

THE PRICE OF TOMORROW

A THREE-PART DOCUMENTARY SERIES

based on the book by Jeff Booth

THREE
HOURS
ABOUT WHY
YOU CANNOT
AFFORD
YOUR LIFE.

WHY TECHNOLOGY
CANNOT SAVE YOU
INSIDE THIS SYSTEM.

AND WHY THE
ARCHITECTURE
THAT EXPLAINS BOTH
IS ABOUT TO COME APART.

A wide-angle photograph of a city street during a protest or riot. Two cars are engulfed in flames. The car on the right is a silver sedan, heavily damaged and burning intensely. The car on the left is a white sedan, also on fire. A large crowd of people is gathered on the sidewalks and in the street, some looking at the burning cars. The background shows city buildings and trees. The sky is hazy with smoke. The overall atmosphere is one of chaos and destruction.

WHAT IF THE CHAOS



IS A FEATURE

63 ОМБр



AB3.ARMY

NOT A BUG.

THE PRICES

episode one / the first wound

FIRST CULPRIT:

TECHNOLOGY IS TO BLAME.

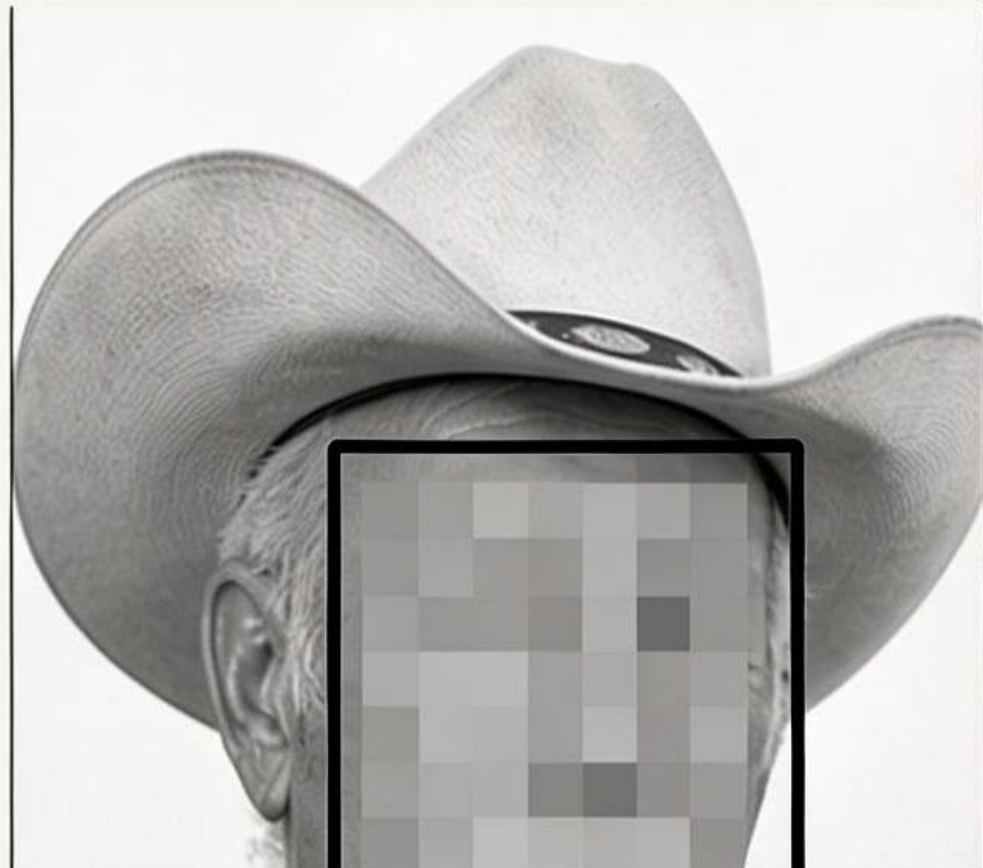
Episode 1 enters at the audience's everyday emotional reality—validating the fear that technology is stealing their future—and meets their anger with empathy before proving they've aimed it at the wrong target.

WITNESSES



HEIRLOOM JEWELRY

Las Vegas



SOCIAL SECURITY

Texas



RESIDENCY DEBT

Hospital



COMPUTER ENGINEER

Driving Instacart

SOMEONE DID THIS TO ME.

The audience enters through lived pain: groceries, housing, wages, jobs, dignity.

01	GROCERIES	the weekly receipt no longer maps to the work
02	HOUSING	shelter becomes a speculative lifeboat
03	WAGES	hours stay human while prices run away
04	JOBS	skill and identity are dislocated at once
05	DIGNITY	people need an object for the humiliation

CREATIVE DESTRUCTION

We desperately hold onto failing systems because we fear losing the status quo.

1975



HELPED INVENT

DIGITAL PHOTOGRAPHY

COULD NOT SEE

THE COLLAPSE OF ANALOG FILM

A Kodak engineer builds the first digital camera. The company still sees the world through film, paper, chemistry, and margins.

1888



HELPED INVENT

SHOPPING WITHOUT THE STORE

COULD NOT SEE

ONLINE RETAIL

The catalog teaches America to buy from home. A century later, the same habit migrates online without Sears owning the interface.

1985 / 2007



HELPED INVENT

HOME MOVIE RENTAL

COULD NOT SEE

STREAMING

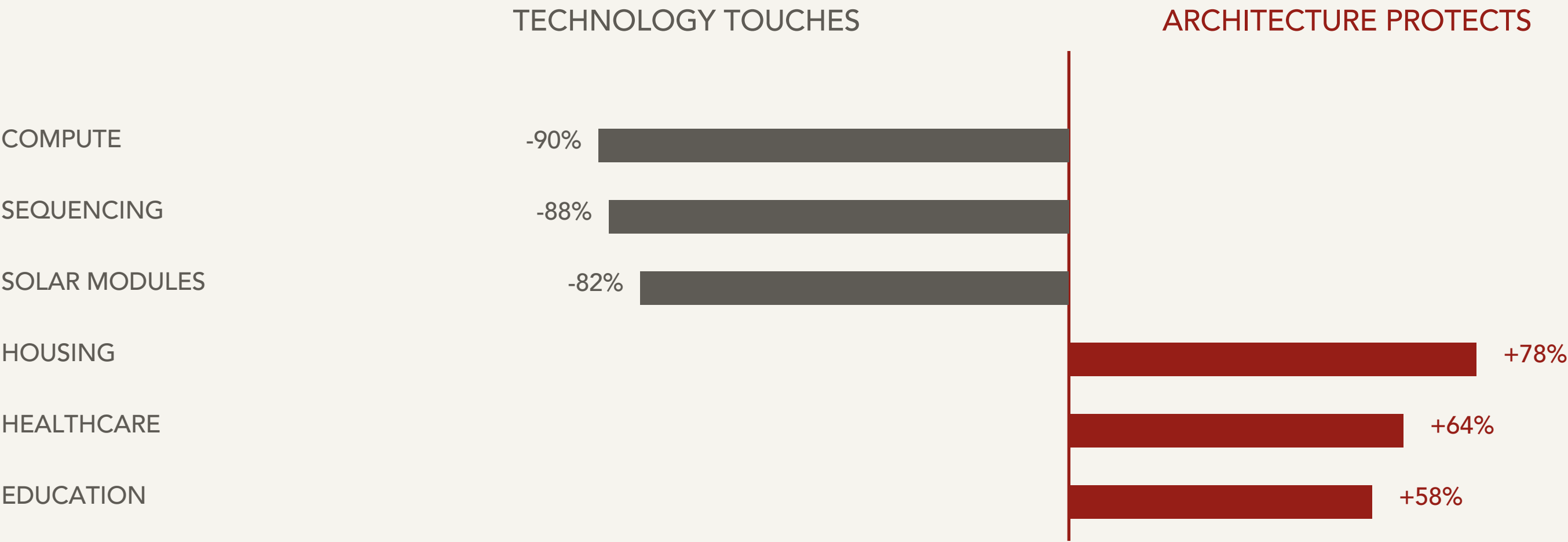
The store makes movies portable and repeatable. Then the product detaches from the store, the shelf, and the late fee.

THE FUTURE IS NOT
EVENLY DISTRIBUTED



TECHNOLOGY IS DEFLATIONARY & NEUTRAL.

The things technology can touch collapse. The things protected by debt, credentialing, and scarcity climb in value.



SO, WHO SHOULD I BLAME?

(end of episode 1)

THE MACHINE

episode two / the architecture

SECOND CULPRIT:

THE RICH TOOK IT.

Episode 2 gives the audience the **billionaires** first. The yachts, the lifestyle, the marketing. It places outrage where we have been trained to place it, then unravels that assertion.



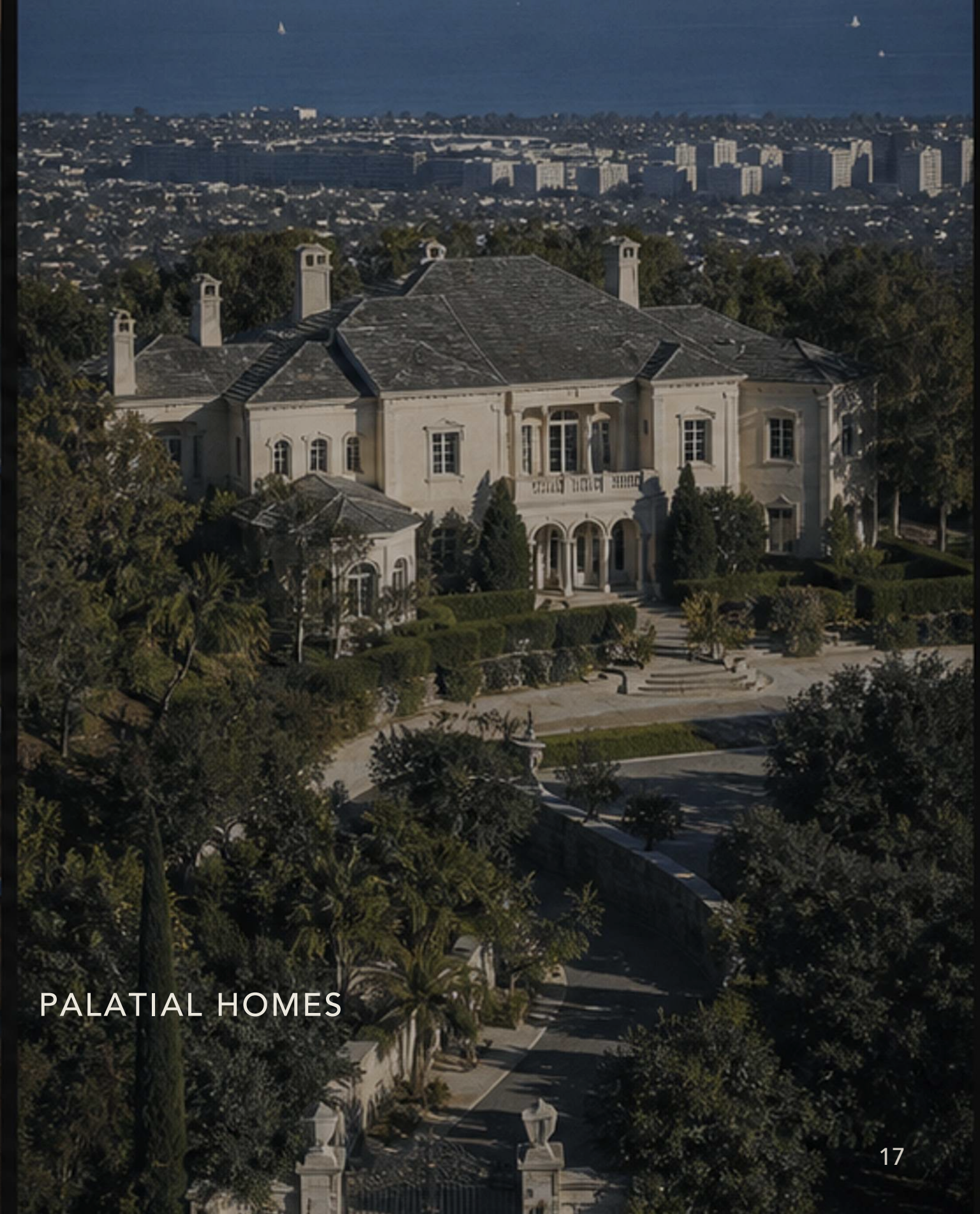
MEGAYACHTS

original wealth-concentration triptych

THE MACHINE / asset wealth



PRIVATE JETS



PALATIAL HOMES

On the run, Lebanese woman who stole own savings says she's not the criminal

September 22, 2022 10:50 AM PDT

criminal, just in desperate need

THE PRICE OF TOMORROW

of funds to help treat her sister

It had been frozen by capital

CANTILLON EFFECT

Explains that newly created money spreads unevenly through an economy. The first people to receive the new money (e.g., banks and major asset holders) benefit from greater purchasing power before prices rise, while late receivers experience inflation and diminished wealth.

THE MACHINE

one architecture, multiple historical faces



BRETTON WOODS / 1944

Wikimedia Commons / Bretton Woods 1944



AUGUST 15 / 1971

Nixon Library speech reference



QE / 2009

NYT archival still

THIRD CULPRIT:

THE FED
STOLE IT.

A debt system only survives on inflation.



THE LAST MAN WHO TRIED TO STOP THE WAVE

Volcker is the tragic proof object: a public figure who briefly contained the thing before the architecture swallowed his successors.

TRAPPED OPERATORS, **NOT** ARCHITECTS.

The system has no clean exit from falling prices. The Fed is running the only protocol that keeps the machine alive.



WHO IS COMING TO SAVE US?

(end of episode 2)

THE COLLISION

episode three / the wave

FINAL REVERSAL:

**AI DOES NOT SAVE
THIS SYSTEM.**

THE PRICE OF TOMORROW



CORE THESIS

THE PREMISE
IS THE LIE.

Every story about contemporary life is told inside the same assumption: *the system is broken*.

Every public framing agrees on the premise, and only argues about which lever, pulled by which faction, would fix it.

THE ACCEPTED STORY

01	HOUSING	a bug
02	WAGES	a policy failure
03	HEALTHCARE / EDUCATION	scandals to be reformed
04	POLITICAL VERTIGO	a pathology of the moment
05	INEQUALITY	a malfunction

WE HAVE NOW DISMANTLED THAT PREMISE.

THE SYSTEM IS WORKING
EXACTLY AS DESIGNED.

A DEBT SYSTEM
CANNOT SURVIVE
FALLING PRICES.



THE CODA

Climax / Abundance

EVERY PRICE
AI CAN TOUCH
WILL GO DOWN.



SAME.

Michael Vandi / Reuters via Guardian

RHYME-CUT: same technology, opposite social meaning

MACHINE.

original coda scene comp

DEFLATION IS KEY TO AN ABUNDANT FUTURE.

These advances bring efficiency and abundance.

We need to accept deflation and embrace the abundance it can bring.



TECHNOLOGY IS THE GIFT.
ARCHITECTURE DECIDES
WHO RECEIVES IT.