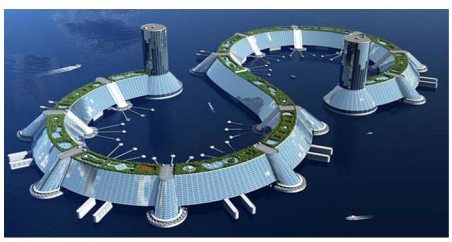
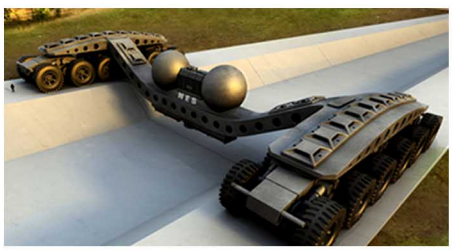
THE VENUS PROJECT

beyond politics poverty and war



The Venus Project is an organization which offers feasible plans for social change, plans that could attain a peaceful and sustainable global civilization.



PRESS KIT 2012

WWW.THEVENUSPROJECT.COM

Designs by Jacque Fresco © The Venus Project

What is The Venus Project?

The Venus Project is an organization that proposes a feasible plan of action for social change that works toward a peaceful and sustainable global civilization. It outlines an alternative where human rights are not only paper proclamations but a way of life.

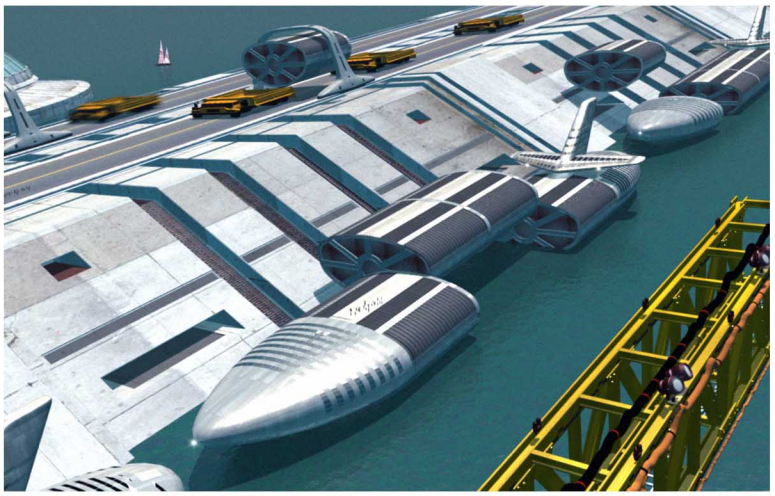
The Venus Project calls for a straightforward redesign of our culture in which the age-old problems of war, poverty, hunger, debt, and unnecessary human suffering are viewed not only as avoidable, but as totally unacceptable. It presents an alternative vision unlike any political, economic, or social system that has gone before. It envisions a time in the near future when money, politics, self and national-interest have been phased out. Although this vision may seem idealistic, it is based upon over 75 years of study and experimental research by Jacque Fresco.

As global challenges and scientific information proliferate, people and nations face common threats that transcend national boundaries. Overpopulation, energy shortages, environmental pollution, water scarcity, economic catastrophe, the spread of uncontrollable disease, and the technological displacement of people by machines threaten each of us. Although many people try to alleviate these conditions, our social and environmental problems will remain insurmountable as long as a few powerful nations and financial interests maintain control and consume most of the world's resources.

Today we have access to technologies that can measure and manage our resources globally, to easily provide a very high standard of living for all. Our technology is racing forward but we do not use the same scrutiny and innovative processes to examine our social systems and methods of managing and distributing our global resources. With the intelligent and humane application of science and technology, the people of the earth can guide the future together while protecting the environment. The current practice of rationing resources through monetary methods is irrelevant, counter-productive, and falls far short of meeting humanity's needs.

"All of the marvels of science and technology, all of the electronics and mechanical wonders, are just so many millions of tones of junk unless it enhances the lives of people." - Jacque Fresco

It is no longer necessary to perpetuate the conscious withdrawal of efficiency by planned obsolescence, and maintain a debt-based economic system that perpetuates artificial scarcity. If we are genuinely concerned about the environment and our fellow human beings, and want to decrease territorial disputes, war, crime, poverty, and hunger, we must consider the social processes that are responsible for most of our problems. Whether we realize it or not, it is our profit-based economy and the values it generates which cause these problems. We have arrived at a time when new innovations in science and technology can easily provide abundance to all of the world's people if we direct them for the protection of the environment and the well being of all. The Venus Project proposes a plan to accomplish this.



What is a Resource-Based Economy?

Jacque Fresco originated the term “Resource-Based Economy.” It is a system in which all goods and services are available without the use of money, credit, barter, debt, or servitude of any kind.

There is not enough money to accomplish universal abundance but we do have more than enough resources. This is why The Venus Project proposes that we work toward a worldwide resource-based economy, in which the planetary resources are held as the common heritage of all the Earth's inhabitants. Simply stated, a resource-based economy utilizes existing resources - rather than money - to provide an equitable method of distribution in the most humane and efficient manner.

To better understand a resource-based economy, consider this: if all the money in the world disappeared overnight, as long as topsoil, factories, personnel, and other resources were left intact, we could build anything we needed to fulfill human needs. It is not money that people require, but rather free access to the necessities of life without worrying about financial security or having to appeal to a government bureaucracy. In a resource-based economy of abundance, money will become irrelevant.

A resource-based economy uses technology to overcome scarce resources by applying renewable sources of energy, automating manufacturing and inventories, designing energy-efficient cities, providing universal health care, making relevant education available, and generating a new incentive system based on human and environmental concern. We are not separate from nature. We must learn to live in accordance with the carrying capacity of Earth’s resources.

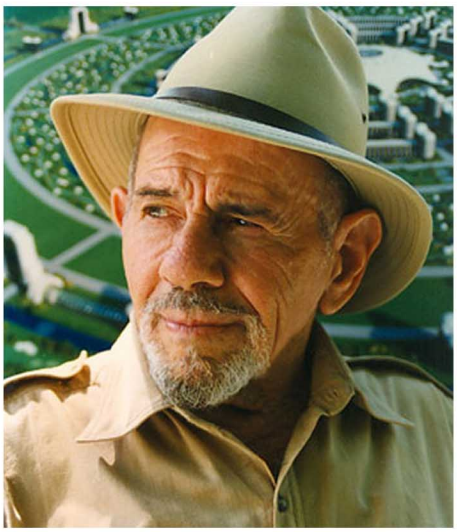
Some question what would happen to incentive if our needs were provided without our having to work to attain them. The question assumes humans have no desires beyond basic needs. If that were true, there would be no inventors, no writers, and no teachers. People work with passion on the things that interest and challenge them. Motivation and incentive exist when people take on meaningful tasks. Motivation and incentive die in the daily grind of the boring and repetitive tasks required to earn a paycheck. True growth and development occur when people are involved in creative, challenging, and constructive endeavors.

Nations are dependent on one another. The fiction we hold to is that nations can still be independent of others and the impact of the technological changes proliferating around us. Our city designs, waterways, energy systems, production and distribution centers, and transportation systems must be re-designed to operate as a coherent, integrated, global system. In this way we can use our technology to overcome resource shortages, provide universal abundance, and protect the environment. The Venus Project works on the blueprints, methodologies, and procedural systems to achieve this.

The Venus Project’s vision of applying science and clean technology to the social system would serve the well being of all people, a goal that has eluded human civilization to this day. The possibilities for a better life for all ultimately depend on the decisions we make today. It is not enough to just complain about the inequities and perpetual atrocities of our world. It is becoming ever more urgent that we develop new approaches to solving our problems. The Venus Project offers a global concept and an invitation to explore, discuss, and develop the future together.

Jacque Fresco

Mr. Fresco's background includes industrial design and social engineering. He is a forerunner in the field of human factors engineering. Fresco has worked as both designer and inventor in a wide range of fields from biomedical innovations to totally integrated social systems.



The Venus Project reflects the culmination of Jacque Fresco's life work: the integration of the best of science and technology into a comprehensive plan for a new society based on human and environmental concern. It is a global vision of hope for the future of humankind in our technological age.

A major documentary titled *Future By Design* presents the life, designs, and philosophy of Jacque Fresco. This is produced by Academy Award Nominated and Emmy Winning filmmaker William Gazecki.

The films *Zeitgeist Addendum* and *Zeitgeist Moving Forward*, produced by Peter Joseph, also featured Jacque Fresco and The Venus Project.

Some of Fresco's Inventions and Designs:

- *Systems for noiseless and pollution free aircraft*
- *A new aircraft wing structural system, patented by the US Air Force*
- *An electrostatic system for the elimination of sonic boom for Raymond Delcer*
- *"The Aluminum Trend House," a prefabricated house designed and developed for Mike Shore and Earl Muntz, 1945*
- *Developed equipment ranging from 3-dimensional x-ray units to electronic surgical instruments for the medical field*

Many of Fresco's designs and inventions have been patented, while having a wide commercial acceptance.

Books authored

- *Looking Forward co-authored with Kenneth Keyes, 1969, A.S. Barnes & Company*
- *The Venus Project: The Redesign of a Culture, 1995*
- *World Future Society best seller*
- *The Best That Money Can't Buy: Beyond Politics, Poverty & War, 2002*
- *Designing the Future, 2007*

Videos produced and filmed

- *The Venus Project: The Redesign of a Culture, 1994*
- *Welcome To The Future, 2001*
- *Cities In The Sea, 2002*
- *Self-erecting Structures, 2002*
- *Designing the Future, 2006*

Mr. Fresco has been a guest lecturer at many institutions of higher learning. He was an active participant in discussions at the Center for the Study of Democratic Institutions in Santa Barbara, California. He and Ralph Nader were featured guest lecturers at the University of South Florida. At Princeton University, Mr. Fresco addressed the Department of Sociology. His subject was Sociology of the Future. Along with the well known scientist Margaret Mead, Mr. Fresco was extended an invitation to address the college environment conference in Washington, DC. He was a guest speaker for the Tenth Symposium for the Civil Engineering Department of TEC de Monterrey University in Monterrey, Mexico, Latin America's top rated college. Mr. Fresco was a guest speaker at The Utopian Studies Conference in Orlando, FL, and lectured at several World Future Society Conferences. He was a guest lecturer on future planning in Dubai, United Arab Emirates. Mr. Fresco was a speaker at the Technical University in Vienna. He was a guest speaker at the conference at Dalian, China for the Development of N.E. China. He was also guest speaker at a conference in Iceland and the guest of honor at The Futurists Summit 2008 in Istanbul, Turkey. In 2010 Jacque Fresco and Roxanne Meadows completed a World Lecture Tour, speaking in over 18 countries.

Mr. Fresco's presentations reflect a serious attempt to illuminate the causes of our current problems and to outline a wide range of constructive alternatives. He does this by presenting a redesign of our culture, one that would emphasize the intelligent use of science and technology to enhance the lives of all people while protecting our environment. His particular lecture technique enables non technical audiences to grasp the significance of complex social and technical innovations. He speaks dramatically and brilliantly about the urgent transitional problems facing our contemporary society. His audiences find their attention focused intensely and they closely follow his presentation from beginning to end. Mr. Fresco's lectures have been consistently praised and enthusiastically received. Jacque Fresco is the founder of Sociocyberneering, Inc., now known as The Venus Project. With his associate Roxanne Meadows, he has designed and built the entire twenty-one acre research facility. The function of this project is to prepare approaches and solutions to the major problems that confront the world today. Television and magazine coverage on the project has been worldwide.

Roxanne Meadows

Roxanne Meadows attended Moore College of Art and received a B.F.A. from Maryland Institute of Art. She studied technical and architectural rendering and model making under Jacque Fresco for many years.

Today, she is an accomplished and well-known technical and architectural illustrator and model maker. Meadows is also a competent scientific and medical illustrator.

Since 1985, Meadows supplied architectural renderings, models, and design work to major developers and architects throughout the country. She was president and founder of Architectural Arts Inc., which continued this service from 1997 to 2008.

She taught technical and fine arts at the Sebring and Lake Placid Art Centers and has worked as a computer animator for Ken Sneeden and Associates.

From 1975 to the present, she has worked with renowned futurist Jacque Fresco to develop and promote The Venus Project. She participated in the exterior and interior design and construction of the buildings of The Venus Project's twenty-one acre research and planning center.

Roxanne Meadows prepared blueprints, models, and renderings for various city and other proposals presented by The Venus Project over the last 35 years. Many of these have appeared in numerous newspapers and magazines, as well as on television, in documentaries, movies, websites, and blogs.

She, along with Mr. Fresco, has lectured and conducted seminars throughout the world as a futurist presenting the aims and proposals of The Venus Project.

Ms. Meadows along with Mr. Fresco, has filmed, edited, and directed educational videos:

- *Welcome to the Future*
- *A Conversation with Social Innovator & Futurist Jacque Fresco*
- *Self-Erecting Structures*
- *Cities in the Sea*
- *Designing the Future*
- *The Venus Project Tour*

Roxanne Meadows collaborated in much of the writing, in addition to acting as design consultant, for the project's many publications.

- *Organized Jacque Fresco's writing for the book The Best That Money Can't Buy: Beyond Politics, Poverty & War, and designed the layout of the book*
- *Organized Jacque Fresco's writing for the book Designing The Future.*
- *Co-writer of the essay "Reinventing Iraq" for the book In The Shadow of War, a series edited by Arthur B. Shoshtak, Ph.D.*
- *Co-writer of the essay "Beyond Utopia" for the book Utopian Thinking in Sociology: Creating the Good Society, edited and compiled by Arthur B. Shoshtak, Ph.D.*

World Tour

In 2010 Jacque Fresco and Roxanne Meadows traveled to over 18 Countries and gave more than 26 successful presentations about the Venus Project.

Research Center

Many of these ideas are being translated into reality NOW. Phase One of The Venus Project is the twenty-one acre design center in pristine South-Central Florida, where the future is currently taking shape.

The actual buildings and conference center are supplemented by models, illustrations, blueprints, posters, books, and video presentations. These are the first steps that have been completed to help one see, feel, and touch the future.

The buildings shown are the shape of things to come - not just the shape of architecture, but of a way of life that is attainable now. It can be clean, secure, high-tech, aesthetically pleasing, yet in harmony with nature. The Venus Project demonstrates the best of science and technology while preserving nature's balance.

For more information about the project please visit www.thevenusproject.com

Sample of The Venus Project Publicity

Magazines

1944 - Great Lakes Technocrat
1948 - The Technocrat
1948 - Trend Home World Premiere Showing
1961 - Project Americana - Feedback
1971 - Redesigning a Culture - Science News
1990 - Gulfshore Life
1993 - Lee Living
1994 - Predictions
1994 - The Futurist- May
1995 - The Futurist
1995 - The Venus Project - Media Wave
1996 - Epoca Spain
1996 - Weekly Reader.Jan12
1996 - Journal of the Synergetic Society
1997 - Detour.New York
1997 - Gallery Russia
1998 - Shift.Canada
1998 - Weekly Reader.Jan 23
1998 - Welcome To The Future - Video Librarian
2000 - FX.UK
2000 - The Venus Project - Sun.2-19
2000 - The Compass.ExxonMobil
2001 - GQ.Italy
2001 - Jonas.France
2001 - Locun Destination Review
2001 - Venus Sur Mer - Jonas France.
2002 - Mare.Germany
2002 - Engineering A New Future of Tomorrow - Futurist
2002 - Sea Cities - Futurist
2002 - The Venus Project Mare Germany
2002 - Thinking Big About the Future - The Futurist
2003 - The Ultimate Project, Gantthead.mag
2003 - Building a Better World, Industrial Engineer
2003 - Proceso Mexico
2004 - Redesigning the World - Irish Entrepreneur
2005 - The Futurist
2006 - Russian Mag
2006 - The City of the Future - International Magazine of Space Design
2006 - The Future By Design Review - Library Journal
2006 - USA Documentary Features - Oz
2007 - Gallery Russia
2007 - Photoshop Turkey
2008 - FHM Spain
2008 - Amusement
2008 - Diyalog.Turkey
2008 - GO Arc and Design Issue
2008 - IN Center Life Turkey
2008 - VS.Gelectekten.Haber.Var
2009 - Chic
2009 - Geo
2009 - Zeitgeist - Pajavasara
2009 - Greek, Focus
2010 - Agora
2010 - Resource Based Economy - Natural Communities
2010 - The Future By Design - Positive Life
2010 - The World According to Fresco - Future Orientation
2010 - Vsi Lahko Zivimo V Blaginji - Viv
2011 - Re-engineering The World With | Crazyengineers.com

Newspapers

1947-1961 - Trend Home Articles
1947 - L.A. Evening Herald Express
1950 - Newspaper
1956 - Miami Herald
1961 - Miami News
1973 - Miami Herald
1976 - Miami Herald
1979 - Hollywood Sun- Tattler
1981 - Lake Placid Journal
1986 - The News-Sun
1986 - The Sebring News
1988 - The Sebring News
1988 - Lake Placid Journal
1993 - 21st Century News
1996 - Sunday News Press
1996 - The Daytona Beach Sunday Journal
1996 - The News- Sun
1997 - The News- Journal.5-19
2000 - National Hotel Executive
2000 - Sun.2-19
2002 - Houston Chronicle
2002 - TheHerald.7-11
2002 - Weekend Reader
2004 - Nova
2008 - Germany.Villiam @ ofir.dk
2008 - Pazartsi.Turkey
2008 - The Free Press

Potentials of Technology

Hundreds of books and articles address technological change and make predictions. What is usually missing is an explanation of the constraints placed on technological development by the social system in which it occurs.

Today, financial barriers place enormous limitations on the innovation, individual creativity, and incentives, which have the potential to liberate humanity from its most pressing problems. Our existing economic and political structures are no longer able to keep up with changes in technology. Profit, secrecy, and competition hinder its implementation.

We are at a time when the methods of science and technology can provide abundance for all if managed intelligently. It is no longer necessary to consciously withhold efficiency through planned obsolescence and artificial scarcity. Continuing our old monetary system promotes these practices. In our high-energy civilization, rationing resources though monetary manipulation is no longer relevant, but is counter-productive to our survival.

With computers processing trillions of bits of information per second existing technologies far exceed human capacity for making reasonable decisions about the development and distribution of resources. With this processing potential we can surpass the practice of decisions being made on the basis of power and advantage.

Soon most will realize that a cybernated society can benefit humanity more than any other development in history. Here we do not contemplate the use of technology to advance the interests of transnational corporations, but rather to organize a global economy based on human rights and basic needs.

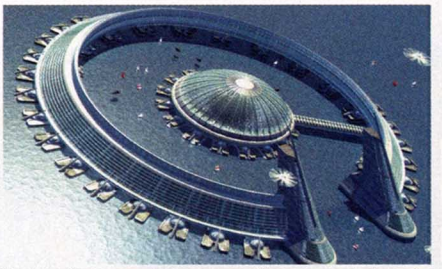
All people, regardless of race, color, or creed, need clean air and water, food, shelter, medical care, and education. Supplying these needs is a technical problem, not a political one.

The Venus Project's solution, a resource-based economy, uses the methods of science to arrive at a sustainable future. All resources are available to everyone without money, barter, credit, debt, or servitude of any kind. Within a resource-based economy, all resources are the common heritage of all people.

This can be achieved with technology and cybernetics if they're used with human and environmental concern to secure, protect, and develop a more humane world for everyone.

To achieve this we must first survey and inventory what we have to work with, namely the resources, technical personnel, manufacturing plants, and the needs of people. Our plans must be doable within the carrying capacity of Earth's resources.

While many urban centers grapple with retrofitting new and more efficient technologies into existing infrastructures, these efforts fall short of the potentials of technology. We must rebuild our physical infrastructures using total city system designs. Industrial plants, waterways, power systems, production and distribution processes, and transportation systems must be reconstructed from the ground up with a total global-systems approach. Only then can technology overcome resource deficiencies and provide universal abundance.



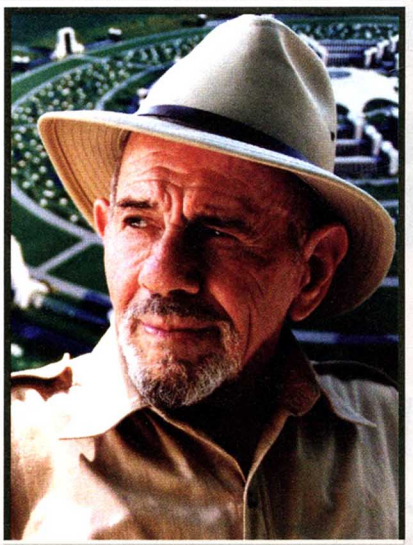
Designed by Jacque Fresco (www.thevenusproject.com)

Automated control could happen using sensors to monitor the earth's resources from every conceivable location. These could be linked together using a worldwide network of computers. Instead of policing human behavior, these monitors would help us arrive at the most appropriate decisions for humans and the environment. Monitoring personal behavior will be neither necessary nor desirable within a global resource-based economy since everyone will have access to the necessities of life.

If technology were managed intelligently with human and environmental concern, it could overcome scarcity and liberate millions of humans from poverty, hunger, crime, and war. There would then be no limit to human potential.

One purpose of this technology is to free people from dangerous, repetitive, and boring jobs, and allow them to experience the fullness of human relationships, denied to so many for so long. This calls for a basic adjustment in how we think about what it means to be civilized.

Do we have the capacity, the will, and the intelligence to clearly think through and implement changes for our overall benefit, or must we wait for some catastrophic event to direct our future?



Jacque Fresco
Director and Founder of The Venus Project

Mr. Fresco's background includes industrial design and social engineering, as well as being a forerunner in the field of Human Factors. Mr. Fresco has worked as both designer and inventor in a wide range of fields spanning from biomedical innovations to totally integrated social systems. He has authoured books such as Introduction to Sociocyberneering, The Venus Project: The Redesign of a Culture, Designing the Future. He has also produced and filmed The Venus Project, Cities in the Sea, Designing the Future.

Talking Points

- *The Venus Project a model for positive change. It is not enough to complain about inequities without posing an alternative.*
- *How Jacque Fresco arrived at this direction.*
- *Resource-Based Economy where everything is available "without a price tag."*
- *Features and benefits of pre-planned, "Sustainable Green" cities or "Total City Systems"*
- *Applying the Scientific Method to the social system.*
- *How environment influences our behavior and values.*
- *Changing human values.*
- *The process necessary to attain creativity and individuality.*
- *People are conditioned to serve the interests of the established culture.*
- *The required changes needed to enable us to achieve sustainability.*
- *We have to live in accordance with the carrying capacity of Earth's resources.*
- *The process of going from our current system to the Resource-Based Economy.*
- *How this system differs from Communism or Socialism.*
- *The research center in Venus, Florida.*

Contact

Jacque Fresco & Roxanne Meadows
The Venus Project

21 Valley Lane
Venus, Florida
33960
USA

Office: +1 863 465 0321
Email: tvp@thevenusproject.com

www.thevenusproject.com