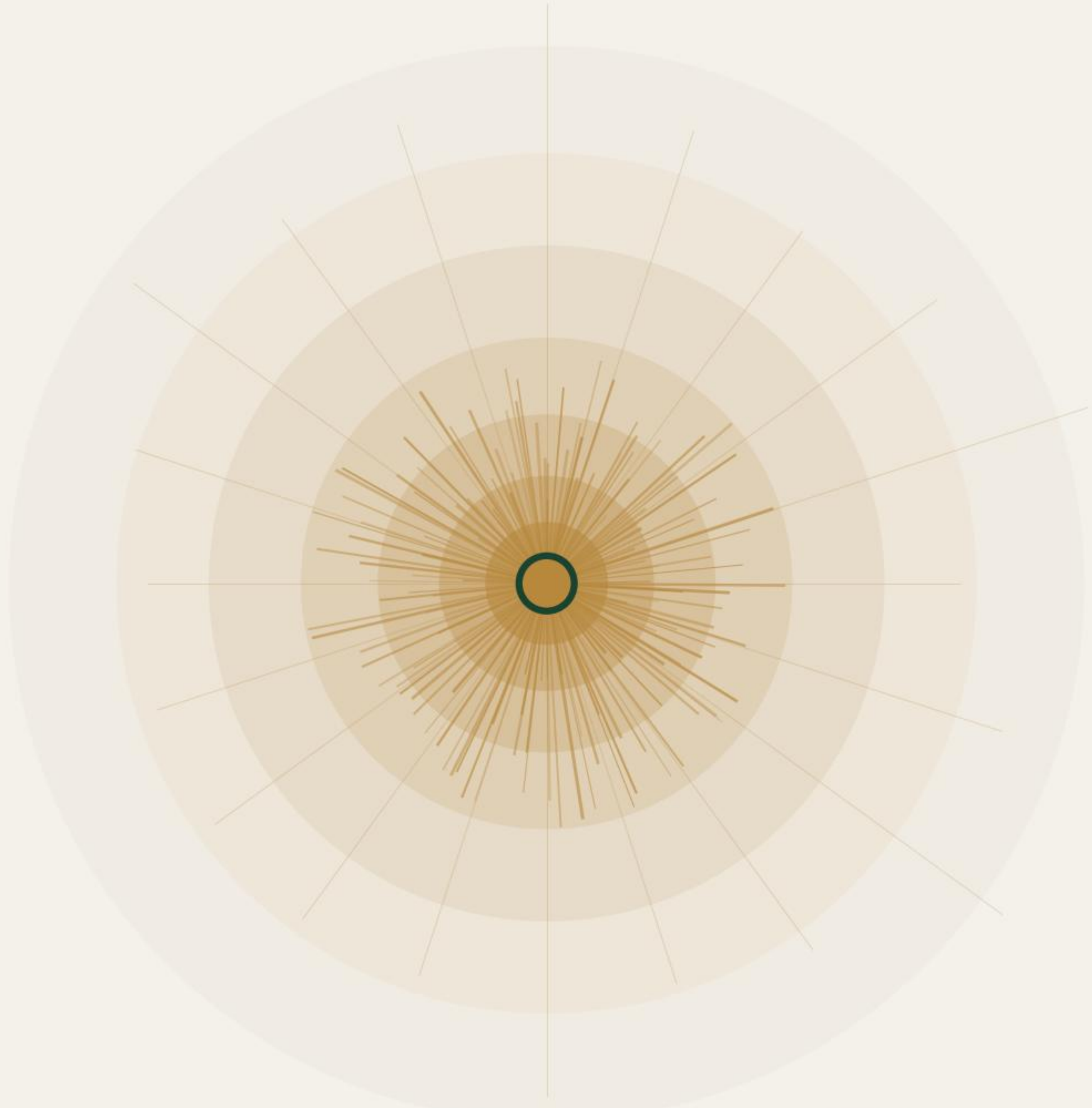


***every***  
**measurement**



**is a small Big Bang.**

*every photon caught*  
*every fact recorded*  
*every moment you notice anything at all*

# The universe is still emitting.



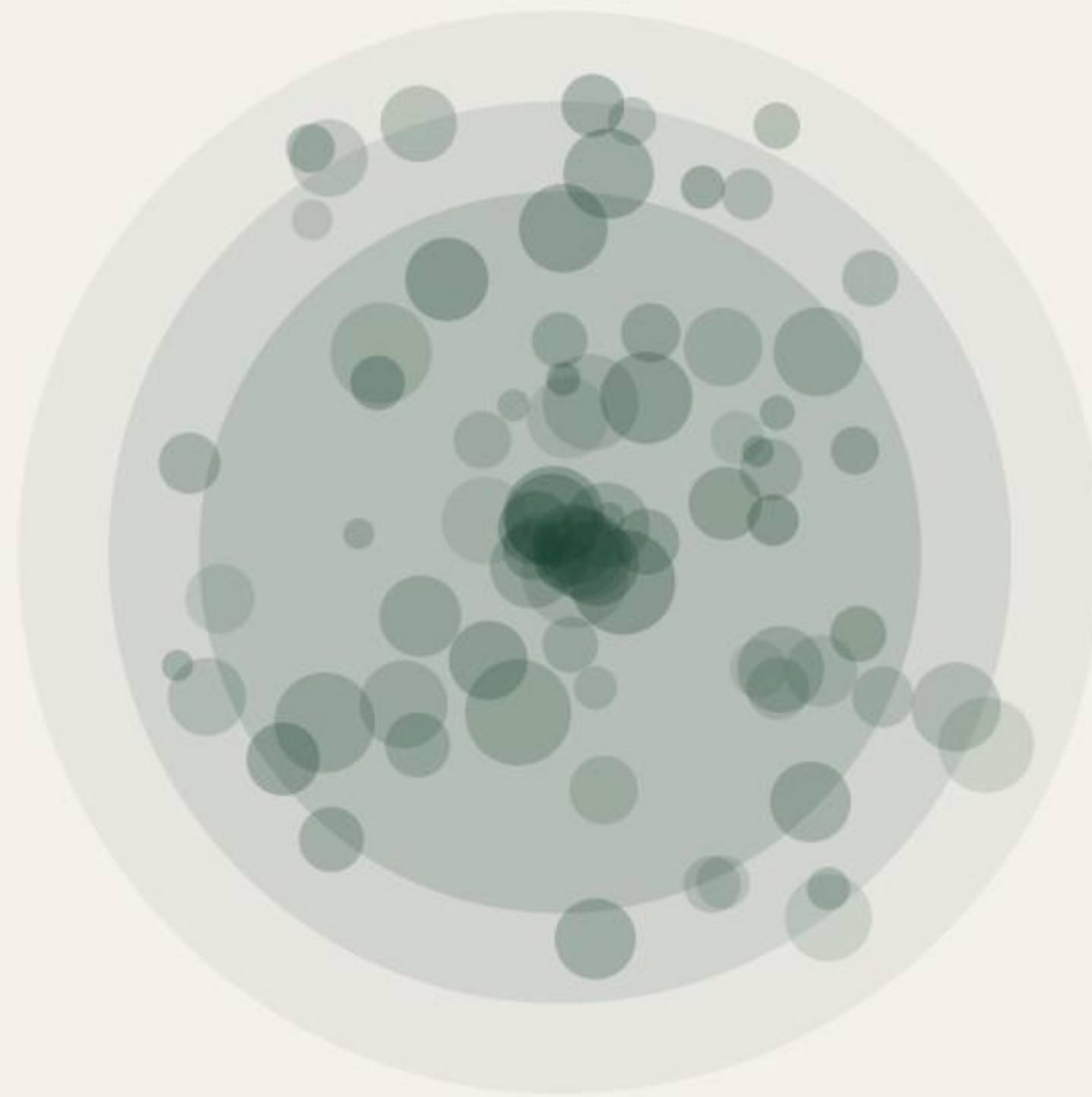
## You are inside the beam.

*Every photon your eyes catch is one of its rays.*

# What a measurement is.

*A piece of the world that wasn't there a moment before.*

**BEFORE**



*many possibilities*

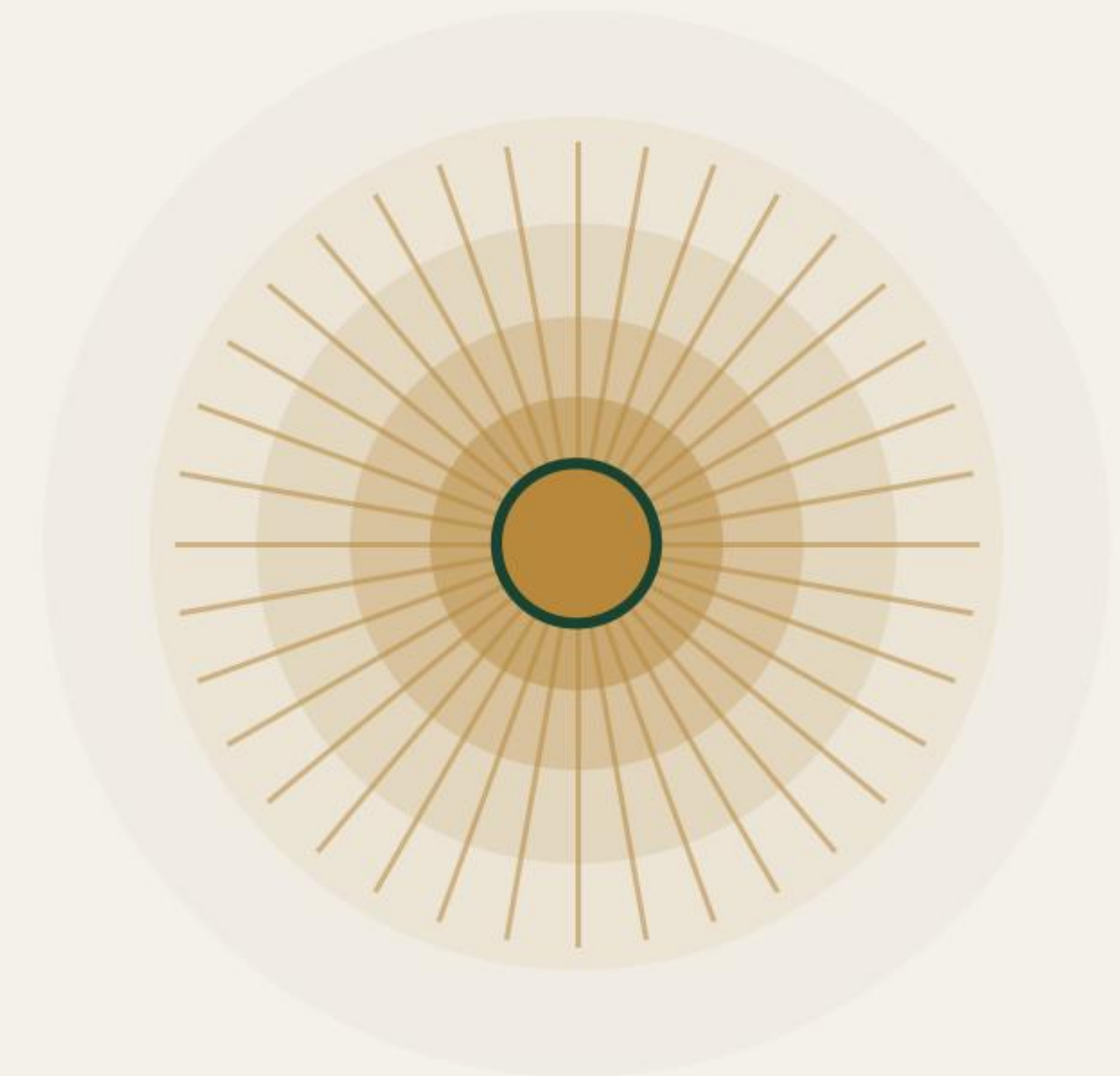
*no fact yet*

***click.***



*a measurement*

**AFTER**



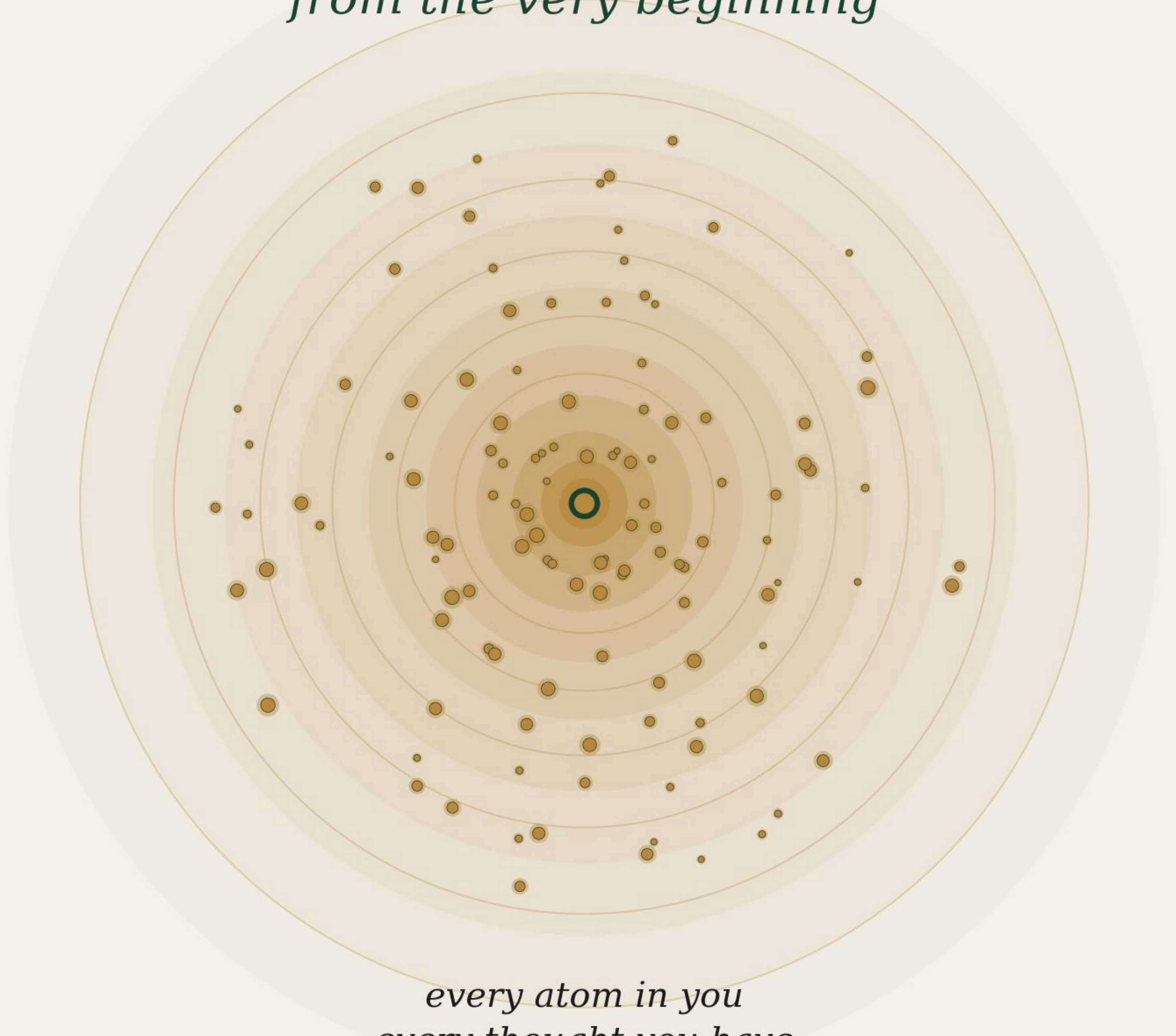
*one definite fact*

**a bit is born**

*Nothing in the past determined which fact would appear.*

**The universe just emitted it.**

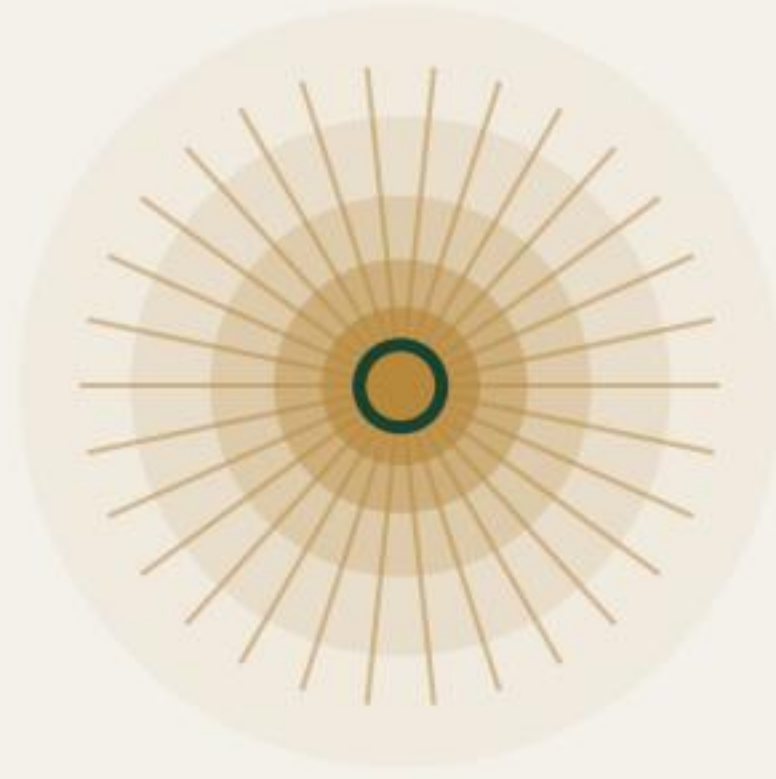
**you are made of light**  
*from the very beginning*



*every atom in you  
every thought you have  
every moment of attention*

**began at the center.**

*What is*



**a measurement?**

---

**A piece  
of the universe  
still being born.**

---

*There is one Big Bang.*

*It has not stopped.*

— J. Anderson —

*EnviroAI*

# One photon. One observer. One bit.

*Whatever the universe began doing 13.8 billion years ago,  
it just did it again — when you saw the light on this page.*



**the Big Bang**

*13.8 billion years ago*

**you**

*right now, reading this*

**There is one Big Bang.  
It has not stopped.**