Never mind my jet-pack, where’s my four-legged chicken?

Design futurism, technology, and Utopian hubris
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Neil Maycroft
'Professional' Utopianism vs vernacular Utopianism
'Professional' Utopianism vs vernacular Utopianism

The hubris of technological Utopianism
'Professional' Utopianism vs vernacular Utopianism

The hubris of technological Utopianism

Rhetorical representations of Utopia
Who/what/where and why, etc?
Rick Guidice’s illustrations for NASA
--- CLOSER THAN WE THINK ---

ROCKET MAILMEN Uncle Sam's mailmen can look forward to going faster, getting farther, and doing so with less effort than ever before. All it will take will be a device like the recently perfected "rocket assist" which were originally developed to help infantrymen leap like grasshoppers.

Just how such equipment works is still a military secret. The designer, Reaction Motors, Inc., is not permitted to say how large the device is or how long it lasts or what kind of fuel it uses. But best guess is that the rocket fires intermittently, so that the carrier can bound from spot to spot, requiring no more energy than it takes to walk. Also the mechanism is believed to be of small size, simply constructed and low-priced. What a boon for mailmen and others whose work takes them from door to door!
In città gireremo così?
Risultano possibili anche allagamenti, se non del tutto insoliti, il problema del traffico nelle città; anziché le attuali ingombranti vetture, dalle immensamente sottili rastrellate che occupano una minima superficie e che potrebbero essere battezzate "ingombranti". Walter Mehlis ha immaginato qui l'aspetto della stessa strada della prima tavola quarta versione dotata di larga scala a spicca soluzione. Vedi anche le pagine 3-7.
A home of the future
One day, our houses may look like this one.
It uses heat from the sun, power from the wind and collects rain-water.

1. Windmill makes electricity.
2. Water pipes in all the panels are heated by the sun.
3. Storage tank holds enough hot water to last a year.
4. Flat roof catches rain-water.
5. Tank stores rain-water from roof.
6. Windows have three layers of glass to keep in heat.
Tomorrow's World
Vernacular dreaming

• A pill which removes adolescent spots for good

• An automatically erecting ‘umbrella’ attachment for outdoor rotary clothes dryers

• A lawn preparation which stops the grass growing beyond a certain height

• A device to lift the lids off jam pots

• A printing ink that stays on the newspaper
‘I’m amazed that no one has yet come up with a four legged chicken. It would save a lot of argument in our house’.

Mrs M. M., Nottingham
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Chicken meat, in the early 1970s, was an expensive treat...

...and also an 'investment' food
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So, what happened?
Rossy’s first successful wing used two small jet engines originally marketed to radio-control hobbyists. Photo courtesy of jetman.com.

In order to fly faster, Rossy added two more engines to his wing. With this wing, his flight speeds often approach 200 MPH. Photo courtesy of jetman.com.

Rossy has made many spectacular flights, including this one over the Grand Canyon. He has also flown over the Alps, Rio de Janeiro, and across the English Channel. Photo courtesy of jetman.com.
THE GREAT AMERICAN JET PACK

THE QUEST FOR THE ULTIMATE INDIVIDUAL LIFT DEVICE

STEVE LEHTO

AUTHOR OF
CHRYSLER’S TURBINE CAR
THE ROCKETBELT CAPER
A True Tale of Invention, Obsession and Murder
PAUL BROWN
Or, 'Boy, I say boy, what happened?'
Pre-cooked, pre-diced artificial chicken was used to make these tasty-looking dishes. Already food like this is making its appearance in American restaurants and, according to reports, customers like it. The makers say that in recipes 1 lb. of artificial chicken is equivalent to 3 lb. of fresh meat after cooking. It can be mixed with poultry left-overs and one big advantage for commercial caterers is that it may be kept hot for hours without losing its fresh, rich appearance. As with artificial beef and ham, it is made from a base of spun soya protein which is actually 'knitted' on special looms to produce a chewy texture similar to fresh meat.
"We shall escape the absurdity of growing a whole chicken in order to eat the breast or wing, by growing these parts separately under a suitable medium"
"We shall escape the absurdity of growing a whole chicken in order to eat the breast or wing, by growing these parts separately under a suitable medium"

Winston Churchill, 1932
Cross-breeding a four-legged chicken?

Or

Genetically engineering a four-legged chicken?
Leg 1 Industrialisation
Leg 2 Rationalisation
Leg '3' Frozen food retailing
Leg '4' Domestic technology
Technological prediction is tricky
Because everything in her home is waterproof, the housewife of 2000 can do her daily cleaning with a hose.
But, technological dreaming can be foolhardy
Atom Bomber

Practice bombing, improve your score. Be the ace of... your own air corps.
AIRCRAFT OF URANUS

Here is an airship that operates on compressed air. Air is taken in at the nose, compressed in powerful engines, and expelled at the rear in a tremendous blast of energy that propels the ship just as rocket gases do. Free power from the air. (For details see page 238)
A HOUSEWIFE’S GUIDE TO AUTO-EROTIC DEVICES IN THE HOME

By Jane Long
However
We still dream of this
We (can) no longer dream of this
What else can we no longer dream of?