ETERNITY® #6

THE PROFESSIONAL IMMORTAL

THOU SHALT NOT MEASURE PERMANENCE BY APPLAUSE

Ferdinando Frega – Nando the Scribe



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THE FIRST COMMANDMENT OF BLADEFREGA

THOU SHALT NOT MEASURE PERMANENCE BY APPLAUSE.

Professional life is full of temporary immortals. They have titles, biographies, photographs, and a favorite phrase about building something that will outlast them.

Then the office changes its furniture. The department changes its name. The strategy becomes an archive. Applause is useful, but it has a short contract. Meaning is quieter. It continues when the audience has gone home. The professional creator must measure permanence by usefulness, reach, and the ability of an idea to travel without its author standing beside it. Eternity is not a promotion. It is consequence without supervision.

CONCLUSION

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