

A 'skyhook' is an imaginary device for hanging an object from the sky. The word originated in a sarcastic remark by a frustrated pilot of a reconnaissance plane in the First World War, when told to stay in the same place for an hour: 'This machine is not fitted with skyhooks,' he replied. The philosopher Daniel Dennett used the skyhook as a metaphor for the argument that life shows evidence of an intelligent designer. He contrasted skyhooks with cranes – the first impose a solution, explanation or plan on the world from on high; the second allow solutions, explanations or patterns to emerge from the ground up, as natural selection does.

- Matt Ridley, *The Evolution of Everything: How New Ideas Emerge*

They are telling us, therefore, of matters fundamental to ourselves, enduring essential principles about which it would be good for us to know; about which, in fact, it will be necessary for us to know if our conscious minds are to be kept in touch with our own most secret, motivating depths. In short, these holy tales and their images are messages to the conscious mind from quarters of the spirit unknown to normal daylight consciousness...

- Joseph Campbell, *Myths to Live By*

Already the Great Khan was leafing through his atlas, over the maps of the cities that menace in nightmares and maledictions: Enoch, Babylon, Yahoooland, Butua, Brave New World. He said: "It is all useless, if the last landing place can only be the infernal city, and it is there that, in ever-narrowing circles, the current is drawing us." And Polo said: "The inferno of the living is not something that will be; if there is one, it is what is already here, the inferno where we live every day, that we form by being together. There are two ways to escape suffering it. The first is easy for many: accept the inferno and become such a part of it that you can no longer see it. The second is risky and demands constant vigilance and apprehension: seek and learn to recognize who and what, in the midst of the inferno, are not inferno, then make them endure, give them space."

- Italo Calvino, *Invisible Cities*

Survival is worth more than people give it credit for. It is the difference between a one and a zero. The difference between what survives, what lasts and what does not, is the information we get from the passage of time. This information process, survival, informs another process – evolution. Like survival, we also take evolution less seriously than we should.

If we are to try dispensing with most of the familiar analytical skyhooks used by economists (*ceteris paribus*, or assuming a can opener), politicians and, well, all of us – and instead attempt building from the ground up, we must begin with the symbols which have endured in our shared imagination. *The symbols that survived – they survived because they have power. They seed the imagination – they don't just occupy it.*

Whether it is a crown of jewels or of thorns -- won in battle, by merit or by birth, the crown is an enduring symbol – and that is the one we have chosen to build on. *Crown is a namespace in the shared imagination ready for us to write to.*

We'd like to think of the shared imagination as being open source, even if that skyhook isn't the basis of the choice. We believe that shared code, like a shared imagination is powerful and more likely to survive. And ***survival is worth more than people give it credit for.*** It is the difference between one and zero, what endures and what is forgotten – and we are all a mix of the two, not either or.