

Me Time for Gear Nerds

These days it's really hard to get a break from the cacophony. Our phones are constantly chirping, dinging and lighting up with notifications about the latest, most important thing that we absolutely must see, which leads to scrolling to the next thing...and the next.

We've empowered all our communication platforms to interrupt us and deliver a constant stream of videos, messages and reminders. Much of it is drivel, powered by algorithms that cater to our limited attention span and dwindling expectations for what constitutes entertainment or news value. But much of the digital onslaught is also work-related, generated by the very tools that are supposed to make us more productive.

As a media company, I acknowledge that we're part of the problem.

But at the same time, as a publisher of printed magazines, I would argue that we can also be a part of the solution.

Many forms of art and philosophy emphasize the significance of empty space. In music, the rest between notes can be as important as the notes themselves, adding depth and rhythm. In visual arts, the negative or white space is often what drives the success of a design. Great orators use the dramatic pause to focus your attention.

Anyway, you get the idea. Sometimes you need to manufacture the break. So close your laptop and turn off your phone. Take a vacation. Go sit on the beach. Find a bench in the park. Engage in your favorite hobby or passion.

And if your passion is gear manufacturing, take along your printed copy of *Gear Technology*. While it doesn't provide the escapism of a trashy novel, I guarantee that you'll be rewarded by spending some quality time with one of your favorite subjects.

If you're not currently receiving the printed copy, we can fix that. Go to geartechnology.com/subscribe to renew with print, digital or both options.



P.S. If you happen to take my advice and bring your copy of *GT* to a peaceful location, please turn your phone back on long enough to send me a selfie at stott@agma.org. We'll make sure we ping your friends with it!



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