HENDRICK’S

IMPLEORS YOU TO EMBRACE AN

ALTERNATIVE NOTION OF TIME

There’s the time on the clock - the one most of us live by, and try to keep up with —the domineering, mechanical, digital, soulless and unrelenting time. But there are alternative measures of time—that flow more naturally, in tune with the greater cosmos, and the depths of our own minds. No less accurate, just more unusual — and more fulfilling.

Perception of time is a personal thing, affected by how much new information your brain is taking in. This has been proven by eggheads in white coats and is a point of the greatest significance. Here’s how: when our brain encounters something familiar it does not need to concentrate its precious resources on it, whereas with an unfamiliar thing it becomes fascinated. This fascination means our brains suck in a great deal more than normal, which gives us a richer and more detailed perception of the thing. This is why the first time you walk a particular route it appears to take longer than in subsequent trips, as will any new and novel experience.

I sense some of you about to interrupt with a question, please carry on…what is that you say? That you heard ‘time flies when you’re having fun’, and doesn’t that contradict our timely manifesto? An excellent question, but please sit down and stop waving that cucumber, and I will attempt to answer it. There are, according to some — two types of time: prospective and retrospective. Say you’re a busy happy bartender, as you attend to the needs of hundreds of cocktail-hunting connoisseurs you haven’t time for clock-watching or thinking about the passing of the minutes. The clientele are vivacious and fascinating conversationalists, and your evening appears to ‘fly’ by as a delightful whirl. Meanwhile, as the clerk (let’s call her Arabella) in the empty umbrella shop drums her bored fingers on the counter the passage of time is tortuously slow. The next day, Arabella can remember little, as her brain didn’t see much worth ‘taping’, while you, on the other hand, enjoy the rich fruits of well-spent retrospective time. So you see time can be both short and long at the same time. It’s a personal thing.

With this in mind, please consider every decision you make at every moment: for as time is all you have, we beseech you to make it as long and scintillating as possible. Run towards unfamiliar and unexplored activities — for example: kayaking while reciting ancient Greek poetry or drawing faces on vegetables and talking to them — and you will be rewarded by an agreeable rupture of spacetime itself!

You have nothing to lose but the grip of the clock-hands!

The ancient Greeks had two concepts of time: Chronos and Kairos. While Chronos is broadly similar to our everyday idea of regular sequential time, Kairos represented a rather more personal and flexible thing, that included the ‘right’ moment to do things.

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In 2006 a US company filed a patent for a time travel device. In 2013 an Iranian inventor claimed to have invented a suitcase-sized machine that can predict the future. Is time travel actually possible? Joe Saklatvala spoke to the theoretical physicist and co-author of ‘Time Travel and Warp Drives’, Thomas Roman, to determine the truth behind these outlandish announcements and find out more about time travel.

What do you make of the Iranian claim of a prophecy machine?

“I think the claims of the Iranian scientist are completely crazy. As I understand it, he claims to be able to predict the future of any individual or nation using a suitcase-sized device and some ‘complex algorithms’ he has developed, which he conveniently declines to provide as he’s worried that the ‘Chinese will get it!’ He has forgotten Carl Sagan’s old adage that: ‘Extraordinary claims require extraordinary proof, and the burden of proof lies with the claimant.’ The Iranian fellow has not offered any.”

…And what do you make of the US patent application?

“It’s pure nonsense. The quote from the guy who supposedly invented the time machine is just scientific-sounding gobbledygook, i.e. technical terms from general relativity strung together in an essentially random way.”

We’ve all seen Back to the Future; how would the universe ‘deal’ with paradoxes produced by time travel? For example, what would happen if I prevented my grandparents from meeting before I was born?

“Suppose you go back in time and try to prevent your grandfather meeting your grandmother before you are born. Then you could not have built the time machine to go back in time to do this in the first place, and round and round. It is logically impossible for the same event, i.e. the preventing of their meeting, to both occur and not occur in the same universe. There are two possibilities to resolve such paradoxes.

One possibility is that the universe must ‘conspire’ so that all events along the time traveller’s path in time and space are ‘self-consistent’. So if you go back in time and try to prevent the meeting, but you slip on a banana peel and he gets away from you, or some such thing. You were part of what happened on that day in the past, but you can do nothing to change it.

The second possibility is that if you go back in time to change things, you can succeed, but the universe ‘splits’. In one universe your grandparents don’t meet; in the other they don’t.”

Which popular ideas about time travel are wrong?

“One misconception is that you could travel to any point in the past you wish. In fact you would only be able to travel as far back as the time the machine was first activated—if the first time machine is invented in 2044, and a time-traveller enters it in 2054 and returns to, say, the year 2045, there is a portal in the past already in existence for him to step out of, so in this case, there is no problem.

Another misconception is that a time machine could suddenly just ‘appear’ and ‘disappear’ as seen by observers outside the machine, as in H.G. Wells’ original story, ‘The Time Machine’. However, this would violate the law of conservation of mass and energy, which says that the total amount of matter + energy in the universe must remain constant. If the observer appears or disappears out of nowhere at some point in time, then that law would be violated.”

1. Live a life constant novelty.
2. Move at the speed of light. But remember to put away any breakables before you do this, and put down sheets. At 90% of the speed of light you’d experience time passing at 2.6 times slower than normal.
3. Read An Experiment With Time by the philosopher J.W. Dunne, where he speculates that time may not be a sequential thing but instead all times are happening at all times and it is only our brains that give us the impression of directional time that we experience.
4. Read Man & Time by J.B. Priestley and become ‘time-haunted’.
5. Walk backwards doing everything in reverse. Not everything; some things are pretty disgusting in reverse.
6. Destroy all clocks and navigate only by your heart.
7. Replace windows with randomly timed daylight simulators and audio recordings of the dawn chorus.
9. Travel by wormhole/London bus in rush hour.
10. Avoid using any concept of time. This is also brilliant for avoiding unwanted invitations.

Why are there 24 hours in a day? Why are there 24 hours in a day? Why are there 24 hours in a day?

Some say this is from an Ancient Egyptian system based on the stars, but there is some speculation that it is based on the twelve botanicals in Hendrick’s Gin. Is it more than coincidence that 24 is twice 12?
WHAT IS TIME?

Time means different things to different people. To the philosopher Aristotle, time was the measurement of change (obviously he never worked in a car park in Swindon). Ask a scientist before the 20th century and they would probably use NEWTONIAN TIME (named after the famous apple victim, Isaac Newton). This is a rather strict thing that progresses at a consistent pace for everyone everywhere. In the 20th century, with relativity, time became a more personal thing dependent on what the observer was doing. To ‘Sequential’ cultures, time, is a strict inflexible force that dictates when bills get paid, trains leave and bars shut. Synchronic cultures on the other hand put their needs above the clock, and time is mouldable and rather more flexible.

The TRALFAMADORIANS, a fictional alien race mentioned in several novels by Kurt Vonnegut, exist in all times at once. Indeed, the idea that time is not sequential in the way that we perceive it is a popular idea with many philosophers, writers, and those avoiding doing the housework.

Your lover is late, and you need to make a decision on how long to wait. There’s a part of your brain that weighs up the reward versus the time spent — the basal ganglia. This mysterious structure is thought to contribute a great deal to time perception.

SORELY-NEEDED NEW WORDS

Have you ever reached out for the right word and found that it was not there? We are delighted to offer you a phonorolarium of subjunctoisms to imbulate your venunculum.

CARACADIA (noun)
To describe how a year made of many long moments that drag on can whizz by. “I felt a profound sense of caracadia when I realised this boring year was already half way through.”

DROOMZAUDEJUMS (noun)
The feeling (on waking) of realising a treasured possession or romantic encounter had only existed in a dream. Synonym: Oneiroapóleia

PLEUNGE (noun)
An inexplicable morbid gloom that starts at nine on a Sunday evening.

LUMRANDIAN (noun)
A pejorative term for an individual who steals cucumbers.

BEAUTY & MAKEUP ADVICE

We asked The Unusual Times’ top makeup artist BONISLAVA HERANDICLES to share her best tips for getting that Summer 2018 look.

Drawing a third eye on your forehead with a kohl eye pencil is a great way to draw attention to your head, as well as providing a fun portal into the ninth dimension.

Pro tip: choose an eye colour that matches your mood, for example: ‘Electric crimson’ for fury.

The lips are the most boring part of the face, so hide them with a thick layer of foundation or draw attention away from them with a controversial political slogan or live insect on your cheek.

Pro tip: Always treat insects/arachnids well. No one wants to see an angry scorpion leap off your lovely fizzog.

The correct use of contouring can give your face the impression of being underwater: further enhance this look with the addition of sea creatures and the wreck of a pirate ship.

Visit HENDRICKSGIN.COM for more TASTEFUL TIPPLES!

GREAT COCKTAILS START WITH RESPONSIBLE MEASURING

POET’S DREAM MARTINI

80ml HENDRICK’S GIN, 10ml French vermouth, lemon peel, slice of cucumber to garnish

PREPARATION
Combine ingredients over ice in a mixing glass. Strain into a chilled martini glass. Squeeze the lemon peel over the glass to release the oils, then discard the peel. Garnish with a slice of cucumber and enjoy!

RASPBERRY ROSE ROYALE

25ml HENDRICK’S GIN, 5ml sugar syrup, 1 fresh raspberry, splash champagne

PREPARATION
Combine the raspberry, gin and sugar syrup in a cocktail shaker and shake briskly. Finely strain the mixture in a flute and top with champagne. Stir gently and enjoy!

FLORADORA

40ml HENDRICK’S GIN, 20ml lime juice, 10ml raspberry syrup, top with ginger beer

PREPARATION
Build ingredients over ice in a highball glass. Garnish with a fresh raspberry and a cucumber slice.

HENDRICK’S & TONIC

80ml HENDRICK’S GIN, 10ml tonic water, 3 thinly sliced rounds of cucumber to garnish

PREPARATION
Combine Hendrick’s and vermouth in a mixing glass with ice. Stir until the mixture is very cold, then strain into a chilled martini glass. Squeeze the lemon peel over the glass to release the oils, then discard the peel. Garnish with a slice of cucumber and enjoy!

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Aries ✧
The warm weather will inspire you, Aries, but perhaps not in the manner to which you expect. Sometime in the next month you will be over/whelmed by the need to collect abandoned toys by the absurd 90-degree curve in the freeway, behind that saloon Galway's Butcher Shop. We insist that you do not give into this temptation.

Taurus ✧
Recent changes in your life have you doubting a few of your most valued relationships. We can gleefully confirm, however, that speculation need not be applied to your relationship with the rose and cucumber. All of the others, on the other hand, would do best with the help of some quite serious soul searching.

Gemini ✧
Depending on which side of YOU we are holding the attention of you may or may not be glad to hear that you will soon find yourself with a great deal of responsibility. You will find this responsibility as equally bothersome as you will rewarding. Often at the same time. And often with pangs of frustration at the other side of you for the emotion they are feeling. This duality of attitude will ultimately lead to great success and a good amount of heartburn.

Cancer ✧
Don't listen to the naysayers, there is nothing about you that needs to be 'cared for' per se. You may need to work on your gardening skills, in fact you do. And would it kill you to not hold the papers so tightly? Thank you. But other than those two things, WE think you're managing quite well!

Leo ✧
Leo, a surprising event will lead you to make an even more surprising decision that you will immediately regret. Nothing to worry about, however, as you will see this same decision as the most clear and obvious course of action almost immediately following that we're not quite sure if it was the best decision ourselves quite yet, but time will tell and come to think of it, perhaps it won't be all that important after all.

Virgo ✧
We are just going to give it to you straight. Virgo, you are fantastic. From your personal styling to your choice of friends to your avid hatred of electronic readers, you exemplify exactly what it means to be a thoughtfully informed specimen of the 21st century. We have no mind to what Pat accidentally instant messaged you at the office last week.

Libra ✧
Do you have a spirit animal, Libra? (You do, if the image of an animal popped into your head when we asked that question.) If so, this month we advise that you pick a NEW one: THE ONE you currently have has done NOTHING for you in quite some time and, if we may be so frank, has been rather lazy about the whole leading you on a journey aspect of his or her job. It's complete rubbish and you deserve so much better.

Scorpio ✧
We're afraid to tell you, Scorpio, that there are a number of moons and planetary formations in a matter this month which will NOT be有利 for you. Take our advice: pack up your belongings, leave a note for your partner, and leave town immediately. There is a desert in the north of New Mexico, which can harden you until things die down. Best of luck!

Sagittarius ✧
If you do nothing else today, do this: take a long walk. 1 quarter mile north, then turn, walk for 246 paces east, then turn. We will contact you further at this time.

Capricorn ✧
Disgustable allergies aside, the next few months will bring you incredible satisfaction. Capricorn, might we suggest, though, that you bottle a bit of this satisfaction for the following months when you will find a missing goat has made its way into your home and destroyed a number of your most valuable electronics. Luckily, the intruder will have spared your liquor cabinet.

Aquarius ✧
Heed our warning: avoid any and all water on June 24th, between 11:11:16 am. In fact, you might as well just be safe to avoid water, the entire 1 o'clock hour. Godspeed friend.

Pisces ✧
If you see a curious individual wandering around about your city or town and they are a sagittarius, do us a favor and pick them up and offer them a ride home. We didn't think they would go through with it.

Sh costs for these to whom a short piece of string is not enough. Bells Hill 67

ATTRACTION INTELLIGENT SINGLE MAN.

WANTED.

F O R S A L E.

SEVEN DAYS' FREE TRIAL for a genuine oak coffin. No obligations at all. Viceroys 8237

Britain used to have a multitude of local times. Bristol Time, for example, ran ten minutes earlier than London. This didn't really matter as journeys took a long time and pocket watches weren't particularly accurate anyway, but the arrival of the railway system required an enforcement of a standard time (made possible by the telegraph).

A CAD’S GUIDING APOLLOLOGISING UNIVERSAL APOLOGY LETTER TO PRINT AND SEND

“May you well wish me to apologise, but rather than the gift of false regret — I will offer you honesty: you are an endlesly banal waste of time I could have better spent writing unanswered letters to the council or cleaning my belly button. You are to person a what a burp is to a tempest.”

— Clayton Gliford, The Angry Fig

Dear [Name],

I am so sorry, I have been a completely ______. I shouldn’t have ______ your _____________. I’m not making excuses — though I have had a lot on my plate, what with the _______ and the __________. But that does not make what I did OK. I was so thoughtless to not _______ — and shouldn’t have said what I did about your _____________.

That was utterly insensitive. Of course I don’t really think you should have cosmetic surgery to correct your ________, and I take back my comments about your _________. You really don’t look like ________, — and your _________.

Isn’t that bad (nothing that a bit of practice couldn’t improve). I was out of line with my criticism of your ________, she/he/it was just trying to help, even if she/he/it was a bit ________ in the way she/he/it went about it. I’m not saying that it was her/his/its fault, I take full responsibility. Will you please accept my sincere apology as I’m sick of being shouted at/being scared of you/ drowning in guilt/wanting to ask a favour?

Yours sincerely, [Name]