
The History of The Future:

IT'S SHOWTIME!

The Show Has Started and It's a Bad One

EPISODE XI: Nostradamus, Top This!

“They flooded the streets. Day and night, they marched. They yelled, they screamed, they chanted, they danced, and they prayed.

No one saw them coming and they came from everywhere. The country had never seen such massive demonstrations. At first, ‘the experts’ compared it to the sixties, when draft-age dissenters, women’s libbers, and civil rights advocates took to the streets in protest. But this was no sixties sound ...

Mounted police dispersed them with crowd control sprays and nightsticks. The episode barely made the national news and drew little notice in New York. But it was a harbinger ...

As the demonstrations mobilized and gained momentum, the students were joined by their uncollegiate peers – the unemployed, the underemployed, the unemployable, the short-fused ...

No one was sure what had turned the protestors into marchers, or what had pointed them in the direction of Wall Street. All that was known for sure was that a mob of adrenaline-pumped young people funneled into the narrow streets of the Financial District, taking everyone in their path along with them.”

This may read like a story from today’s *New York Times* or *Wall Street Journal* reporting on Occupy Wall Street, the protests that barely registered as a blip in the media when they started in September of 2011, but are now front-page, prime time news around the world.

But this is not today’s news story. These passages were written by Gerald Celente in 1995 and appeared in his book *Trends 2000*, his prophetic prediction of what to expect in the new millennium. Published in 1997 (Warner Books) – at a time when the nation was fixated on the Bill Clinton-Monica Lewinsky sex scandal and when Barack Obama was just a rookie senator, unknown outside Illinois – the book predicted and analyzed a watershed event that lay a decade and a half in the future.

Today, as Occupy Wall Street protests go viral, the politicians and pundits who didn’t see it coming duel it out over what provoked the movement, who provoked it, who

the demonstrators are, and how best to deal with them.

In forecasting the march on Wall Street, Celente recognized and analyzed what today’s editorial writers and TV talking heads currently argue over:

“America was not supposed to be a country where the rich grew richer and everyone else grew poorer. Finally the well-publicized income disparity between the rich and the shrinking middle class and growing underclass served as the predicted flashpoint ...”

And who were the protestors Celente predicted would be occupying Wall Street?

“[They] were recruited from significant established minorities: the 80 percent of Americans who for decades had been telling pollsters they did not feel ‘our government can generally be trusted to look after our interests,’ the 91 percent who had ‘little or no confidence in Washington,’ the 80 percent who felt ‘the government favored the rich and powerful,’ the 73 percent who did not want to see environmental regulations rolled back ... There were jobless Generation Xers, tax protestors, retirees with devalued pensions, the underemployed, the working poor, the downsized and out, the aware, and the unbuffaloed from every strata of society.

“It should have come as no surprise when the 90 percent of the nation who said they wanted change demanded change.”

Writing in 1995, Celente predicted both the generational inclusiveness and spread of the movement:

“In Boston, Chicago, Atlanta, Austin, Los Angeles, Baltimore, Peoria, Portland, Bismarck, Honolulu, Anchorage, in every Middletown and Centerville, a stunned nation took to the streets and wouldn’t leave ... With children in hand, graying boomers of protests past joined the vigil on the streets.”

Perhaps most remarkable, Celente also predicted how the protestors would bypass mainstream media to spread the

word. He envisaged an internet-based network capable of uniting and galvanizing the world electronically.

The new megatrend Celente described, and called “**Tech-notribalism**” in 1995, would eventually surface as Myspace, Facebook, LinkedIn, YouTube, Twitter, etc., created by entrepreneurs who turned “social networking” into the multi-billion dollar force it is today. This is what he wrote:

“This time the news was posted on the StudentNet. Sympathy protests simultaneously combusted on college campuses and in cities around the nation.”

Remember, this was back in 1995, in the age of the sickly green computer screen and the floppy disk, when a global internet was little more than an Al Gore reverie.

“*Trends 2000*” was a national bestseller, translated into dozens of languages, and it propelled Celente into the media limelight (Oprah, Today Show, Good Morning America, CNN, etc.). Most of the media attention was centered on other Celente predictions, such as “*Crusades 2000*,” an approaching wave of terrorism, the organic food/mega-health food store trend, the mainstreaming of alternative medicines and therapies ... and even a perilous economic future in which hordes of young people would not be able to leave the nest, a trend he termed “The Reextended Family.”

The prospect of a mass march on Wall Street provoked by ever-increasing income inequality, however, was beyond the imagination of the 1997 mainstream mindset. Thus, Celente was never asked about what would prove to be a pinpoint prediction that the rallying cries of this movement would focus on the “99 percent” vs. the 1 percent.

“They wanted an end to policies that allowed two thirds of the nation’s wealth in one percent of U.S. households. They wanted tax money, presently squandered on defense, boondoggles and pork barrel projects to be spent on the people, not just a few people ... and told the government to stop the war.”

FAST FORWARD A DECADE

Celente’s economic predictions took on a heightened urgency as the world teetered on the edge of financial collapse, and governments resorted to suicidal salvage strategies. In the Summer 2010 *Trends Journal*, he predicted a 21st century variant of “Workers of the World Unite.”

“The people are fully aware of the enormous bailouts going to the ‘too big to fails’ that they are being forced to pay for. We will see social unrest growing in all nations which are facing sovereign debt crisis, the most obvious being Spain, Ireland, Portugal, It-



Anthony Freda / Dan Zollinger

“Mainstream Media”

aly, Ireland, the Ukraine, Hungary, followed by the United Kingdom and the United States.”

But even as those forecasts became reality, hardly anyone in power – certainly not the mainstream media or the slick suits in the nation’s capital – was able to see the burgeoning populist protest that Celente predicted.

Then again, in the December 2010 *Trends Journal*, aptly titled “Screw the People,” he wrote:

“The well publicized news of bank bailouts, billions in executive bonuses, and a spectrum of financial hardships heaped upon those who could least afford them – by those who could easily afford them – had the public seething ... especially the young ... They’re mad as hell and aren’t going to take it anymore.”

READING THE TEA LEAVES 2.0

While the Occupy Wall Street movement is making headlines today, it is, according to Celente, but a small part of a greater conflict, a battle whose opening shot was the “Tea Party” tax protests. Celente predicted the rise of the Tea Party in the December 2008 *Trends Journal*, a year in advance of its formation:

“Fed up and not willing – or able – to take it anymore, overtaxed Americans will begin the battle against politicians and bureaucrats in the fight to lower and/or repeal taxes ... while demanding higher tax rates for those seen as paying too little.”

Unfair taxation policy was a “reason given for starting the first American Revolution, and as the trends add up, it will also be a reason for starting the second,” wrote Celente.