

What if appointments were scheduled on river time?

Previously...

... dates were set on the Gregorian calendar which was derived from the annual orbit of Earth around the sun – and the hour of meeting corresponded with the planet’s daily spin. With appointment books or software, multinational corporations could plan in advance because the timing of future dates was predictable, the length of hours uniform.

In the future...

... the timing and length of a meeting could be clocked by the current of a local river instead of the rotation of the planet. Appointments might come sooner or later than anticipated, and run shorter or longer, based on variations in the weather. Or the local environment could drive business practices, in which case every appointment would be exactly on time.

