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A GRIPPING EPIC OF LOVE AND PROFIT IN A NEAR FUTURE OF
CORPORATE INTRIGUE AND TECHNOLOGY.

CAN YOU SOLVE THIS MYSTERY?



L. Lightfeather

sentient

2030 A.D.

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VII.

AERA DIGNITAS

Among the numerous perspectives and angles to observe the context of that new era, one stood out. Prosperity. This was the word that best defined the year 2030. The economy pulsed with vitality, the price of commodities accelerated like a sports car without brakes or curves in its path. In the highest demands, supply was annexed to the vacuum of growth and both shot off to new stellar horizons never explored before. Wealth accumulated and dreams were bought. Cryptocurrencies - stocks - works of art - real estate - vehicles - computers - cell phones - utensils - furniture - movie tickets - streaming subscriptions. Everything was made attainable at different levels of society. Entrepreneurs called that phenomenon the creative economy; environmentalists, the *Amazogênia*; industrialists, neural automation; teachers, pedagogy of autonomy; politicians, global synergization; journalists, responsible discourse; artists, *EcoRenaissance*; doctors, bioprosthesis; farmers, regenerative cultivation; lawyers, the *dura lex*; athletes of digital olympus; economists, synthetic gold mine and engineers, metaquantum mathematics.

That cultural and intellectual phenomenon was the prodigal son of the American dream, the eco-liberal

system represented an evolution of collective consciousness around the world where people sought and found two veins of the same artery. Dignity and autonomy.

That represented the Dignitas Era, the future that added up all the fruits of the cultural revolutions already pioneered by humanity, an engine that had started with two unstoppable technological advances, the advent of decentralized economy and artificial intelligence had empowered humanity in such a way that the preservation of human physical and mental health started coming before production. Hybrid and asynchronous work, machine thinking, horizontal cultures, ESG.

With the help of neural automation, culture and science breathed new critical strands, thus giving rise to new thinkers, artists, and scientists who would eternalize themselves in the hourglass of human history as pioneers of the new world.

"The propaganda of a civilization represents its moral foundations in the translation of its material desires" was a phrase said at a Cannes Festival that year and said a lot about consumption in that new era. Electric cars populated the streets while people sought truth and sustainability in their purchases. Mass, accelerated and unsustainable production of products and brands had given way to ethical production, with durability and the use of natural ingredients as a by-product of an ecological present.

Everything that was done slowly seemed to work and persevere in that context, and the word calm was the best term to represent the musical movement that played as the soundtrack of that dreamlike life that seemed more like an endless adventure. Lo-fi was the most listened-to genre on streaming platforms and perfectly translated the rhythm with which all people lived. Noise, obsolescence, and pollution were set aside at the moment of people's purchases because to enter people's cryptocurrency pockets, brands needed to innovate in ethical and sincere ways never before seen in the history of democracy.