

Links



A Decade in Links

To summarise any one of the many dominant narratives of the 2010s would be a full-time job. You can find coverage of the era from every dimension, anywhere you look. Tech ascended. The gatekeepers fell. And greyer areas of the human experience emerged in the process. *Yada*. That's why this list does not attempt to capture the cultural zeitgeist of the decade gone by. As you can imagine, it would spiral out of scope fast — and lose its appeal even faster.

Rather, you will find a collection of writing that influenced my thinking in the last 10 years. Looking forward, I hope some of these are worthy instigators of curiosity *for you*. Treat this as an assortment of anytime reads, varying greatly in authorship, perspective, and length while being consistent in only its shared relevance for the future.

Video essays, documentaries, Twitter threads and sundry internet material worth your while can be made available, as a separate list, upon sufficient badgering from you lot. For now, themes underlying these ninety links is simple: creativity & art, science & discovery, or making things while embracing ambiguity, chaos, and creative destruction. Enjoy. —@ishtaarth

The Builder's High

Design Is About Intent

The Voyeur's Motel

How to Be an Artist

Disruption is not a Strategy

The Shape of Things to Come

404 Page Not Found

Exquisite Balancing Act for Doing Science Right

John Carmack on Idea Generation

Secrets of Surveillance Capitalism

Discrimination by Design

It's going to be okay

Innoveracy: Misunderstanding Innovation

What Makes Uber Run

Art at Scale

The Gift of Doubt

The Best

The Art of Not

You're probably using the wrong dictionary

Being obsessive about detail is being normal

Hit the Reset Button in Your Brain

The Curse of Smart People

The Internet With A Human Face

Someone is Coming to Eat You

Congratulations on Your Opinion

Everyone Is Still Learning

Welcome to the Post-Text Future

When Pixels Collide

The Information

Atemporality for the Creative Artist

How Politics Makes Us Stupid

The Moral Bucket List

Special

[You Are the Product](#)

[Stock and flow / Snarkmarket](#)

[The Uninhabitable Earth](#)

[The Perils of Perfection](#)

[Surgeons Should Not Look Like Surgeons](#)

[The Heart of the Builder](#)

[The Next Big Thing will Look Like a Toy](#)

[How Default Settings Rule the World](#)

[The iPhone and Disruption: Five Years In](#)

[Amateurs/Professionals](#)

[The Web's Grain](#)

[Learning How to Think](#)

[How Netflix Reverse-Engineered Hollywood](#)

[Time Is a Privacy Setting](#)

[The War on Cash](#)

[Speed Matters](#)

[After Authenticity](#)

[My Personal Moonshot](#)

[Write Like You Talk](#)

[Seriously, the guy has a point](#)

[Mental Models on Farnam Street](#)

[Ground Control To Silicon Valley](#)

[Hypercritical: Jony Ive](#)

[Becoming a magician – Autotranslucence](#)

[The Smarter You Are, The Stupider You Are](#)

[On Literature and Elitism](#)

[Everyone's offended these days](#)

[The Rest is Advertising](#)

[How to Live Unhappily Ever After](#)

Human Scale

[Hunter S. Thompson on Living versus Existing](#)

[Stop Trying to Be Creative](#)

[Lifelong learning is an economic imperative](#)

[Welcome to AirSpace](#)

[The Utopian UI Architect](#)

[What Really Happened When Instagram Sold](#)

[Diamonds Are Bullshit](#)

[The Tail End](#)

[Only Apple](#)

[The New Astrology](#)

[61 Glimpses of the Future](#)

[Jeff Bezos's Baccalaureate Remarks](#)

[What Doesn't Seem Like Work?](#)

[In Praise of Unfairness](#)

[Invisible Asymptotes](#)

[Christmas Gifts and the Meaning of Design](#)

[Everything is Amazing, but Nothing is Ours](#)

[Product Performances](#)

[How to Get Rich \(Without Getting Lucky\)](#)

[Friction](#)

[The Cobweb](#)

[Smile, You're Speaking Emoji](#)

[Universe Dented, Grass Underfoot](#)

[The Creative World's Bullshit Industrial Complex](#)

[Military Cartographers Created a House of Horrors in South Africa](#)

[How I wrote The Remains of the Day in Four Weeks](#)

[Isaac Asimov Asks, "How Do People Get New Ideas?"](#)