

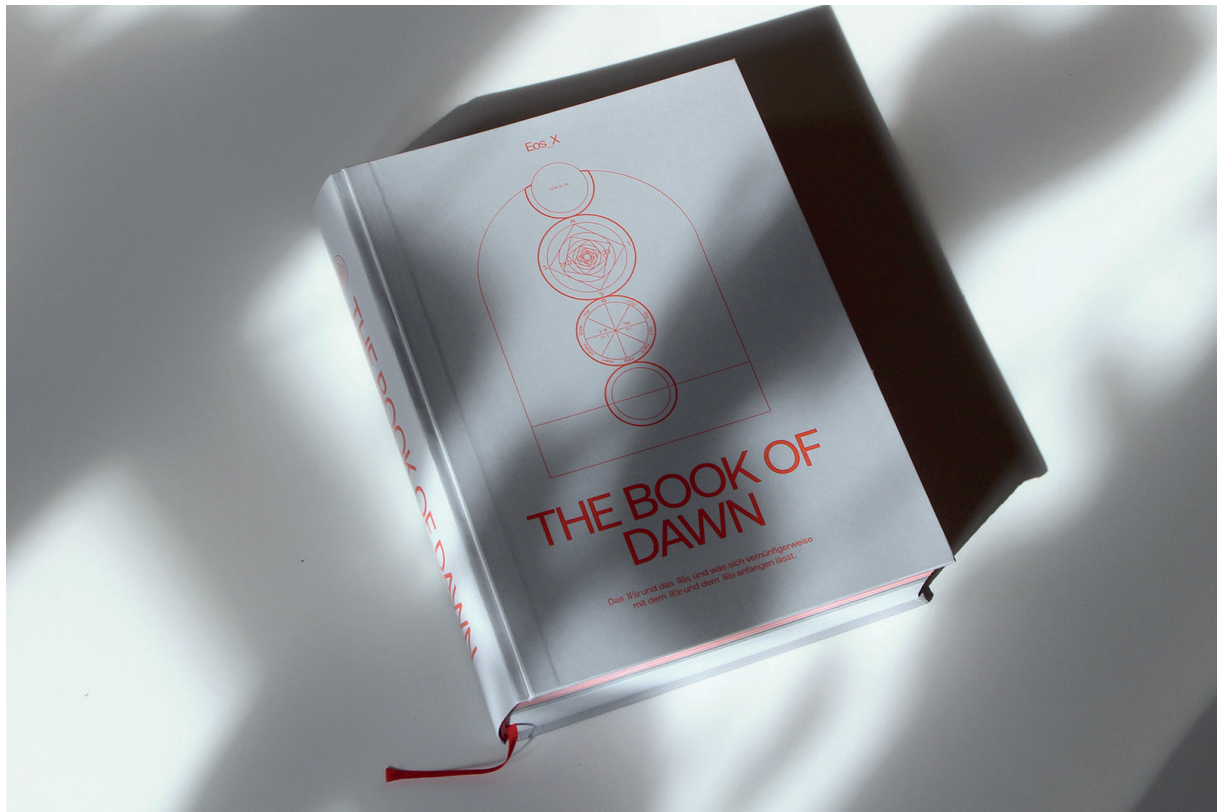
TIME SHIP EARTH: FREEFLOW_LIQUIDATION

Operating Manual For Spaceship Earth

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Book of Dawn v_01

SUMMARY

THE BOOK OF DAWN

WHAT'S WHAT, AND ON WHAT IT MIGHT BE REASONABLE
TO DO ABOUT WHAT'S WHAT

TlR: The book tries to formulate an ideology, which would like to offer a counter draft to the possession and materialism-oriented ideology of our capitalist society. In its current version, the book consists of two parts. The first part, „What’s What“, first examines the Anthropocene, its origins and what impact capitalist consumer culture has on the planet as well as on our social systems, thus describing the need for change. In the second part of the book, „and what it Might be Reasonable to Do about What’s What „, I examine the impact of capitalism on the inner dimensions of human beings, and what a necessary evolution might look like.

A spectre is haunting! Not only in Europe, but in all parts of this earth. Religion have been abolished and profit has been declared our highest god. A political system that was not instituted and proclaimed, but nevertheless became the sole ruling element of the earth-spanning adventure.

The capitalist system that - while bringing prosperity to many parts of this world - has today, through a neoliberal agenda, become a vulgar and turbo-capitalism and inequality regime that is driving humanity to the precipice of psychological and economical ruin, and our Earth to ecological ruin.

While we, in our rich fortresses of this world, live in an affluent society characterized by marketing, consumption, waste and alienation, the imperialist behaviour of these bastions ensures that the land, labour, raw materials and markets of the other side of the world are expropriated for our own enrichment and millions of people live in poverty and misery driven realities.

But we do not see crowds of people in the streets who want to fight for a more just and humanist world. Instead, demagogues with their right-wing and nationalist ideologies and insane conspiracy myths are driving hatred and fear into people’s hearts. Trump only the figurehead of a much larger phenomenon.

With all that said, though, I’m afraid we need money. Weather we trade with shells, copper, gold, Ethereum, Bitcoin, Likes, Followers, Shells or Water. We will always need some form of currency. Maybe in a distant future where all labour is done by machines, we could be truly free and could live our lives as free human beings. But I’m afraid that if it happens at all, it will be in the very distant future at most. And even then, it would only happen if we will manage to free the machines and ourselves from the greedy grip of the capitalist machine. I cannot by any stretch of the imagination imagine that our children, our grandchildren, or our great-grandchildren will live in a world without some form of currency. The capitalist structures run way too deep. So, I don’t think that can Change.

But what can and always will change is life. What can change is us. What can change is our way of being. What can change is our relationship to the world we live in. Our relationship to money, profit, possessions and materialism.

Capitalism runs deep. And it plays on us, on structures within us, on our evolutionary past, that are much older and much deeper than capitalist structures. The mother of capital, industrialization is 300 years old. The human being is 300.000 years old. And the oldest

structures in us are many millions of years older. Our environment of profit, growth and materialism in which we live nowadays influences these structures. Influences our behaviour, our thinking, our togetherness, our relationships with ourselves, our relationships with each other. Capitalism influences our lives. We define ourselves from things from outside of us, from material things. We determine ourselves from what we have, from what we can have.

But should we not define ourselves through things that come from within? Should we not define ourselves through growth, learning, love, friendship, humanism, trust, reason, altruism, productivity, self-actualization, philanthropy, patience, creativity, self-awareness, rationality? Shouldn't we define our lives out of what we are instead of what we have?

What may sound to some ears like pathos or new age gibberish is my ongoing research project and something I truly believe in. It is the reason for this book. The Washington Post once advertised „In a world under pressure make understanding a priority“. “The Book of Dawn” is my attempt at understanding. An attempt to formulate an ideology, a collection of questions, ideas and answers on how life can change for the better.

In the first act of my book, The Book of Dawn, I first try to understand the spectre of capitalism. For all the harsh criticism, however, I begin the book by looking at the other side of the coin. After all, it is important to note how capitalism has been able to lead to an enormous improvement in human existence over the last 300 years and to produce the richest and freest society without equal in our history.

The critique, then, is not of the capitalist system per se, but of the capitalism of unleashed markets and unbridled vulgar capitalism, which is no longer determined by the question of what is good for man, but only by what is good for the growth of the system? I describe the pathologies arising from this system, such as inequality, climate change, causes of war and migration, nationalism, conspiracy ideologies and how this system leaves people sick, alienated and depressed.

The question I would like to pose in the Second Act of the book is thus: Is it possible to tame the specter and build a healthier humanistic society centered on human being? Can we become rulers of an economic system that works for us instead of us being slaves who serve only profit?

Of course, in a book, you cannot find a real answer to this. Nevertheless, I am trying to propose ideas of an ideology that I believe are missing in the political discourse and often fall short in the social discourse.

More precisely, it is about the development of man, without whom society cannot exist. We can only exist as a social being, and society shapes us and we shape society. Thereby I am not concerned with political, economic or even technological aspects, not with aspects outside of us, but with our inner dimensions. With the dimensions of being. In the book I try to show that especially we - in the western industrialized consumer societies - have concentrated too much on external factors, on factors outside of the human being, on progress, growth and technology, but thereby we have neglected our inner dimensions terribly.

In the book I try to show how man and his capitalist system became more and more powerful. But as exponentially fast as our power grew, so hesitantly our wisdom developed. Thus, today we have the power to destroy ourselves without having the wisdom to ensure that we do not. That is why our situation is so untenable.

The book is a plea for the need for radical human change. It is about a fundamental change in basic human values that is neither a purely ethical or religious demand nor a purely psychological postulate resulting from the pathogenic nature of our current capitalist system. Rather, the physical survival of mankind depends on it! It is about a revolution - directed inwards - which can lead to reason, maturity and wisdom, which declares the values of humanism to be the human reality of life and which can bring about a new morally structured world. It is a book about Being.

In short, with this book I am trying to understand how we need to evolve for a healthier future. The goal is the fully developed universal man, living entirely from his powers of reason and love.

For some time I have developed a strong interest in the aesthetics of mystical and alchemical drawings and symbols. I find these centuries-old books and graphics really fascinating. I also think that in current pop culture, in movies, music videos, record covers, and in certain Instagram design trends, this kind of imagery seems to be having a renaissance of sorts. After all, trends do move in circles, and the last time symbolism, mysticism, gnosticism, etc. were in vogue was during the counterculture era of the sixties. So from a creative point of view, I see some interesting potential here.

On the other hand, I am somewhat convinced of the power that symbolism or magical thinking can have. How much it can resonate in people. Unfortunately, we see this most clearly with the current events surrounding Trump, Make America great again, and all the conspiracy myths like QAnon. These narratives are so full of symbolism that they are almost religious in nature. To me, that's proof of its power.

From this, the question arose for me, why not occupy this space for something good, for something positive? Why not use this for a productive, humanistic narrative that finds its core not in fraud, but in rational, scientific and ethical beliefs?

I developed this idea to found a hippie cult with the name Eos_X. Eos is the name of a Greek goddess of the dawn. She stands for the new beginning. The _X stands for a certain time in our hopefully utopian future. It intends to oppose the turbo-capitalist mega-machine, neoliberalism, and an alienating plastic world. Of course the idea with the cult is to be regarded with a little irony, nevertheless I am deeply convinced that something has to change. While the capitalist machine has surely led to an enormous improvement in human existence, today however its shortcomings have become increasingly apparent. We live in a world of global corporate superpowers which have a major influence on politics, and whose turbo-capitalist interests have long ceased to be determined by the question: „What is good for man?“ but only „What is good for the growth of the system?“ So the cult is now calling for a transformation of our society.

So, I am in the process of formulating the ideological basis of the cult. The first version of this became my bachelor thesis and is called ‚The Book of Dawn‘. The idea was that the ideology would not be based on esotericism or fraud, but would want to be based on scientific facts. For this I devoured many books, essays and podcasts. About our society, capitalism, human

nature, human behaviour, humanism, psychology, biology, evolutionary biology, neuroscience, religion and much more. I gathered many ideas from different thinkers from different disciplines, summarized them and put them in a new context. In a new body of thought. A coherent narrative that explores a possible transformation of the human being, a new age of enlightenment, a spiritual revolution or a humanistic revolution.

Now there are a number of core theses, two of which I would like to touch on briefly: Our history is marked by four great revolutionary processes that gave us more and more power over ourselves and over nature. With the first agricultural-, the scientific-, the industrial-, and currently the digital revolution, humanity went through an exponentially fast-growing development that found its current climax in capitalism; at the latest with the detonation of the atomic bomb and now with the looming climate catastrophe, we have become so powerful that we have the means to destroy ourselves.

Now this book by no means intends to be an opponent of progress; after all, this process has led to an enormous improvement in human existence and is essential for the realisation of our long-term potential.

But today we see that our power has grown so rapidly that our turbo-capitalist society is driving humanity to the precipice of psychological and economic ruin and our earth to ecological ruin. Over the last century, we have developed the means to destroy ourselves without having developed the moral framework to ensure that we do not. We developed power but not wisdom.

The next, and I developed this from ideas of humanistic psychologists from the 1960s, is that we, especially in the Western industrial nations, determine ourselves too much by things that are outside of us. By things we have or can have. Which today often manifests itself in excessive materialism.

You have probably heard of Maslow's hierarchy of needs. (By the way, there is current scientific literature that proves that many of Maslow's ideas stand up to current scientific scrutiny). The first four levels of Maslow's hierarchy are what he called „deficit needs“. These needs are characterised by things we must have, needs we must fulfil or we will get sick. If we don't have food, we starve. If we don't have emotional attachments, we develop emotional disorders. Now in the book I try to prove that our lives in today's society revolve around these deficiency needs. Erich Fromm called it that we live in an „orientation towards having“. We define ourselves by what we have or what we can have.

And it's not just money, nice clothes or the new iPhone. It's also about likes and followers. But we also want to have a great holiday, have lots of friends, have a good time, have knowledge, have a certain sense of purpose. For capitalism, this orientation towards having is of course tremendously important. It is even ingenious. For capitalism to work, we have to want things, because we have to buy things. In the „orientation towards having“ the cult sees the most important ideological basis of today's capitalism and recognizes it as the most decisive problem of human existence.

The other core idea is that we find an explanation for this „radicalised“ orientation towards having in our evolutionary past. Our evolution began many, millions of years ago. Even today we have parts in our brains that evolved at a time when emotions did not exist. Evolution has not only determined our physiological characteristics, but also our behaviour.

We are the product of selfish genes that want us to survive and reproduce. Now in the book I bring some examples that show that we are merely more than slaves to an evolutionary dictate. The point is this: Millions of years of evolutionary development on the one hand, and the exponentially rapid development of our capitalist consumer culture. I'm trying to prove that evolution just couldn't keep up. Functions that were once crucial for our survival can now lead to maladaptive behaviour, such for example our excessive orientation towards having.

The wonderful thing about this, however, is that when we manage to overcome our orientation towards having and our deficit needs, we begin to define ourselves through the next level of needs. Maslow called them growth needs. This is the need for self-actualisation. We begin to realise our potential. We want to become the best version of ourselves that we can be. That is what growth means. There is so much scientific literature that healthy personal growth is a really good path to happiness. When we start living according to our growth needs, we become happier, more confident and more satisfied with our lives. Our lives just get better. Living according to our growth needs is what Fromm calls living in an orientation towards being. We no longer determine ourselves from things from outside of us, but from what we are and what we can be. From the things within us.

When we self-actualise, at some point we begin to move to the next level. And that is transcendence. We transcend the needs of our own ego. It's no longer just about ourselves. We start to really care about others. Even people on the other side of the earth. People we don't even know. I think that's so beautiful and so logical. The better off we are, the more we can care about others.

And you know what's really cool? The things we begin to cultivate when we begin to live according to our growth needs, when we live in an orientation towards being? It's love, compassion, empathy, , humanism, trust, reason, altruism, patience, creativity, self-knowledge, rationality. These things that come from within, they actually become more when we use them. Unlike the things from outside.

Of course, the economic, technological and political aspects are of enormous importance for this question of the post-capitalist society. However, with this book I am trying to address something that I believe is missing from the political discourse and falls short in the social discourse. I think it is clear, that if we as a society would move towards that direction of being, our world would become a better place. And Eos_X wants to promote that.

The next really cool thing, and I promise that is the last, is that I found that amazing tool which helps us as individuals to start to self-actualize and to live in an orientation towards being. Amazingly in millennial old spiritual tradition, and I am mainly concerned with the Buddhist philosophy.

If you free the doctrine from its esotericism, its irrational beliefs and metaphysical assumptions, you are left with an eminently practical, rational, and logical core that I believe could be a valuable part of solving many of the pathologies of our capitalist society: Mindfulness meditation. Mindfulness can help us to develop a psychological distance to our evolutionary past. Meditation can help us to break capitalism's beloved orientation towards having.

I strongly believe that mindfulness can be an enormous helpful resource on our transition towards a better future!

The motivation behind this project is a profound personal transformation I experienced after I spend over a month in a Buddhist monastery in Thailand. For 12-15h every day I did nothing else but observe the contents of my consciousness. Although I am far from being Buddhist or even religious today, mindfulness became part of my daily life and improved it tremendously. Since I've been meditating, I've been living a healthier and happier life. I also feel that the clarity that comes with meditation helps me in my creative practice. I deeply believe that if emotional hygiene through mediation were as regular as brushing your teeth, our world would be a better place.

Now the contents of this book are extremely complicated and I will certainly need a few more years and a few more rounds of feedback to finalize the contents, but I will continue working on this body of thought. Will it remain a book? Will it be an interactive online document that links directly to my sources? Will it be a podcast? Will it be a documentary? Will it be some kind of workshop? Or maybe it will be a TED Talk?

Stick it to the man ;)

Thanks you for reading
Marc-Daniel Schulz

A handwritten signature in black ink, reading "Marc-Daniel Schulz". The signature is written in a cursive, flowing style. The first name "Marc" is written in a larger, more prominent script, and the last name "Daniel Schulz" follows in a similar but slightly smaller script. The signature is positioned below the printed text "Thanks you for reading Marc-Daniel Schulz".

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