

# The Virtual Factory

A new kind of factory was birthed by the technological development of capitalist society, the virtual factory, subset of the social factory, a factory without walls and billions of uncounscious cyber-proletarians, producing commodified social value in it, the perfect capitalist production, where the proletariat voluntarily produce value for the cyber-capitalists owning the the virtual factory.

Of course this value is one that is fictitious and real only for the capitalists, despite our modernity, a modern re-lecture of Marx would give us an insight that the virtual factory was already there, if you read between the lines of *The Capital*, the virtual factory is already predicted, it is a logical development in a techno-capitalist society ; before proletarians were only alienated from their labor, now they are alienated from their own social life that has been commodified in the virtual factory, but of course as Debord tells us « The spectacle is not a collection of images, but a social relation among people, mediated by images. » Thus the virtual factory can be understood as an accumulation of commodified social relations mediated by images in a new form of production of capitalist value.

This is the perfect capitalist production because it necessitates no physical ressource production, effectively creating a circle economy that only feed itself, without producing anything real, and the techno-proletarians do not require wages or material, they already possess the material in the form of social interactions, the techno-proletarian now even define his identity with the commodity, the commodity now define his identity within the frame of spectacle, « I appear therefore i am » says Debord, this could not be more true in the virtual factory where appearing is the only goal, over being, any authenticity, authenticity is defined by the models of identification, in the virtual factory, the individual will be satisfied more if he can match perfectly these models and becomes himself a model of identification, an agent of spectacle.

The virtual factory will only grow to occupy most of modern production if the present conditions persist, with the automation, this virtual factory will become the main source labor value production , a factory without walls and laborers who produce value indefinitely with only a subtle cohesion done through models of identification, inciting voluntary servitude to commodity and Capital, while the disciple of Lenin, Stalin and Mao would probably want to make the virtual factory « socialist », in the hand of the « workers state », because they are left-wing of Capital, on the other hand we want to tear it down, now must not only abolish labor but also virtual labor, for that, traditional methods of anti-capitalists struggle are useless, we must take direct action to create a counter-spectacle to take down the virtual factory, create situations to pull the cyber-proletarian away from seat of spectator until we reach the revolutionary situation