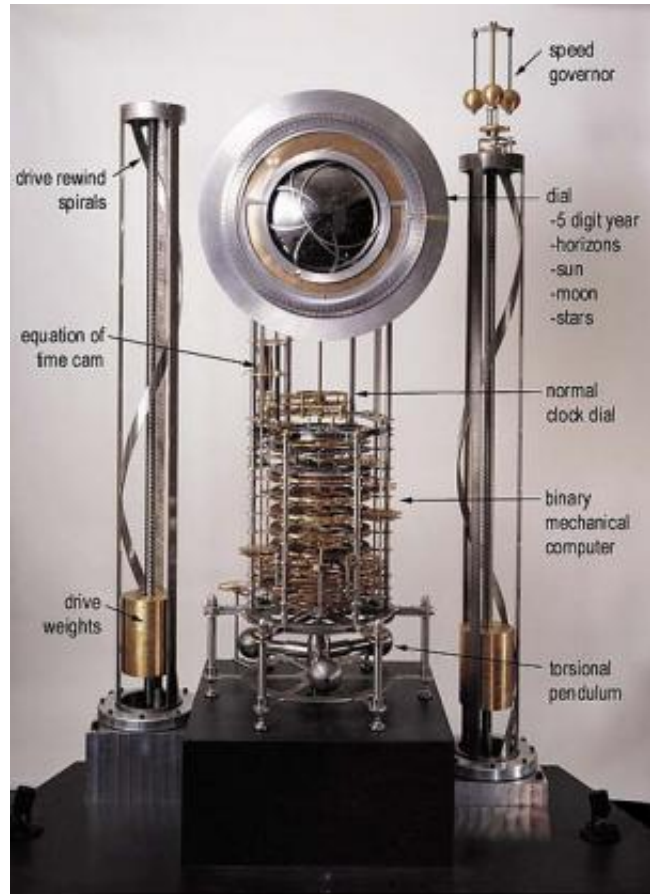


# Amazon.com founder to make 10,000 year clock

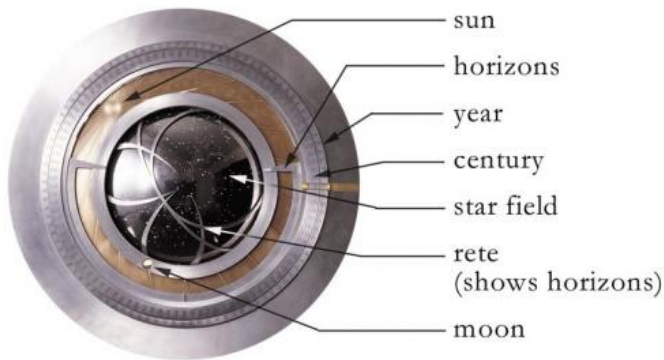
23 June 2011, by Katie Gatto



(PhysOrg.com) -- Jeff Bezos the founder of Amazon.com has embarked on an interesting and unique project that, if all goes well, will last the test of time, a whole lot of time. He is looking to create a clock that is able to run for 10,000 years.

If, at first, this sounds like a bit of a strange project you have to understand why Mr. Bezos wants to make a giant clock that will keep [time](#) long after his great-great-grandchildren are dead and gone and Amazon.com is less than a faint memory in the collective of the web.

To Mr. Bezos the clock is not just about creating a timepieces that will give him the ultimate in bragging rights, even among the super rich. It is his hope that by building a clock meant to stand the ages it will alter the way that humans think about time and the way that we act, encouraging [future generations](#) to take a longer-term view.

**More information:**

[www.10000yearclock.net/learnmore.html](http://www.10000yearclock.net/learnmore.html) and [longnow.org/clock/](http://longnow.org/clock/)

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The clock, which will be built into a mountain ridge, represents a monumental feat of engineering, since it will have to run for as long as it took to create all of [human civilization](#). Keeping a clock operational and accurate over this epic of a time span is no small feat. The clock's accuracy will be maintained by a complex set of calculations made by the Jet Propulsion Laboratories that will calculate the sun's position at noon for the next 10 [millennium](#). This will allow the clock to automatically correct its time.



\$42 million has already been put towards the creation of the [clock](#) to date, all of it from Mr. Bezos private fortune.

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