We are at a bifurcation juncture in our centuries-long-adventure of fundamental physics, and perhaps more than ever, crucially need direct input from experiments to make real progress. In this talk Prof. Arkani-Hamed will discuss the rationale for this dramatic sentence, and explain why the most important experimental input we can hope to get will come from future accelerator projects beyond the LHC now being conceived, including e+ e- Higgs factories, 100 TeV proton-proton colliders, and 10 TeV scale muon colliders.