

## Bio Howard Bloom

"I know a lot of people. A lot. And I ask a lot of prying questions. But I've never run into a more intriguing biography than Howard Bloom's in all my born days." Paul Solman, Business and Economics Correspondent, PBS NewsHour

Howard Bloom has been called "next in a lineage of seminal thinkers that includes Newton, Darwin, Einstein,[and] Freud," by Britain's Channel4 TV, "the next Stephen Hawking" by Gear Magazine, and "The Buckminster Fuller and Arthur C. Clarke of the new millennium" by Buckminster Fuller's archivist. Bloom is the author of *The Lucifer Principle: A Scientific Expedition Into the Forces of History* ("mesmerizing"-The Washington Post), *Global Brain: The Evolution of Mass Mind from the Big Bang to the 21st Century* ("reassuring and sobering"-The New Yorker), *The Genius of the Beast: A Radical Re-Vision of Capitalism* ("Impressive, stimulating, and tremendously enjoyable." James Fallows, National Correspondent, The Atlantic), *The God Problem: How A Godless Cosmos Creates* ("Bloom's argument will rock your world." Barbara Ehrenreich), *How I Accidentally Started the Sixties* ("Wow! Whew! Wild! Wonderful!" Timothy Leary), and *The Mohammed Code* ("a terrifying book...the best book I've read on Islam," David Swindle, PJ Media).

Bloom's second book *Global Brain* was the subject of an Office of the Secretary of Defense symposium in 2010, with participants from the State Department, the Energy Department, DARPA, IBM, and MIT. Bloom is founder and head of the Space Development Steering Committee, a group that includes astronauts Buzz Aldrin, Edgar Mitchell (the sixth man on the moon), and members from the National Science Foundation, NASA, and the National Space Society. He has debated one-on-one with senior officials from Egypt's Moslem Brotherhood and Gaza's Hamas on Iran's global Arab-language Alalam TV News Network. He has also dissected headline issues over twenty times on Saudi Arabia's KSA2-TV and on Iran's global English language Press-TV. Sheikh Mohammed bin Rashid Al Maktoum, Dubai's ruler, who doubles as the Prime Minister of the United Arab Emirates, has named a racehorse after one of Bloom's books. And Bloom has probed the untold story of the Syrian Civil War with Nancy Kissinger.

Bloom's area of expertise is mass behavior, from the mass behavior of quarks to the mass behavior of human beings. His scientific work has been published in: arxiv.org, the leading pre-print site in advanced theoretical physics and math; PhysicaPlus; Across Species Comparisons and Psychopathology; New Ideas in Psychology; The Journal of Space Philosophy; and in the book series: Research in Biopolitics. He lectured an international conference of quantum physicists in Moscow—Quantum Informatics 2006—on why everything we know about quantum physics is wrong, and the concepts Bloom introduced were later used in a book proposing a new approach to quantum physics, *Constructive Physics*, by Moscow University's Yuri Ozhigov. Bloom is currently working with Caltech's Keck Institute for Space Studies on two projects: the first parallel-processing planetary mission (a mission to Venus); and an energy infrastructure for the solar system.

In addition, Bloom's writing has appeared in The Washington Post, The Wall Street Journal, Wired, Knight-Ridder Financial News Service, the Village Voice, Cosmopolitan Magazine, and the Scientific American's scientificamerican.com. Bloom has also appeared eighty five times for up to five hours on 500 radio stations on the highest-rated overnight talk radio show in North America, Clear Channel's Coast to Coast AM, discussing everything from the biome in the gut and the evolution of the stars to North Korea's rocket program.

Bloom has founded three international scientific groups: the Group Selection Squad (1995), which gained acceptance for the concept of group selection in evolutionary biology; The International Paleopsychology Project (1997), which created a new multi-disciplinary synthesis between cosmology, paleontology, evolutionary biology, and history; and The Space Development Steering Committee (2007).

Bloom started in science at the age of ten, diving into cosmology and microbiology. At the age of twelve, he built a Boolean Algebra machine, co-conceived a game-playing computer that won local science fair prizes, and was granted an audience with the head of the State University at Buffalo's graduate physics department to debate the Big Bang versus the Steady State theory of the universe. At sixteen he was a lab assistant at the world's largest cancer research facility, the Roswell Park Memorial Institute. At Roswell Park in 1959, Bloom generated The Bloom Toroidal Model of the Universe, otherwise known as the Big Bagel (<http://www.youtube.com/watch?v=wdJyafSBCb0>), a theory that predicted something that would not be discovered for another 39 years—dark energy.

At thirteen, Bloom zeroed in on what he felt was a towering scientific puzzle—the mass passions that shape history. So in 1968 Bloom turned down four fellowships in neurobiology and set off on a scientific expedition into a field he knew nothing about: popular culture. He was hunting for the forces of history in "the dark belly of the beast where new myths, new mass passions, and new mass movements are made." And he found them.

At NYU, Bloom had edited and art-directed an experimental graphics and literary magazine that won two National Academy of Poets prizes. After he graduated magna cum laude and Phi Beta Kappa, his magazine's prominence allowed him to do something totally unexpected. He co-founded a commercial art studio—Cloud Studio. That landed him on the cover of *Art Direction Magazine*. Cloud Studio was, he says, a "periscope position," a position from which he could survey a landscape he did not know—mass human behavior. Three years later Bloom said yes to an offer to edit *Circus Magazine*, a rock monthly. He knew nothing about rock music, but he studied like a madman, reinvented the magazine's format, increased its circulation 211%, and was credited by *Rolling Stone* East Coast editor Chet Flippo with creating a "new magazine genre, the heavy metal magazine." Then Bloom founded the biggest PR firm in the music industry—The Howard Bloom Organization, Ltd, a company he ran from 1976 to 1988.

Bloom used his science to invent simple correlational techniques and no-cost market research tools. He joined the resulting data to what he calls "tuned empathy" and "saturated intuition" to help build or sustain the careers of figures like Michael Jackson, Prince, Bob Marley, Bette Midler, Billy Joel, Paul Simon, Billy Idol, Peter Gabriel, David Byrne, John Mellencamp, Joan Jett, Queen, Kiss, Aerosmith, AC/DC, Grandmaster Flash and The Furious Five, Kool and the Gang, Chaka Khan, Run DMC, and roughly 100 others. He contributed to the success of films like *The Great Gatsby*, *Down and Out in Beverly Hills*, *Outrageous Fortune*, and *Purple Rain*. In the process, he helped generate \$28 billion in revenues (more than the gross domestic product of Oman or Luxembourg) for companies like Sony, Disney, Pepsi Cola, Coca Cola, and Warner Brothers. And he did it by focusing

not on profits but on soul. The result? Sterling Whitaker, author of *The Grand Delusion: The Unauthorized True Story of Styx*, calls Bloom, "probably the greatest press agent that rock and roll has ever known."

Bloom did more than explore the forces of history, he helped make them. He helped launch Farm Aid and he helped establish Amnesty International's American presence. He worked with the United Negro College Fund, the National Black United Fund, and the NAACP. And he put together the first public service radio campaign for solar power (1981).

In 1988, Bloom came down with chronic fatigue syndrome, an illness that confined him to bed for fifteen years. For five of those years, he was too weak to speak or to have another person in the room. He had two computers hooked up next to his bed, went on the Internet, founded his first two international scientific organizations (The Group Selection Squad and the International Paleopsychology Project), wrote three books, and lectured via video to locations like San Francisco's Exploratorium and Stanford University.

Bloom recovered in 2003, and since then has done stints as a visiting scholar in the Graduate School of Psychology at NYU and as a core faculty member at the Graduate Institute in Meriden, Connecticut. He's been flown to Moscow, Amsterdam, Paris, Seoul, Kuala Lumpur, Kobe, and Chengdu, China to lecture. He's also lectured at American locations from Nellis Air Force Base and the Eisenhower Center for Space and Defense Studies to Yale University. He is currently on both the board and the board of governors of the National Space Society.

Topping it all off, Bloom's computer houses a not-so-secret and not-at-all humble 60-year project, his 7,200-chapter-long Grand Unified Theory of Everything in the Universe Including the Human Soul. Pavel Kurakin of the Keldysh Institute of Applied Mathematics of the Russian Academy of Sciences says that, "Bloom has created a new Scientific Paradigm. He explains in vast and compelling terms why we should forget all we know in complicated modern math and should start from the very beginning. Bloom's Grand Unified Theory opens a window into entire systems we don't yet know and/or see, new collectivities that live, love, battle, win and lose each day of our gray lives. I never imagined that a new system of thought could produce so much light."

Concludes Joseph Chilton Pearce, author of *Evolution's End* and *The Crack in the Cosmic Egg*, "I have finished Howard Bloom's books, *The Lucifer Principle* and *Global Brain*, in that order, and am seriously awed, near overwhelmed by the magnitude of what he has done. I never expected to see, in any form, from any sector, such an accomplishment. I doubt there is a stronger intellect than Bloom's on the planet."