

# ANTIMASS

## PART 2 ?

How to critique the past but continue the struggle? How to integrate established ideas but make something new, relevant for today? Anti Mass is a theory of human organization, based fundamentally on the concept of the collective – a small group with an applied analysis. In history to date, this has meant many things: from militant communist cells bent on governmental overthrow to a group of friends deciding to learn to grow onions and carrots together. 'The Revolution' is not a concept that we currently find particularly useful, though we would still like to think there is space for radical change in the world. Pulling off a useful collective garden is pretty good, as is having a working critique of society. Actually having some kind of fundamental effect on our relationships with each other is better. This is not a world where old analyses are really going to get us very far, but thinking about how we come together is a good place to start, or begin again.

The notion of the Anti Mass, for us at least, is that people can come together not as numbers in a crowd but as individuals working together. The idea is simply to function as a network, not as an advertising agency or as a slave to the hip trends of the moment. Our activities themselves should be rewarding in spite of their judgment in the popularity contest of the media disaster, and ideas should be tested and lived rather than put on a pedestal. We can exist together as a group, in a space, or in the world, and we do it in a way that is different from the normal structures of mass society. To some this will be basic, to other's inspiring. Either way, this is what it is to be Anti Mass.

These days, it seems everyone is starting a small business. There really is no call to critique this in and of itself. However, we must note that the basic notion of business is the profit motive: to make money within a particularly identified market. The notion of the collective provides an alternative frame or starting point for analyzing this interaction. The basic function of a collective is simply to use resource and opportunities to achieve some goal, which is to say that activity is valued over commerce and not the other way around. In essence we might the model of business is to provide a service/product as a means to an end: profit. This counter to this is the idea of activity being its *own* end. This is the way of the collective, and also possibly of other types of formations. We are not even saying the profit motive is out of the picture, it's just not the motivation for the painting.

When we say Anti Mass we simply mean that we choose to continue this thread of valuing teamwork and like mind over economics and success as a spectacle. Clearly we are not alone in this as there are many in all walks of life similarly living their theory and honing their practice. Whether the mass or anti mass approach is more 'effective' is not an object of discussion. Whether you are talking about Mao or Monsanto, 9/11 or Dick Cheney, it's pretty obvious that mass politics are certainly effective at creating horrible situations. The point is to make a break with this, to make better ideas, as many times as we can, for as far as we can get...