



## About Jeff Bezos's 10,000 year clock ...

August 6, 2013: 1:24 PM ET

**The Amazon founder is building a clock that will last for 1,000 decades. Wait, what?**

By Anne VanderMey, reporter



PHOTO: PATRICK FALLON/BLOOMBERG VIA GETTY IMAGES

Bezos with more ephemeral products.

FORTUNE -- As any Amazon (**AMZN**) investor will tell you, Jeff Bezos believes in **long-term thinking**. Make that really, really long-term thinking. So long, in fact, that he's spending at least \$42 million to build a giant clock that will tick for 10,000 years deep inside a mountain in West Texas.

The clock is being constructed by the **Long Now Foundation**, which aims to promote a more patient, far-sighted mindset in an increasingly fast-paced world. The clock will play a new tune every year, century, and millennium, and will not repeat a melody throughout its entire lifespan. It doesn't have a practical purpose, per se, and it certainly won't make money. It's more of a conceptual art piece designed to encourage people to be good stewards of humanity's distant future. Journalists can only hope that **Bezos's purchase** of the profit-challenged *Washington Post* will be similarly philosophically driven.

### MORE: [Why didn't Buffett buy the Washington Post?](#)

Here are four articles you should read about the world's most permanent timepiece:

- **The basics** on how the clock works, from the Long Now Foundation.
- **"What Makes Jeff Bezos Tick? A \$42 Million Clock, for Starters,"** includes details about the cell phone air bag Bezos is working on, from *The Wall Street Journal*.
- The gritty details on **"How to Make a Clock Run for 10,000 Years,"** from *Wired*.
- And Michael Chabon writes about **what the clock represents** in *Details*.

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