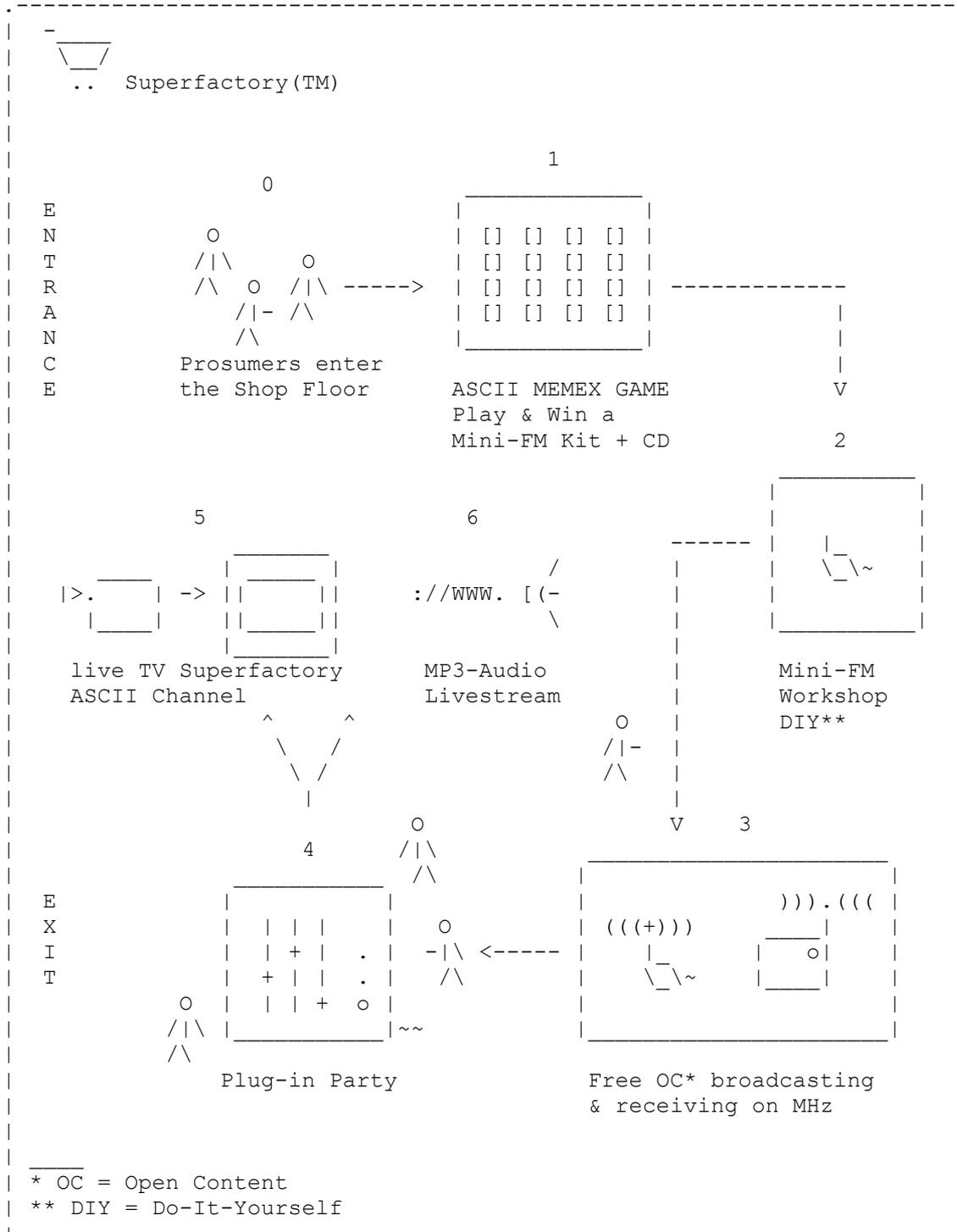


# Superfactory

"The problem is NOT copyright or licences, stupid!  
It's production!"  
(Anonymus)



## **You can participate in the Superfactory(TM) in 5 easy steps:**

### **Enter**

- (0) As a Prosumer you enter the shop floor
- (1) Play the game and win a Mini-FM Kit + CD
- (2) Join the DIY\* building of Mini-FM kits at the workshop
- (3) Make up your own pirate radio station and broadcast (OC\*\*)
- (4) Join the Plug-in Party together with other Prosumers
- (5) Be revolutionary televised live!  
on Superfactory ASCII Channel TV
- (6) Be streamed in the WWW via MP3-Audio-Livestream

### **Exit**

The very first step (0) actually is very simple, just start your career!

The second step (1) consists of playing a nice "memory game", our new "MEMEX", where you get to know all the exciting people of the scene: the hacker artisan, the curatorsponsor, the peer-to-peer oparist, the supermart prosumer, the alternative economy believer, the open source ego, the multitude multi and many more.

If you win, it's easy, you can buy a bag with one manual and map, one original audio-cd with rip-material and one antenna for your own Mini-FM transmitter!

In (2) - organized like a workshop (DIY\*) - you can become a blue collar worker and watch how Mini-FM kits are made, and operators will explain how you can finish yours.

Within step (3) you make up your own pirate radio station with your own MHz-frequenzy and your private/public underground radioshow (OC\*\*).

Join the Plug-in Party together in (4) with other Prosumers.

Finally step five (5) and (6) are the real highlight, when everything is broadcasted live on Superfactory ASCII Channel TV and streamed in the WWW via MP3-Audio-Livestream.

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\* DIY = Do-It-Yourself

\*\* OC = Open Content

### **Informational Free Jazz**

We don't want to show "informational free jazz" = synonym for free labour but the combination of a production process with a point of sale. And there is hard work on hardware!

The Superfactory(TM) does not believe in immaterial work as the new new paradigm of capitalism. And there is no doubt, that radio exists under capitalistic circumstances. Sure, for real work in a real factory you need to buy the labour of the workers. But here in this mix of a factory with a supermarket you can exploit yourself. Sit down and assemble a transmitter and then do a better than good radio show for the people out there! It takes not more than 15 minutes of your lifetime-value (or more. YOU decide!).

### **Prosumers**

You can regulate it all in a legal sense. You can fight for open

standards, open content, open sources, sure you can attack private property. But as long as the surplus work and the surplus value happens in the modi of labour, and as long as exploitation is the de facto non-open meta-standard of society (call it service society, network society or post-industrialage) as a whole free radio practice is not the problem of restriction of knowledge power itself. It is the problem of the control of a few - who want profit! - over many.

That is the wave of a clash of new forms of production, via data-manipulation, with the "making of..." of (in our case) mini-fm radio transmitters.

And when we say "we show" we want to invite people to build these kits and produce their own radio show. But they have to play in front! Prosumers rights are unfortunately not solved by the GPL. Nothing is already there, there!  
Or how do you bring on the bacon?

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### **Supertheory (TM)**

by Matze Schmidt

We invented the Superfactory(TM) to discuss, show and deconstruct practical and theoretical models of alternative production and economy. "We" is a group of people in Berlin - Karsten Asshauer, Mindaugas Gapsevicius, Martin Kuentz an me - and elsewhere connected thru a symbolic interface like the interest for making things with things and the will for cooperations. When one asks for a 3pages text about our undertakings we probably would write this:

Standing on the shoulders of giants

All creating derives a benefit from what others have done before. The field of cultural production is not a special one outside the normal life. The very first manufacturing in makind needed what we call cultural skills. Culture and economics are two sides of one coin. But times changed and nowadays culture is standing on the shoulders of workers officially doing no culture at all when they are working. This is discussed by the Cultural Industries and the Cultural Studies, but even terms like Industrial Culture or Business Culture can not push beside the fact, that culture does not create the surplus the capital needs for making profit.

What is this Surplus, anyway?

The "(TM)", the acronym for Registered Trademark, in the label of the project is a reference to a tag used in the newsgroups of the Usenet marking a textual claim. And it is a reference to the debates in bulletin boards of the early WWW for marking commercial tendencies within the system of the Web. But it has nothing to do with the so called commercializing of social fields, since all real production inside the capitalistic society HAS to be capitalistic. It is since over 200 years commercial right from the ground up. As we started, we thought it would be a clear statement to all illusionists who believe in a better or other world possible now and here without plans for ending capitalism itself instead of reforming it. But this is my opinion, the others in the group would tell another story.

Keep in mind, that only the productive worker is able to produce surplus value while he is doing surplus work. The whole art and cultural scene does depend on special fonds of this surplus coming

out of the industry and the service world. One could say that actually all artists, designers and architects live from this basic work of the workers who create the profit. Cultural work is in reality unproductive work for the capital.

### Supermarket + Factory

The theme and title of the project is a combining of the words Supermarket plus Factory. Here users can learn how to work whilst shopping. But as we all know consuming is not labor, so we have to differentiate those two categories. The idea of being a productive worker while "working" in the Web 2.0 (Blogging, YouTubing) pushes away the fact, that the user pays for this all. So he does nothing else than using a service as he is producing himself in Second Life. Therefore the Super-Factory operates with a phantasma which is quite often utilized in the scene talking about Informal Economy.

### Altive Econ

Promises of an Informal Economy or an Alternative Economy in opposition to the capitalistic way of production came with early anarchists (e.g. Pierre Joseph Proudhon) and had a revival in the 1990s in the left wing of the New Economy. It is a non ending discussion, so we can make a line here, listing some labels which stand close to this Altive Econ: Creative Commons (which are in fact Anti-Commons), CCC (Chaos Computer Club, which I call the Corrective Computer Club, a german anti-business association), Umsonstladen ("Free Goods Shop" where you can not buy a thing because the goods - old books for example - are nothing worth than use value), GPL-Society (the I-am-so-free-Scene linked to the high-business of Linux), Cultural Flatrate (a german model for a new culture tax to help non-efficient artists), Collaboration of the Coyote (the totally nomadic freelancer subject), attac (let's fight Hedge Fonds together, Mr. President). All those movements have in common the idea of changing the system of exploitation today and without violence.

The right wing technocrats of the US came out with one author in the late 1960s and again in the 1980s, who claimed an upcoming new kind of citizen very close to this reform: The Prosumer.

### The Prosumer

Alvin Toffler told of democratic capitalism and the perforation of the borders between consumer and producer. The Prosumer was about to do both: the work and the consuming at the same time. This would increase the power of the masses to get what they really want. Sure, industry can not produce without knowing what is needed, but the industry as we know it must produce more than is needed to overcome competitors and people must not steal it (the last argument is the reason for copyrights). Ironically Toffler was right from the start, because the one who produces a mass product is the one who is expropriated from his product and has to buy it as a ware. So he or she is the one who sets up this thing called commodity and has to consume as he or she pays for it. This is in short the idiotic cycle of the reproduction of the capital.

### Bricolage & DIY

One model is a sort of short run solution of this whole complex, to find out what is going on in political economy. It is the "bricolage" (Claude Lévi-Strauss), which is simply "making things with things", also know as DIY (Do it Yourself). You start to produce your own products besides the market and see what will happen. As a matter of

fact this is not just a sexy option, but the normal day life in any case. It is also called the reproduction of the subject. But even this basic reproduction can become a domain of the rules of capital.

#### Example Mini-FM Radio Transmitters

Our example for this is the tradition of making radio. This medium has now about 100 years of history of doing things with things, which are - especially in germany - prohibited by the state. The state is the frame for capital itself. It is still not allowed in most civilized countries to make up your own radio station, as long as you don't pay for it. This is rooted in the dialectics of the good (as article of commerce) and the use.

#### Production of Consumption

Quote:

"The object of art—like every other product—creates a public which is sensitive to art and enjoys beauty. Production thus not only creates an object for the subject, but also a subject for the object. Thus production produces consumption (1) by creating the material for it; (2) by determining the manner of consumption; and (3) by creating the products, initially posited by it as objects, in the form of a need felt by the consumer. It thus produces the object of consumption, the manner of consumption and the motive of consumption. Consumption likewise produces the producer's inclination by beckoning to him as an aim-determining need." ([http://www.marxists.org/archive/marx/works/download/Marx\\_Grundrisse.pdf](http://www.marxists.org/archive/marx/works/download/Marx_Grundrisse.pdf))

So that is why we can say

"The problem is NOT copyright or licences, stupid! It's production."  
(Anonymus)

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diplaced dilemmas ...

... are everywhere, at a place where you can not stay

the underground, the interzone or even at home ...

inbetween public and private. out?

displaced dilemma is not about sound, it is about producing!

the sound is just material of random re-sources.

displaced dilemma designs and develops an architecture of filesharing,

interaction, remix and cutup for users to plug in/out.

displaced dilemma realizes and performs plug-in-parties, plug-in-concerts,

mix2headphones, web-streams, mini-fm radio transmissions, ripsale

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