

The evanescence of freedom in the industrial age

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There was a King who was not pleased that his son, after leaving the controlled streets, would drive across the country to build his opinion on the world; So he gave him horse and cart.

'Now you no longer need to go on foot,' were his words.

'Now you no longer allowed to use it,' was their meaning.

'Now you can do it no more', whose effect. "

"Kindergeschichten", Guenther Anders

In August 2013, I visited a Zoo for the first time.

In a certain sense the conditions of the environment were almost ideal.

Each space was stocked with food, specialized devices were maintaining humidity and temperature according to the animals' needs, structures were designed to provide a certain comfort.

It seemed to be enough for those animals born there having no perception of what could be missing.

What afterwards came to my mind was the analogy between their deceived existence in this artificial paradise and the human one in the industrialized world under a global capitalistic system. Replenished everyday by its products beyond individual control.

Through my work, I intend to engage the viewer to reflect on the illusion of freedom in western society. Overwhelmed by the availability of all the goods we can desire, it became difficult for us to be aware of the macroeconomic process that shapes today's production.

In the images I captured the animal surrendering to the cage symbolizes the individual put into the chains of which the age of technique and global economy has made him dependent on.

In 1800 Karl Marx said that the majority of humanity had nothing to lose except one's chains, but today without these chains we can hardly survive.

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Sources

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Guenther Anders, *Die Antiquiertheit des Menschen* (1956)

Karl Marx, *Das Manifest der Kommunistische Partei* (1848)