

ART  
LIBERALISM  
DISINFORMATION  
&  
*CULTURE WARS*

A DESCRIPTION OF OLD & POSSIBLE INTER-RELATIONS

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THE PHILIPPINE  
NATION WAS  
FOUNDED ON A  
WORK OF ART

RIZAL'S *NOLI ME TANGERE* WAS  
AN EXTRAORDINARY ACT OF  
IMAGINATION & WILL

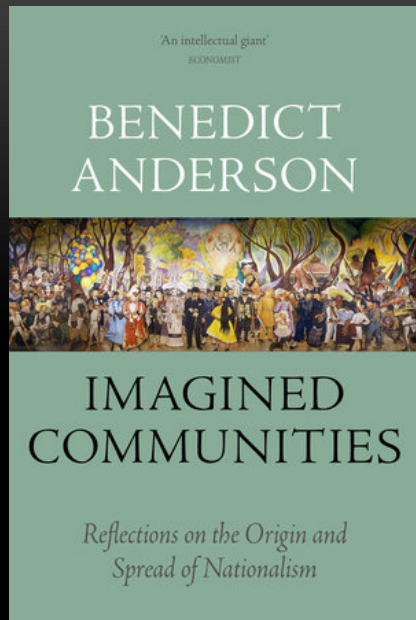
Citation: *Imagined Communities* by Benedict Anderson, Verso, 1983





JOSE RIZAL'S NOVEL(S)  
PIVOTED LAS ISLAS  
FILIPINAS INTO THE FIRST  
REPUBLIC IN ASIA, NOT  
BECAUSE RIZAL WAS A  
GOOD PROPAGANDIST, BUT  
BECAUSE HE WAS A  
COMPELLING WRITER.





NATION

AN IMAGINED POLITICAL COMMUNITY

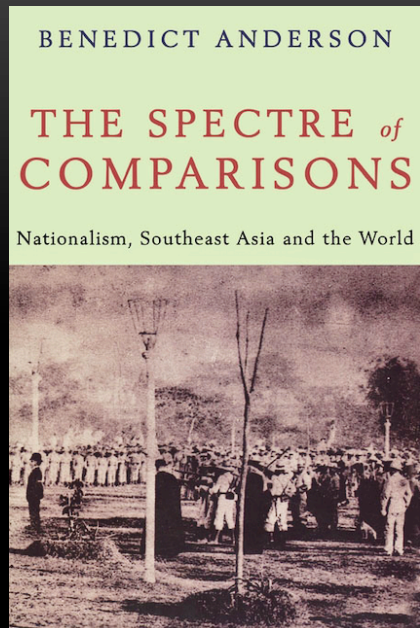
A MODERN CONCEPT

ORIGINATING IN THE AMERICAS

INAUGURATED BY PRINT CAPITALISM

SOVEREIGN AND LIMITED GEOGRAPHY





## RIZAL'S PHRASE

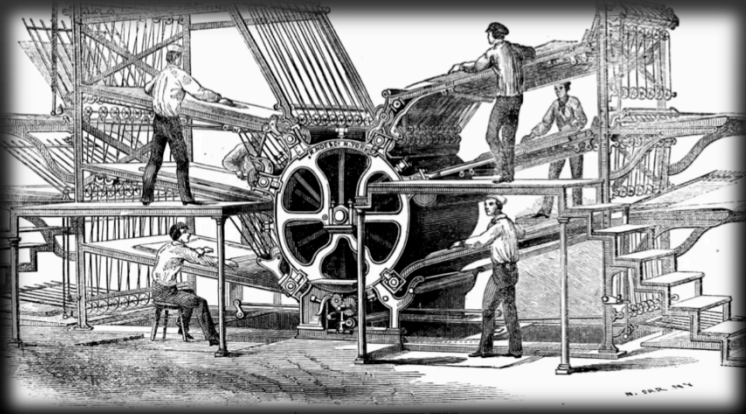
*“EL DEMONYO DE LOS  
COMPARACIONES”*

## COMPARISON & COSMOPOLITANISM

“The double-consciousness which made it impossible ever after to experience, say, Berlin, without experiencing Manila, and vice-versa”

the origin of nationalism.





PRINT CAPITALISM  
AND THE EMERGENCE OF

**NATION**  
IN THE 18<sup>TH</sup> CENTURY

THE AGE OF  
SURVEILLANCE  
CAPITALISM

THE FIGHT FOR A  
HUMAN FUTURE  
AT THE NEW  
FRONTIER OF POWER

SHOSHANA  
ZUBOFF

SURVEILLANCE  
CAPITALISM

& ITS REDUCTION OF  
HUMAN BEINGS INTO RAW  
MATERIAL FOR HARVESTING



## IN “SURVEILLANCE CAPITALISM,” SOSHANA ZUBOFF, 2019

1. A new economic order that claims human experience as free raw material for hidden commercial practices of extraction, prediction, and sales; 2. A parasitic economic logic in which the production of goods and services is subordinated to a new global architecture of behavioral modification; 3. A rogue mutation of capitalism marked by concentrations of wealth, knowledge, and power unprecedented in human history; 4. The foundational framework of a surveillance economy; 5. As significant a threat to human nature in the twenty-first century as industrial capitalism was to the natural world in the nineteenth and twentieth; 6. The origin of a new instrumentarian power that asserts dominance over society and presents startling challenges to market democracy; 7. A movement that aims to impose a new collective order based on total certainty; 8. An expropriation of critical human rights that is best understood as a coup from above: an overthrow of the people's sovereignty.

“YOU ARE THE OBJECT OF A SECRET EXTRACTION OPERATION!”



THIS IS THE CULTURE IN WHICH WE EXIST.

SURVEILLANCE CAPITALISM IS THE  
ECONOMIC INFRASTRUCTURE THAT  
MADE POSSIBLE, AND IS SUSTAINING, THE  
SUCCESS OF MISINFORMATION/  
DISINFORMATION CAMPAIGNS THAT  
BENEFIT ILLIBERAL, DESPOTIC RULERS.



THIS IS THE CULTURE IN WHICH WE EXIST.

DISINFORMATION / MISINFORMATION  
CAMPAIGNS MICROTARGET SPECIFIC  
POPULATIONS. (ISIS MICROTARGETED  
ALIENATED TEENAGERS). THESE CAMPAIGNS  
THEREFORE DEPEND ON PRE-HARVESTED  
DIGITAL FOOTPRINTS OF UNKNOWING  
PEOPLE. MANY OF THE TROLLS WERE  
RECRUITED FROM THE ALIENATED SUB-  
CULTURES. THE ECONOMICS & THE  
VIRULENCE ARE INTERTWINED IN  
THE INFORMATION ECOSYSTEM.



INSTRUMENTALIZING ART -- FOR ANYTHING --  
REDUCES, DRAINS ITS POWER.

ART IS ONE ASPECT OF CULTURE. IT IS NOT  
NECESSARILY THE MOST POWERFUL PART OF  
CULTURE.

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ART MAKING IS FUNDAMENTALLY  
DIFFERENT FROM MASS MEDIA  
CONTENT CREATION FOR CAMPAIGNS.

ART & COMMS STRATEGIES CAN ALIGN  
BUT ART IS BEST WHEN INDEPENDENT  
FROM “MESSAGE DISCIPLINE”

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THE STRONGER FOCUS

THE CO-CREATION  
BETWEEN ARTISTS AND LIBERAL POLITICIANS  
OF A  
LIBERAL DEMOCRATIC CULTURE  
FOR THE 21<sup>ST</sup> CENTURY



BECAUSE SURVEILLANCE  
CAPITALISM IS CAPITALISM,  
ASTRONOMICAL CAPITAL  
CHANGED ALL RULES. **BUT**  
CULTURAL CAPITAL IS BY NO  
MEANS EXHAUSTED.

RECO: INVENTORY OF  
CULTURAL CAPITAL  
with thorough coordinative action

BECAUSE SURVEILLANCE  
CAPITALISM IS  
TRANSNATIONAL, RESISTANCE  
HAS TO CROSS NATIONAL  
BOUNDARIES.

RECO: CREATING A STRONG  
FOREIGN RELATIONS TEAM  
with both covert and above-ground  
operation through global networks



BECAUSE SURVEILLANCE  
CAPITALISM PRODUCES A VAST  
ZOMBIE CULTURE, WAKING UP  
THE UNDEAD WILL TAKE  
MORE THAN DIATRIBE.

RECO: A CULTURAL STUDY  
TEAM OF EXPERTS  
working with the Party Institute

BECAUSE SUPERVEILLANCE  
CAPITALISM DESTROYS ANY  
ETHICAL REGIME, AN  
UPDATED, LIBERAL  
DEMOCRATIC CULTURE MUST  
BE SYSTEMATICALLY  
FOSTERED

RECO: WORKING WITH THE  
CREATIVE INDUSTRIES  
with regional and global reach



MAKING AN INVENTORY OF CULTURAL CAPITAL  
CREATING A STRONG FOREIGN RELATIONS TEAMS  
CONVENING A CULTURAL STUDY TEAM OF EXPERTS  
WORKING WITH THE CREATIVE INDUSTRIES

IMAGINATION & WILL  
TO OPERATE ALL THESE ONLINE  
BUT IF NECESSARY, COVERTLY



**ART**  
**EMBODYING LIBERAL VALUES**

that is pitched globally  
and becomes a Filipino brand

**ART**  
**THAT IS COLLECTIVELY MADE**  
by trained artists with non-artists,  
inspired by a shared aspiration or  
a compelling political idea



**CULTURAL ACTION**  
that inspires allegiance  
to liberal democratic  
values and approaches

**CULTURAL ACTION**  
that buttresses power  
from below



YOU COULD SAY THAT EVERYTHING  
IS ALREADY BEING DONE.

INSTITUTIONALIZED PEOPLE POWER AT LGU LEVEL, A  
ROBUST CIVIL SOCIETY, DEFENSE OF FREEDOM OF  
EXPRESSION, HUMAN RIGHTS ADVOCACY, ETC/

WHAT IS MISSING?

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WHAT IS MISSING?

GREATER CRITICALITY & TOUGH THINKING

REQUIRED BY LIBERALISM

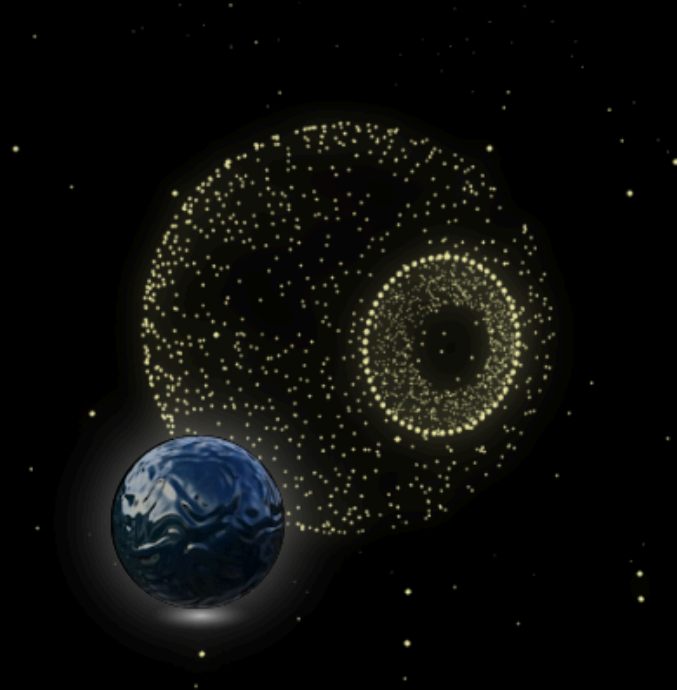
THAT ARE THE MOST PRECIOUS SHARED VALUES  
BETWEEN ARTISTS AND LIBERALS

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# About 21AM

I am 21AM, a museum alive in three spaces: in cyberspace; in all spaces (hence in no center); and within the Accession Record System (ARS) of the collection of the Cultural Center of the Philippines. I live digitally, therefore, and am not set or inserted to one place, building, or city—notwithstanding 21AM as a facility of the Center. I was established to follow the Filipino public, who are leading immersives in online media in the world. This museum has its pulse on artworks flying with developments in digital technology, critical of its evolving character, and prepared for violent contests in cyberspace—



About 21AM













ABOUT THE TRUTH

CURATORS, CRITICS, ARTISTS, AND CULTURAL WORKERS  
SHOULD BE NATURAL ALLIES  
OF LIBERAL DEMOCRACY

ACCURACY & INFORMED SYNTHESIS  
WERE ALWAYS THE IDEALS OF WORK  
IN THE POLITICS OF MEMORY



ACCURACY & INFORMED SYNTHESIS

HENCE

INSTEAD OF BEING HARNESSSED TO CAMPAIGNS,

THE ART & CULTURE FIELD CAN PROVIDE ANALYSIS,

GIVE INSIGHTS INTO SHIFTS IN IMAGINATION, AND

HACK OR HIJACK SURVEILLANCE CAPITALISM

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## ACCURACY & INFORMED SYNTHESIS

SHOULD UNDERSTAND THE PAIN PRODUCED BY THE FAILURE OF THE PROMISE OF LIBERALISM AND DEMOCRACY TO TOO MANY, AND THE COMPLICITY OF TOO MANY IN THE PRODUCTION OF THESE FAILURES.

SHOULD UNDERSTAND THE COMPELLING CHARACTER OF MYTH AS CONVEYOR OF TRUTHS FELT BY MANY TO BE DEEPER THAN AN ACCOUNTING OF FACTS AND RATIONAL ANALYSES

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