

## What is a Pre-Industrial Modern? The Gawkin Must be Made!

*What is a Pre-Industrial Modern?* Well, well, well, well might you ask exactly just-such-a-question, for it is not as straight forward as it might at first appear (indeed, it is a very *queer*, a very *wonky* thing). For certainly – and this is our understanding [All: this is our understanding] - there are *apparent* so-called pre-industrial moderns that are little more than impostors, fakes, shadows of the Spectacle, more of the same...we are talking about those despicable commodities clothed in the new. We spit on them. [All spit.]

Yes, the *cog-ni-zing* of the pre-industrial modern is a mysterious Gawkin thing. But you will know it by these four signs:

1. It has nothing whatsoever to say about the *what is*. [All: nothing to say about the what is!]
2. It appears as if it is from the past, but a past un-actualised in the typical course of events as they – according to custom - progress (that is, history). [All: Yes that is History.]
3. There is no doubt that it is 'of' the future...but what future is this? Certainly, it is not that future projected by your ad-men and telly-visions. It is a future that arises from a certain restlessness...it is a 'few-turze' that operates at an oblique line to the so-called 'present'. And if you think you know what we are saying – then you are very much mis-tarr-ken! [All: Very much mis-tarr-ken]
4. There is an outside, a depth, a beyond...that is so much further away than any of your so-called 'outsides'. There you will see a certain stillness, coupled with the raging fire that all who have seen recognise as the *burn-ee-ing* of the what is (and as those who know know; it burns so very brightly!!). And then we will cry out, if indeed we feel it *aprrro-pee-ate* [All: yes *aprrro-pee-ate*]. We will cry out 'Hurrah, at last, something different...!' [All: At last, something different...!]

There are still more dangers. You might see the pre-industrial modern, but then, not understand what it is that you have seen (after all, as we have said MANY times before: there is NOTHING to understand!). [All: 'There is not, nor has there ever been, anything to understand!'] You might understand, but fail to act accordingly (and by this, we do not mean 'fidelity'. Oh no, *fee-del-leetee* is for those cummodified subjectivities that need a master, *fee-de-leetee* is for the mouse looking for the cheese, *fee-del-leetee* is for a Party - as they say – for the *artistes* (yes, my friends, for the *avunts-gardenerists*!) – as they say - looking for a life, for the scientists looking for A-life...etcetera, etcetera and ad infinitum). What is it to act accordingly? It is to name that thing that thing that thing that thing whose arrival announces the very actuality of the something very different indeed, that is to say the aforementioned thing that will be named, something very bes-parr-ken indeed...Oh yes, my friends and spectators, me *pee-pol*...we are at the RIGHT place, in the RIGHT time... [All: Yes, we are at the RIGHT place, in the RIGHT time...]

...and so, I say to you, lets get on with the business of the day, for without further to do to do to do: THE GAWKIN MUST BE MADE!