### UFO'S AND LOST CITIES

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restrials is becoming deeply rooted as the media report on sightings from credible witnesses:

- The March 13, 1997, sighting of UFO's by thousands of people including pilots, air traffic controllers and aeronautics engineers near Phoenix, Ariz., has received major national attention.
- This year's 50th anniversary of an alleged crash of a flying saucer near Roswell, N.M., received cover-story status in Time magazine and other publications, along with special reports on network TV and prompted the Air Force to issue yet another report debunking "the Roswell Incident."

#### FLAT-EARTH SOCIETY

Simultaneously, new discoveries that challenge the origins of human civilization are being attacked and derided by officials as heretical nonsense from "New Age scientists."

These skeptics scoff at discoveries as such as:

- An intact structure, as yet unmapped, 100 feet under water off the coast of Yonaguni Island, Japan, in the East China Sea. Some researchers believe this recent discovery could relate to Plato's account of the sinking of Atlantis in 9600 B.C.
- Ancient maps, believed to have been drawn long before the Age of Exploration (approximately A.D. 1270 to 1520), that accurately show Antarctica as it looked before it became covered with ice in 4000 B.C. Antarctica wasn't "discovered" until 1818 and its subglacial topography was revealed only in 1949.
- Geological dating that proves the Great Sphinx of Giza is at least 7,000 years older than officially dated. The discovering researchers including Institute Senior Fellow John Anthony West say the Sphinx was carved by an advanced civilization during, or even before, the last Ice Age. This contradicts the belief that humans were hunters and gatherers, and not civilized, in 10,000 B.C.

These and other discoveries, if true and accepted, force a total revision of the way we view the distant past. And their implications are so powerful that they'll cause people

## **Market Trends**

# Next Trend in Home Building

In a radical departure from current building trends, new-home construction will soon undergo a major shift as the Eisenhower and boomer generations require simple housing.

Unlike the "trophy homes" of today, which are multistory monuments commemorating financial success, the status homes of tomorrow will be single-story dwellings reflecting a new state of mind that accepts the maturity of age and celebrates simplicity of life.

Homes will be designed for comfort, safety, convenience and maximum independence. They'll be marketed as "maintenance free," technologically advanced, functionally efficient, easily accessible/"ramp ready" and "environmentally friendly."

The major design feature of these staircase-free, single-level homes will be their one large, open room encompassing kitchen, workspace and entertainment areas. Only the bedroom, bathroom and closets will be separately partitioned.

Architects and designers will specify building materials that require infrequent or no painting and are easy to clean and maintain. Both inside and out, these new homes will need minimal physical upkeep.

### LIFE EXTENSION

Living longer and feeling the effects of old age, the graying Eisenhower-boomer supersegment of some 100 million people — often single or with no family support — will be alone, with no one to take care of them or their houses.

They'll seek appliances that are small and light, furniture that's ergonomically designed, and household features, both low tech and high tech, that make living easy without assistance.

And because these homes will often be the next-to-final resting place for many people, they'll be "home-health care friendly."

**Trendpost:** These new-millennium homes will be part of the "new urbanism" model of community, whose planned developments, patterned after traditional small cities, provide the amenities, life style, conveniences and support systems that appeal to a growing elder population.

Trendpost: Research and development into providing furniture, appliances, and other products and services for the elderly will offer strong growth opportunities throughout the next century. Among the less mobile, physically limited and more dependent elder population, home pickup and delivery services of all types will be in high demand, along with home health care.

Trendpost: The huge trophy homes that are so popular today will generally be too big and costly to operate and maintain, too difficult to maneuver in and too impractical to own. In many instances, they'll be subdivided into multifamily dwellings, boarding houses, shared housing and new-millennium communes.

around the world to re-evaluate:

- Who we are, and have been, as individuals and as a civilization.
- The very origins of our being.

Once analyzed and understood, these questions will compel society to discount the power and authority of institutions and organizations whose doctrines, creeds and proclamations no longer appear valid.

People around the globe will look elsewhere for direction in finding the nature of reality. They'll assert their individuality in deciding what's good for them and society. And they'll demand openness, accountability, and true influence in charting the direction and defining the purpose of governments and other institutions.

Note: The national fascination with UFO's has not escaped the attention of marketers and the entertainment industry. As millennium fever intensifies, they'll step up production of new products, entertainment features and consumer goods, all pitched around extraterrestrial themes. (See "Millennium Fever," Winter 1996, pages 3-4.) M