ETERNITY® #10

THE BUSINESS OF NEVER

THOU SHALT NOT BUILD A FUTURE THAT CANNOT READ YOU

Ferdinando Frega — Nando the Scribe



Gillettenarrative.com

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THE BUSINESS OF NEVER

THE FIRST COMMANDMENT OF BLADEFREGA

THOU SHALT NOT BUILD A FUTURE THAT CANNOT READ YOU.

The business of never is not about money. It is about durability. A durable work remains available, useful, and capable of meeting a stranger years after its creator has stopped explaining it.

Digital publishing makes permanence easier and more demanding. Distribution can be immediate; attention is not. The real asset is the body of work: pages, translations, ideas, and structures that continue to represent you without requiring a meeting. A sustainable creative practice builds libraries, not fireworks. Fireworks impress the night. Libraries negotiate with centuries. Eternity is the longest possible relationship between a work and an unknown reader.

CONCLUSION

Eternity does not begin when time becomes endless. It begins when a decision, a page, or a work refuses to expire.