

New Deleuzian Realities: the Deterritorialized Design of Science, Economics, and Philosophy

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An examination of contemporary life, characterized by the accelerating pace of technological and scientific advancement together with the emergence of the multi-currency reputation and attention economy and the need for new philosophies to help in understanding these shifts, might on the surface suggest the deepening rather than receding presence of control societies. However, a stronger claim can be made that an absolute deterritorialization is occurring such that a new form of society is in the process of being designed and defined. The new form of society has elements of control societies, but it is the action-taking by the constituent agents that makes it different, that designs a post-control society by democratically shifting the locus of production to the unit of the individual in a body-without-organs expression of greater levels of agency, liberty, and volition. Deterritorialization is manifest at each of the three Deleuzian-delineated tiers and their intersections: quantitative (science), qualitative (art, economics), and conceptual (philosophy). In science and technology there is a proliferation in fields, objects, uses, and creators; redesigning the medium through individual pre-personal singularities into one of highly-individual tinkering, exploration, appropriation, customization, and value creation. Value creation also extends to the qualitative tier of art, social design, and economics. Economics 2.0, the attention economy, can be seen as a design endeavor where the application of market principles is a potential tool for pushing late-stage Marxist capitalism into the post-labor, post-scarcity economy of the future. New philosophies are also emerging which extend ancient philosophy, theology, and existentialism into the epistemology and metaphysics of the near-future, obsoleting and re-envisioning concepts like language, the self, and subject-object differences. The nuance in the argument is that not only is deterritorialization manifest in current scientific, economic, and philosophical transitions, but further, signals for identifying and counteracting any potential disempowering reterritorializations are also present.