municipal governments can no longer rely on the profits these traditional operations bring. Established in Tokyo in 2080, Atali is still thriving today. Come play with us!



O
aire

Oaire

Throughout most parts of the world, there has been a significant decrease in oxygen due to pollution, a thinning ozone layer, and deforestation. The few parks that remain do not produce enough oxygen for the 600 billion people in the world today. These catastrophic environmental changes have been the leading cause of death among the very young and the very old. To combat this plaque, The United Nations built Oaire factories across the world. Thanks to the open source Oaire filtering system, necessary amounts of oxygen are being pumped back into the environment.

BETTY SUE CROCKET

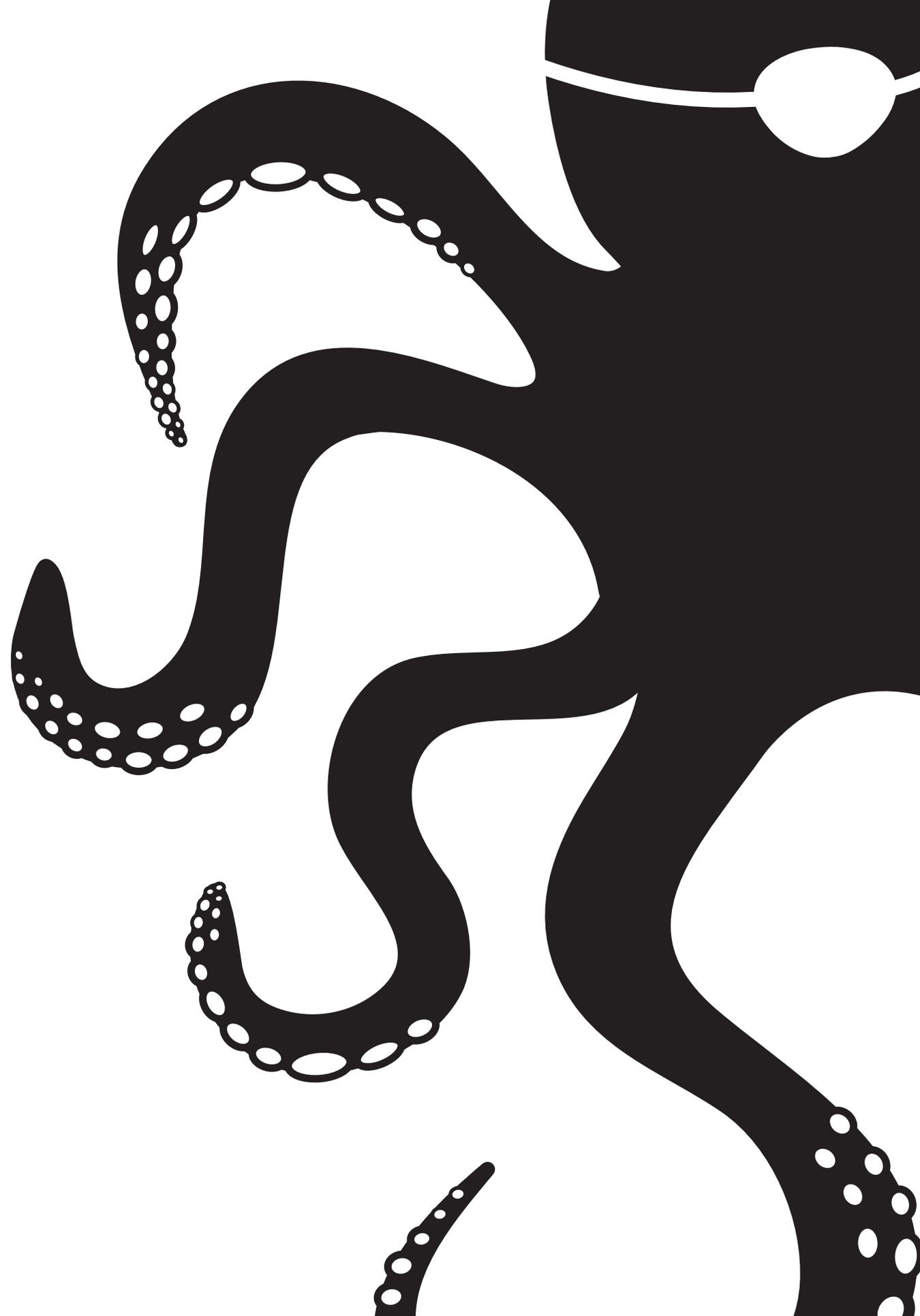
Betty Sue Crocket has been in the baking industry since 2027. Disparaged by food critics and frequented by a loyal patronage of prostitutes, pimps, punks and pirates, Betty Sue Crocket, prides herself on serving one-hundred percent authentic junk food. A secret ingredient added to everything is most likely the reason why Betty Sue Crocket is both abhorred and adored.





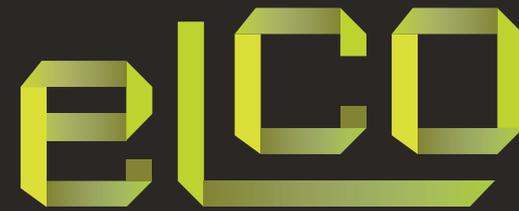
OCTOPIRATE

Octopirate known as the “rebels of the interweb,” is an online web-based company specializing in helping individuals pirate music, movies, and games, faster and easier than ever before. Its digital tentacles are virtually untraceable and safe for users, a true monster for authorities.



ELCO

Originally named The City Car when MIT researchers first designed it in 2007, it was later changed to Elco when an entrepreneur billionaire bought it out. More than a century later and it has become one of the most popular means of transportation in metropolitan areas. With no engine, no gears, no transmission, the two-seat Elco runs on electric motors compacted into four wheels. And coolest of all—they stack like shopping carts.

The logo for ELCO is rendered in a vibrant, 3D-style font. The letters are a bright yellow-green color with a gradient and a shadow effect, giving them a sense of depth and a modern, technological feel. The 'E' is lowercase, while 'LCO' are uppercase. The letters are blocky and interconnected, with the 'L' and 'C' sharing a common vertical stem.

chigen

chigenius

CHIGEN

Chigen is a Chinese company specializing in growing genetically engineered Chinese babies. In 2040 China became the economic superpower of the world. To keep up the demand for its progeny, China embarked on quest to create the ultimate, smartest, healthiest, most uniquely beautiful, and pro-creative human being capable of channeling every sense including sixth and seventh. Chigen babies are able to read minds and predict the future. Very beautiful beings indeed.

CHIGENIUS

A subdivision of Chigen, Chigenius was created after China annexed the United States. After the second Great Depression, the country known as USA was unable to pay back the gazillions of dollars it had borrowed from China. Imploding under the weight of its own hubris and unspeakable debt, USA had no choice but to let China take over its sovereignty. With the help of Chigenius, genetically engineered hybrid babies are repopulating countries like USA, so they can evolve more wisely and prosperously into the future.



SCIMON

Scimon [pronounced Simon] is short for Science Monster. One of the 12 apostles, Simon (the name meaning “God has heard”) received authority to “cast out unclean spirits and to heal every kind of ailment and disease.” A Scimon is assigned to every human being at birth. Each one is programmed to follow and monitor an individual wherever they go. Scimon has the power to heal and protect their assigned individual against anything from the flu, theft, even rape. Scimon also teaches moral values to their humans. If Scimon finds their individual master becoming a menace to society, it has the power to kill.



PARALLEL CITY

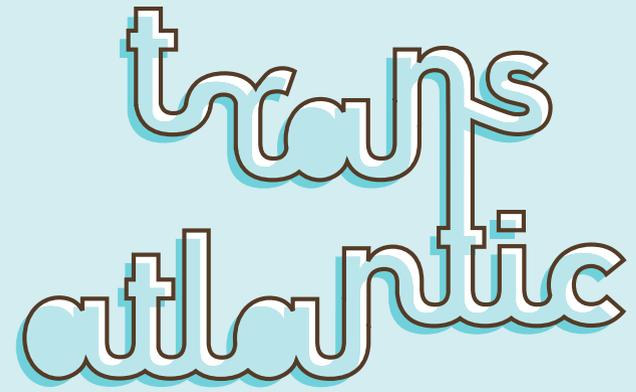
PARALLEL CITY

Can you imagine a world where human beings had no control over their own world? Well, that was a reality only fifty years ago. In the year 2060, humans finally made the transformation from a Type 0 to a Type 1 society. Individuals now have the power to control the atmospheric conditions that affect them, including earthquakes, tornadoes, and falling meteors. Whether you live in a floating city, a city on the water, or a city under the water, Parallel City enables you to transform energy into matter, and make preemptive expeditions into multi-universes. Built between our world and the entrance into the parallel multi-universes, Parallel City, once a place of last-ditch survival, has become a popular tourist destination of choice.

PARALLEL CITY

TRANS ATLANTIC

Trans Atlantic is a Chunnel-based system—connecting North America to Europe across the Atlantic Ocean. Only after human society reached Type 1, could it invent the technology needed to bridge the mid-Atlantic ridge. The Trans Atlantic has now racked up multibillion-dollar revenue which includes rest stops, hotels, spas, casinos, restaurants, and tourist attractions.



trans
atlantic



NEPTUNIA
AQUATIC LIVING

NEPTUNIA

Neptunia is an underwater city for people to escape to. After the Trans Atlantic was built, a project for an underwater city in the Atlantic Ocean was under way. Individuals in this city live in pod homes and barrier reefs. Tunnels also connect Neptunia to the Trans Atlantic. This city has everything to offer —great job opportunities, safe communities, good schools, and great for people with or without dire respiratory problems.





polarsphere

POLARSPHERE

One of the original Type 1 Society organizations, Polarsphere focuses on preserving the polar region by means of ice cap refrigeration, development prevention, protecting animals native to the region, and advocacy. Polarsphere has improved the polar caps greatly by bringing awareness to the rest of the world including the pariah nation known as USA which finally joined the community of nations by offering tax breaks to its people who reduce their carbon footprint.

COSMONAUT

Cosmonaut is a space academy for space travelers. With the enactment of the Galaxy Act, parents are now required to enlist their child in a space academy to help prepare children in space travel and the sciences. The curriculum includes field preparation for lift-offs and landings, living in a zero gravity environment, and the regulations of freeze-dried living. The Galaxy Act requires students to enroll in space academy by the age of ten, but Cosmonaut accepts children as young as five.



cosmonaut
space academy

CATS + DOGS

Cats + Dogs is a company specializing in producing high quality, durable umbrellas. Even with advanced weather control systems, most of the world's coastal regions endure hurricane and torrential rainstorms as a matter of course. Only our cryptonudium reinforced umbrellas can withstand the 300 mile-per-hour winds and torrential downpours that are commonplace today.



HELL CARE

Hellcare is universal health care issued to everyone by the government. It is a governmental scam to control people and the population. Built on false promises and no expectations, it is a health care system that doesn't cover anything enabling only the fittest or wealthiest human beings to survive.





LUNIC

Lunic is the first bed and breakfast on the moon with the best breakfasts in the solar system. Constructed in 2025, the original Lunic is the longest standing building erected in space. Part of NASA's first commercial vacation tours to the moon, Lunic remains a favorite hot spot for adventure seekers.





BIONOMICS

Our biologists search for new species at the same time tracking evolutionary trends by means of tagging and advanced imaging technologies. They search in areas that have been over looked in past decades, including devastated parts of Western Europe, the Middle East, Asia, Africa, and South America. Improved technological equipment has also made it possible to explore deeper into oceans where it was unattainable before.



First Edition 2009, printed on matte birch paper at Purchase, State University of New York. This book uses the fonts Archer and Neutraface. The information for this book was influenced by my imagination, other futurists, and science. Printed and produced by Dominika Margielewski. December 2009.

