

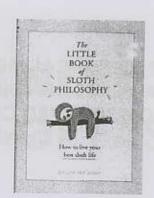
SLOW SOFIA

IMPACT OF CULTURAL

ACCELERATION

FERNANDO MULIA





Division in



THE OLDEST HISTORICAL MENTION OF NOODLES
APPEARS IN A DICTIONARY
FROM THE THIRD CENTURY A.D.
IN CHINA.

### **NOODLE MAKING**

DO WE NEED
THAT KIND OF FAST?

## WHAT'S GOING ON? PART OF THE ANSWER IS SIMPLE ECONOMICS

the the first war and the

AS ECONOMIES GROW,
AND THE INCOMES OF THE BETTER-OFF HAVE RISEN OVER TIME,
TIME HAS LITERALLY BECOME MORE VALUABLE:
ANY GIVEN HOUR IS WORTH MORE,
SO WE EXPERIENCE MORE PRESSURE TO SQUEEZE IN MORE WORK.
BUT IT'S ALSO A RESULT OF THE KIND OF WORK IN WHICH MANY OF US ARE ENGAGED.
IN FORMER ERAS, DOMINATED BY FARMING OR MANUFACTURING,
LABOR COULD CERTAINLY BE PHYSICALLY PUNISHING – BUT IT OBEYED CERTAIN LIMITS.
YOU CAN'T HARVEST THE CROPS BEFORE THEY'RE READY;
YOU CAN'T MAKE MORE PHYSICAL PRODUCTS
THAN THE AVAILABLE MATERIAL ALLOWS

### WATCH OUT FOR TIME DEBTS

TIME DEBT, IS WHAT ACCRUES WHENEVER
YOU DO WORK THAT FEELS PRODUCTIVE,
BUT
THAT IN REALITY HAS THE EFFECT OF
GENERATING MORE WORK, LATER ON.

#### HISTORICALLY

THE ULTIMATE SYMBOL OF WEALTH,
ACHIEVEMENT AND SOCIAL SUPERIORITY WAS
THE FREEDOM NOT TO WORK: THE TRUE BADGE OF HONOUR,
AS THE 19TH CENTURY ECONOMIST THORSTEIN VEBLEN PUT IT, WAS LEISURE.

#### NOW

IT'S BUSYNESS THAT HAS BECOME THE INDICATOR OF HIGH STATUS.
"THE BEST-OFF IN OUR SOCIETY ARE OFTEN VERY BUSY, AND HAVE TO BE,"

"YOU ASK ME, AM I BUSY?,

AND I TELL YOU:

'YES, OF COURSE I'M BUSY – BECAUSE I'M AN IMPORTANT PERSON!"

# SOMEHOW, MAYBE WE'RE ADDICTED BEEING BUSY

6

### **TECHNOLOGY DRIVEN** SOCIETY

### WHERE DO WE WORK?



At the beginning, We work at home



Office was born and we are working at the office

Industrial



We were working away from home

Office Evolving



Office start to look like home

### WHERE WILL WE WORK?



- 10

100

1/8

STORY .







AT THE END WE'RE BACK WORKING FROM HOME

## WHAT DRIVE THE WORLD'S CHANGES?

THE WORLD IS EVOLVING

DIGITAL TECHNOLOGY

Rapid New Technology development DIGITAL

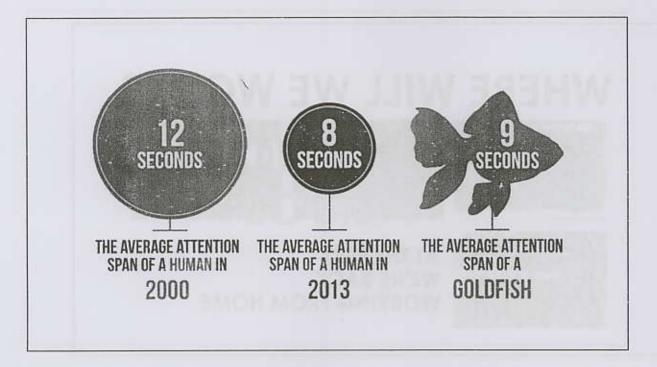
New culture, that even doesn't exists 10 years ago DIGITAL BUSINESS

New Business, new job that never been think before

more

(in)

(1)





15 SIGNS
YOU ARE TOO BUSY
AND SHOULD STOP

## YOU HARDLY SEE YOUR FAMILY

YOU'VE LOST
YOUR SENSE OF
PURPOSE OR MEANING

10

YOU'RE CONSTANTLY
TRYING TO MEET
THE EXPECTATIONS
OF OTHERS

#04
YOU'RE UNABLE
TO BE PRESENT

## #05 YOU'RE EXHAUSTED

YOU FEEL LIKE
YOU ARE FAILING
IN MULTIPLE AREAS
OF YOUR LIFE

# YOU DON'T TAKE VACATIONS EVER

#08

YOU HAVE A HARD TIME FOCUSING ON ONE TASK FOR MORE THAN 10 MINUTES

(III)

# #09 YOU ARE UNHAPPY AND YOU DON'T KNOW WHY

YOU ARE PARALYZED
WHEN IT'S TIME
TO MAKE DECISIONS,
BIG OR SMALL

# #11 YOU DON'T ASK FOR HELP

YOU DON'T REMEMBER
WHAT YOU HAD FOR
BREAKFAST
(POSSIBLY BECAUSE YOU
ROUTINELY SKIPBREAKFAST)

# YOUR WORKSPACE IS MESSY (AND YOU DREAD GOING THERE)

#14
YOU DOUBLE-BOOK OR
MISS APPOINTMENTS

## #15 YOU'RE LONELY

SO ARE YOU TOO BUSY?

16

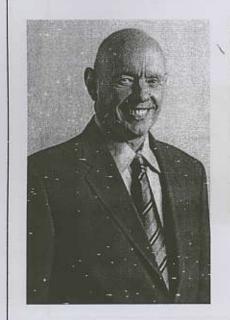
### HOW TO BE CALM IN A BUSY WORLD?

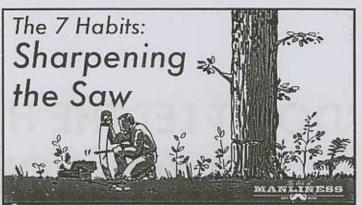
WHY AM I SO BUSY?

WHEN EVERYHING
AROUND ME IS MOVING SO FAST,
ASK QUESTION:

## IS IT THE WORLD THAT IS BUSY, OR IS IT MY MIND?

YOU CAN CONTROL
YOUR TIME





THE 7 HABITS
OF HIGHLY EFFECTIVE PEOPLE
1989



LESSONS FROM SLOTH

## DON'T LET THE HATERS GET YOU DOWN



GEORGES LOUIS LECLERC, COMTE DE BUFFON FRENCH NATURALIST



THESE SLOTHS ARE THE LOWEST FORMS OF EXISTENCE, ONE MORE DEFECT WOULD HAVE MADE THEIR LIVES IMPOSSIBLE.

1749 ENCYCLOPAEDIA OF UFE SCIENCES



THEIR SLOWNESS IS AN ASSET, THEIR UNUSUAL ANATOMY IS ASSET, THEY'RE LIVING THEIR SLOW, SLOTHFULL LIVES THE WAY THEY WERE ALWAYS MEANT TO.

SCIENTIST ARE NOW LEARNING WHAT SLOTHS ALREADY KNOW: MOVING SLOWLY HAS ITS BENEFITS. ACTIVITIES LIKE YOGA AND TAI CHI (SLOW MOVEMENT THERAPY) HAVE BEEN PROVEN TO REDUCE CHRONIC PAIN. SLOW DOWN FOR BETTER LIFE.

### **EAT SLOWLY**





WHY THE NAME SLOW FOOD?

IT'S A WAY OF SAYING NO TO THE RISE OF FAST FOOD AND
FAST LIFE, SLOW FOOD MEANS LIVING AN UNHURRIED LIFE,
TAKING TIME TO ENJOY SIMPLE PLEASURES, STARTING AT THE
TABLE.

SLOTH HAVE A LOT COMMON WITH THE SLOW FOOD MOVEMENT WHICH STARTED IN ITALY IN THE 1980S AS AN ANTIDOTE TO FAST FOOD.

SLOTH'

## SLOW

**METHOD** 

SLOTH' SLOW METHOD

S

SLEEP IN

SLOTH' SLOW METHOD

LEAVE YOUR PHONE AT HOME

SLOTH' SLOW METHOD



OPT OUT

SLOTH' SLOW METHOD

W

WHAT'S THE RUSH?

### SLOW DOWN