

# fuse

work.life.style.

PREMIER EDITION

01

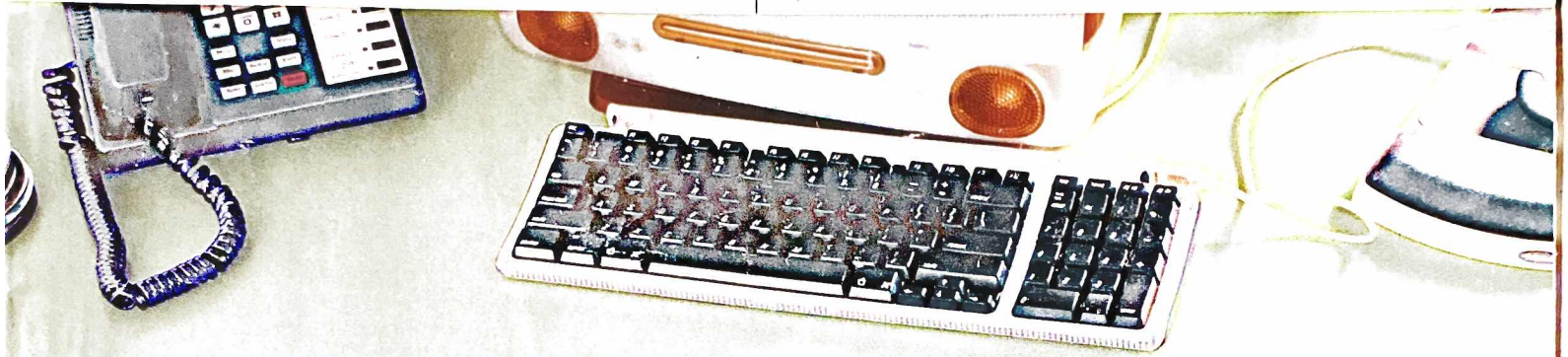
**INFORMATION**

FULL DESCRIPTION OF CONTENT

**BURN-OUT ISSUE**

**SPECIAL HANDLING:**

**UP FROM THE ASHES:** Internet Entrepreneurs. Inspired Executives. Airship Travel. Cuban Trade. Banks without Bankers. A Hollywood Dream.



**content: worklife can be sweet;  
a new kind of business magazine**





Air travel, long ago: In the joyous but overambitious first human attempt at flight, Icarus flies too near to the sun and his wings melt, causing him to plunge back to Earth. Opening day at Tower Air, 1983: happy customers, glamour girls, and champagne. Today at Tower Air: silence and a lot of parking space. Tower Air, 1983–2000. B'bye, over and out.

## A Relaxed History of Burnout

Research: Adam Sacks  
Photo Research: Adam Woodward

>>



BCE  
Hell starts burning.



530 BCE  
Nepalese prince Siddhartha Gautama renounces his fortune for a spiritual life; he becomes the Buddha at the age of 35.



64 BCE  
Nero fiddles while Rome burns in a fire he may have started. From the ashes of the fire rose a more spectacular Rome, made of marble and stone.



1588  
Having started down the road to ruin in 1492 with the expulsion of Jews and Muslims, the intellectual lifeblood of the culture, Spain expires as an empire in 1588 with the defeat of the Spanish Armada.



1666  
The Great Fire of London, accidentally started by King Charles II's baker forgetting to douse the fire in his oven, destroys much of the medieval city within five days.



1815  
Napoleon's army crashes and burns at Waterloo; he abdicates and is banished to live out the rest of his years on a small island in the Atlantic.



1819  
Herman Melville is born. He writes "Bartleby the Scrivener," as an early treatment of office burnout and follows with *Moby-Dick*, a classic tale of obsession that leads to emotional and physical disaster.



1874  
French symbolist poet Arthur Rimbaud becomes famous before the age of 20. He subsequently drops out, enlists in the Dutch army, becomes a quarry foreman in Cyprus, and ends up as a coffee exporter and alleged white slave trader in Somalia.



1890  
German philosopher Friedrich Nietzsche has a nervous breakdown and goes insane after declaring that "God is dead."

continues on next page

## A Relaxed History of Burnout (continued)



**1919**  
After his overambitious plan for world peace through the League of Nations is rejected by his own Senate, U.S. President Woodrow Wilson gets sick, withdraws from presidential activities, and lets his wife take over his responsibilities for the remainder of his term.



**1920**  
Sigmund Freud, who argued that stress and anxiety are necessary in life, introduces the idea of repetition compulsion. It suggests that people are doomed to repeat the mistakes that caused their previous traumas.



**1930**  
A *Fortune* magazine survey finds that 44% of respondents anticipate a work life with no vacations at all.



**1937**  
Leisurely flight across the Atlantic ends. (See page 48)



**1956**  
The word *stress* enters the American vernacular when Hans Selye publishes *The Stress of Life*.



**1957**  
Jack Kerouac's *On the Road* is published. It will eventually become the model for dropping out of society to pursue restless journeys across the country.



**1959**  
The Maharishi Mahesh Yogi introduces transcendental meditation to the U.S., promising that 20 minutes a day will relieve deep-rooted stress.



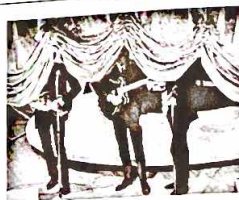
**1962**  
*Stop the World, I Want to Get Off* opens on Broadway on October 3.



**1963**  
Doctors first prescribe Valium. This antidepressant wonder drug becomes the largest-selling pharmaceutical in history. By the middle of the 1970s, more than 60 million Valium prescriptions are written each year, mainly for anxiety.



**1965**  
Brian Wilson, the 23-year-old genius behind the Beach Boys, suffers a nervous breakdown and quits touring after 24 Top 40 singles and nine gold albums. He spends the '70s and '80s in bed surrounded by food, drugs, ex-wrestlers, disbarred shrinks, and second-rate shock jocks.



**1970**  
The Beatles decide to disband and just let it be, creating the paradigm for the burnout of a rock 'n' roll group.



**1973**  
In reaction to public disenchantment with the war, Vietnam peace pacts are signed.



**1978**  
The punk rock band Sex Pistols rises and falls apart in one year.



**1982**  
After his defeat in a 1982 U.S. Senate race, one-time California governor and presidential candidate Jerry Brown spends six months in Japan at a Zen monastery and works briefly with Mother Teresa in India.



**1983**  
Alex, Michael J. Fox's character on *Family Ties*, burns out and is driven to amphetamine addiction as a result of the stress involved in keeping up his image as a perfect student.



**1983**  
Stress has its own cover of *Time* magazine.



**1986**  
Patrick Henry Sherril, a part-time letter carrier, kills himself and 14 coworkers in Edmond, Okla., in one of the first incidents of "going postal."



**1988**  
Prozac pops up.