

musk

musca \ muscus \ mus

s. maynard

5 Ways to Disrupt an Industry Like Elon Musk – 100 Female ...

<https://100femaleentrepreneurs.com/5-ways-to-disrupt-an-industry-like-elon-musk/> ▼

Tesla Founder Elon Musk Has 6 Crazy Ideas That Could Radically ...

<https://www.msn.com/.../tesla-founder-elon-musk-has-6-crazy-ideas-that-could-radical...> ▼

Oct 12, 2017 - Tesla Founder Elon Musk Has 6 Crazy Ideas That Could Radically Change Your Life.

Elon Musk Has Plans To Disrupt At Least Eight Established Industries

<https://insideevs.com/elon-musk-plans-disrupt-eight-established-industries/> ▼

Mar 17, 2018 - 8 COLOSSAL INDUSTRIES ELON MUSK PLANS TO TURN ... the company closer to

Disruption: Elon Musk's Biography • Book Review • Enhance

<https://enhancementertainment.com.au/blog/disruption-elon-musk-biography/> ▼

Nov 1, 2017 - Is Elon Musk the Ultimate Disruptor? A review of "Elon Musk: Tesla, SpaceX, and the

Elon Musk just launched an earthshaking new adventure (opinion ...

<https://edition.cnn.com/2018/02/06/opinions/elon-musk-has...a.../index.html> ▼

Feb 7, 2018 - Maybe it takes the go-for-broke entrepreneurship of Musk and his fellow privately

Elon Musk: Space-X, Tesla, and Being a Disruptor - CleanTechnica

<https://cleantechnica.com/2014/07/09/elon-musk-cnbc-interview-disruptor/> ▼

Jul 9, 2014 - Tech business whiz Elon Musk discusses his various ventures in a CNBC interview, and

CNBC's number 1 disruptor, Elon Musk - CNBC.com



<https://www.cnbc.com/.../cnbcs-number-1-disruptor-elon-musk.ht...> ▼

Jun 17, 2014

As this year's ultimate disruptor, Elon Musk, SpaceX & Tesla Motors CEO, discusses space travel, battery ...

How Elon Musk and other pioneers are shaking up the construction ...

<https://www.linkedin.com/.../how-elon-musk-other-pioneers-shaking-up-construction-...> ▼

Mar 2, 2017 - "Traffic is driving me nuts. Am going to build a tunnel boring machine and just start digging

Tesla Motors & SpaceX How Elon Musk is shaking up the automobile ...

<https://business-digest.eu/.../tesla-motors-spacex-how-elon-musk-is-shaking-up-the-aut...> ▼

Sep 26, 2016 - Automotive, energy, space travel and passenger transport are the many sectors Elon

Elon Musk and SpaceX's Craziest Ideas | Digital Trends

<https://www.digitaltrends.com/cool-tech/elon-musk-spacex-craziest-ideas/> ▼

Feb 9, 2018 - 1 of 6. elon musk spacex craziest ideas musk credit mark brake getty ... Always one for

Elon Musk is a Man of textual superabundance. Daily, the news of Musk (which is to say, the news of Tesla, Grimes, Silicon Valley, life on Mars, the world's sexiest CEOs, time management strategies, Adelaide's power crisis, and male virility) enters a realm of hyper-proliferation. As a figure, Musk is both discursively produced and discursively productive: he is deeply embedded in contemporary web-based writing practices, endlessly circulated, reproduced and updated; and, as someone with considerable economic, industrial and intellectual capital, he is actively 'writing' our presents and future trajectories. We are as much *his* texts, as he is *ours*.

Fundamentally, Musk is *infrastructural*: a man of tunnels, cars, batteries, energy grids, high-speed trains, giga-factories, wires, and inter-planetary transport. Dominant discourses on Musk typically represent him positively, as a productive 'glitch' in contemporary infrastructural systems: a shaker and mover with a sensitivity for our common social and environmental lives.

The textual and visual ephemera of Elon Musk is scattered widely. If, as poet Chris Alexander suggests, online communicative spaces are driven by an 'economy of attention',² then Musk holds a substantial monopoly on the contemporary gaze. What does it mean to attend to the Mobius-like relationship between Musk and discourse without capitulating to his reinforcement and reinstatement? Can Musk be reoriented – rendered legible in new, non-reproductive formations?

¹ Google search results. (2018) 'Elon Musk disruptive innovator', *Google search*. Available at: <https://www.google.com.au/search?q=elon+musk+disruptive+innovator&oeq=musk+disruptive&aq=chrome.1.69i57j0.7861j0j4&sourceid=chrome&ie=UTF-8>

² Alexander, C. (2013) 'How it works I: Technical supports: Featuring Chris Alexander', *Jacket2*. Available at: <https://jacket2.org/commentary/how-it-works-i-technical-supports>.

← **Elon Musk Quotes** →

“I'm interested in things that change the world or that affect the future and wondrous, new technology where you see it, and you're like, 'Wow, how did that even happen? How is that possible?'”

Elon Musk

f t ❤️ +

³ Musk, E. (n.d.) 'I'm interested in things', *Brainy Quote*. Available at: <https://www.liebertpub.com/doi/pdf/10.1089/space.2017.29009.emu>.

Rachel Blau DuPlessis advocates for critical reading strategies of 'social philology', which attend to the dialectic between intimate textual traces, and the historical, ideological, social and subject positions embedded within the terrain of discourse.⁴ 'Social philology', as DuPlessis describes it, goes beyond viewing texts as containers of social information, and attempts to chart the dynamic ways in which language and words interact and interrelate, often sharing complex histories.⁵ As a mode of analysis it "[rides] those waves and pulses of dialectical flux."⁶ After DuPlessis, this piece is an exploration into the discursive production of Musk driven by reading practices that oscillate between mediatic spaces, our historical present, and the etymology of the word 'musk' itself.

While commonly referred to as a scent of cologne, the word 'musk' ostensibly originates from (at least) three languages: the Sanskrit word *muska*, meaning testicle; the Latin word *muscus*, meaning moss; and, the Old English *mus*, meaning mouse. I'll begin at the intimate bodily level, with *musk* as scrotum, scent, pheromone, and a trace of masculinity; then widen my lens to *moss*, attending to ecologies of earthly entanglement; until finally exploring the macro interplanetary level with *mouse*, the rodents that Musk sent to space.

⁴ DuPlessis, R. B. (2001) *Genders, Races, and Religious Cultures in Modern American Poetry, 1908-1934* Cambridge: Cambridge University Press, p. 8.

⁵ DuPlessis, R. B. (2012) 'Social Texts and Poetic Texts: Poetry and Cultural Studies', *The Oxford Handbook of Modern and Contemporary American Poetry*. Available at: <http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780195398779.001.0001/oxfordhb-9780195398779-e-2>.

⁶ *ibid*.

Pheromone Musk Eau de Parfum 1.7 oz - Amazon.com

<https://www.amazon.com/Pheromone-Musk-Eau-Parfum-1-7/dp/B000931VOC> ▼

★★★★★ Rating: 4.5 - 13 reviews

About the product

- Silky and creamy, Pheromone Musk Liquid Silk Powder is long-lasting, soft and sensual.
- Marilyn Miglin Pheromone Musk ~ The Musk version of the Pheromone Fragrance!!
- 6.7 fl oz factory sealed Bottle

Not one for the office and definitely not for everyone. This is musk at its sexiest – more slept in sheets than clean linen.

- Eau de parfum, 50ml, £110. Available to buy online from libertylondon.com.

Scent of Eros Pheromones With Musk Fragrance - For Men To Attract Women

Scent of Eros by James Vaughn Kohl



2 customer reviews

Home / Beauty / Fragrances / Fragrances - Womens



Orient Musk Perfume Spray 10ml

Product ID: 87210

\$2.99

QTY
1



About the product

- The Scent of Eros for Men contains a powerful pheromone mixture with a great musk fragrance that's sure to get you noticed. Studies suggest that pheromones help increase flirtatious behavior in women and increases their self-reported level of attraction to the man wearing it.

⁷ Chemist Warehouse Australia. (2018) 'Musk'. Available at: <https://www.chemistwarehouse.com.au/search/go?w=musk>.

⁸ Johnston, R. (2016) *What is musk?*: GQ Magazine. Available at: <http://www.gq-magazine.co.uk/article/best-mens-musk-fragrances-guide>.

Popular understandings of musk as a fragrance emerge from the Sanskrit word *muska*, which means *testicle* or *scrotum*: the base material for musk colognes was a secretion obtained from a gland located behind the musk deer's penis.

Around the 6th Century, when musk began to be incorporated into perfumes, it acquired a reputation as an aphrodisiac. Today, 'muskiness' is often conflated with biologically-essentialist conceptions of maleness and desire; citing close resemblances to the smell of testosterone, evolutionary psychologists argue that musk attracts "those of the opposite sex."¹⁰ Today, musk oil is sold on the black market as an aphrodisiac, while synthetic musk is incorporated into perfumes as a sex pheromone.¹¹

So, we might read Musk as a trace or index of masculinity.

⁹ Kohl, J. (2018) 'Scent of Eros Pheromones With Musk Fragrance', *Amazon*. Available at: <https://www.amazon.com/Scent-Eros-Pheromones-MuskFragrance/dp/B00J8ZJ2CK>.

¹⁰ Gavris, I., Bodoki, E., Verite, P. and Oprean, R. (2015) 'Analysis of perfumes with synthetic human pheromones by gas chromatography-mass spectrometry', *Farmacia*, 64(5), p. 763-796. Available at: http://www.revistafarmacia.ro/201505/art-22-Gavris_Ede_Bodoki_Oprean_760-764.pdf.

¹¹ Johnston, R. (2016) *What is musk?*: GQ Magazine. Available at: <http://www.gq-magazine.co.uk/article/best-mens-musk-fragrances-guide>.



Elon Musk

Moscow, Russia



Elon Musk

New Boston, Michigan
Tra Vinh



TayDon Elon Musk

Pyongyang, Korea



Elon Musk



Elon Musk



Elon Musk

Dota 2
Manila, Philippines

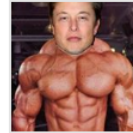


Elon Musk

Bac Giang



Elon Can Musk



Elon Muskles



Elon James Musk

Graña y Montero
Huánuco



Elon Baikus Musk

No trabajo soy el principe de mi
Maracay, Aragua



Elon Musk (Normal Man)

Student
Sivagangai, India



Elongated Muskrat

YouTube
Walla Walla, Washington



Tỷ Phú ElonMusk

Hanoi, Vietnam

There are hundreds of men with Facebook names imitating or varying 'Elon Musk': some masquerade as Musk's private account; others write status updates in speculative modes, as if Mars has been colonised; most are sharing their lives under the guise of his name, posting photos with girlfriends, of sunsets, new computers, eating pizza in muscle-singlets, cleaning rifles, running marathons in Nikes, and voting Republican. Some seem bored and are watching football; others are writing code and sharing far-right memes. The repetitious list of these Facebook profiles is instructive in illustrating the ways in which Musk and his vernaculars of techno-masculinity are habitually taken up, reproduced and updated, eventually becoming naturalised forms of embodied subjectivity.

¹² Facebook profile search results. (2018) 'Elon Musk'. Available at:
<https://www.facebook.com/search/people?q=elon%20musk>



Elon Musk > Children

Nevada Alexander Musk
Son

Xavier Musk
Son

Griffin Musk
Son

Kai Musk
Son

Saxon Musk
Son

Damian Musk
Son



At the turn of the century, researcher Mariame Cooper identified the emergence of “a new masculinity for the new economy” in the techno-capitalist workplaces of Silicon Valley.¹⁴ Rather than simply referring to the quantifiably male-dominated workplaces of the tech industry, this gendered subjectivity emerges from ‘nerd culture’, and valorises enactments of male virility according to the logics of labour under neoliberalism.¹⁵ Creativity, hyper-competitiveness, innovation, a socially and environmentally progressive patina, and an undying commitment to technology and market processes all form the ideological basis for this Musky-Masculinity™.

¹³ Schoeller, M. (2017) ‘Elon Musk’, *The Times*. Available at: <https://www.thetimes.co.uk/article/elon-musk-what-drives-the-billionaire-who-wants-to-save-the-planet-75g8l266g>.

¹⁴ Cooper, M. (2000) ‘Being the “Go-To Guy”: Fatherhood, Masculinity, and the Organization of Work in Silicon Valley’, *Qualitative Sociology*, 23(4), p. 381.

¹⁵ Ibid., p. 383.



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At the Gigafactory, we are building the future of manufacturing from the ground up, while also building an awesome team.

tesla.com

6:31 PM - 2 Jan 2018



Elon Musk [@elonmusk](#)

Follow

Come work at the biggest & most advanced factory on Earth! Located by a river near the beautiful Sierra Nevada mountains with wild horses roaming free.



Ed Byard [@oxfordteddy](#) · Apr 2

Replying to [@elonmusk](#) [@amir](#)

If you ever need someone to sweep the factory floor, as a proud Tesla owner, all you need to do is tweet me 😊

1 1 10



Wilson McMullan [@McmullanWilson](#) · Apr 4

Replying to [@elonmusk](#) [@amir](#)

This is why i never wanted to be rich too much responsibility. If you ever need anything from an average Joe hit me up, my ideas come pro bono and i am full of imagination. Just no follow through.

2

¹⁶ @Tesla. (2018) 'Join our Giga Factory team', *Twitter*. Available at: <https://twitter.com/tesla/status/948381391686742016?lang=en>

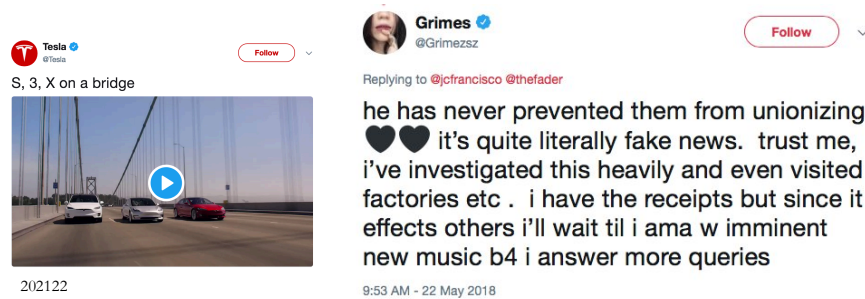
One's enactment of the Musky-Masculinity™ is measured according to total immersion in a "pressured affectsphere of entrepreneurial subjectivity"¹⁷: long-work hours, sleeping at the office, a near-total collapse of the work-life or labour-leisure divide, and outward displays of physical and verbal exhaustion operate as indexes of one's success. In an email, Musk berates an employee who missed a Tesla event to attend the birth of their child, stating, "That is no excuse. I am extremely disappointed. You need to figure out where your priorities are. We're changing the world and changing history, and you either commit or you don't."¹⁸ Another email: Musk fires someone for not having "done anything 'awesome' in recent memory."¹⁹ These textual artefacts – the aggressive employee dismissal emails – offer a micro window into contemporary states of precarity, and new vernaculars of labour and work.

¹⁷ Berlant, L. (2014) 'On Persistence', *Social Text*, 34(4), p. 34

¹⁸ Halpern, S. (2015) 'Elon Musk - The Man for Mars', *The New York Review of Books*. Available at: <http://www.nybooks.com/articles/2015/08/13/elon-musk-man-mars/>.

¹⁹ Ibid.

That is why I was so distraught when I read the recent blog post promoting the UAW, which does not share our mission and whose true allegiance is to the giant car companies, where the money they take from employees in dues is vastly more than they could ever make from Tesla.



Fun

As we get closer to being a profitable company, we will be able to afford more and more fun things. For example, as I mentioned at the last company talk, we are going to hold a really amazing party once Model 3 reaches volume production later this year. There will also be little things that come along like free frozen yogurt stands scattered around the factory and my personal favorite: a Tesla electric pod car roller coaster (with an optional loop the loop route, of course!) that will allow fast and fun travel throughout our Fremont campus, dipping in and out of the factory and connecting all the parking lots. It's going to get crazy good
Thanks again for all your effort and I look forward to working alongside you to create an amazing future!
Elon

²⁰ Musk, E., cited in O'Donovan, C. (2017) 'Elon Musk Slams Tesla Union Drive, Promises Workers Free Frozen Yogurt', *Buzzfeed News*. Available at: https://www.buzzfeed.com/carolineodonovan/musk-slams-union-drive-in-email-to-employees?utm_term=.ammMG4pYY#.crwopZmj


²¹ @Grimezs. (2018) 'he has never', *Twitter*. Available at: <https://twitter.com/Grimezs>

²² @Tesla. (2017) 'S, 3, X on a bridge', *Twitter*. Available at: <https://twitter.com/Tesla/status/891161090167459842>

This destructive merging of market logics and gendered subjectivity is made palatable by being obscured in a pervasive youthful playfulness.²³ The Musky-Masculinity™ blurs labour and leisure, transforming “the labor of producing a body into ‘fun’...where basketball games, impromptu parties, and music obscure extractive labor processes.”²⁴ What emerges is a form of contemporary masculinity textually expressed as a hyper-aggressive and weaponised hetero-playfulness. For example, Musk has ironically named his cars as ‘sexy models’ (the Tesla Model-S, Model-E, Model-X, Model-Y); sent emails intended to halt the unionising of Tesla promising ‘frozen yoghurt’, ‘a really big party’ and ‘a rollercoaster’; and, manufactured hobby flamethrowers, later renamed ‘Not-a-Flamethrower’ to bypass weapon postage laws.

²³ Cooper, op cit., p. 387.

²⁴ Moore, K. (2013) 'Fear and Fun: Science and Gender, Emotion and Embodiment Under Neoliberalism', *The Scholar & Feminist Online*, 11(1-2). Available at: <http://sfonline.barnard.edu/gender-justice-and-neoliberal-transformations/fear-and-fun-science-and-gender-emotion-and-embodiment-under-neoliberalism/>.

From nightmares and rockets by [Tesla_pike](#)
20 May 2018

Elon musk - Fandom

Creator Chose Not To Use Archive Warnings. [Elon Musk/Reader](#), [Elon Musk](#), [Tesla - Freeform](#), [SpaceX - Freeform](#), [Elon Musk - Freeform](#)

Elon Musk is one of the most important people of the world. He runs 3 companies and is known for his very strict behavior towards his employees.
The people who work for him either hate him or love him.
I love him... but more than I should...

can i tell u a lil secret ?

"these, are my toys." he gestures to an odd shaped one, it looks almost like a satellite.

i'm gonna go to space

My back hits the post of the bed. "E-Elon I....I"

.,,* o☆

His index finger places over my lips, he hushes me. "it's okay." he comforts.

"I Want you to have the best experience here at the Elon musk stadium"

Elon thinks it'll be soon

"w-wait" I panic, Im sweating and I begin to shake, he leans in closer, I can feel his breath on my neck. It's intoxicated with knowledge. He's the smartest man in the world.

"space" he whispers.

I can feel my groin ache, I let out a moan and arch my back.

"we are going to space"

He continues, and I Pant rapidly unable to control what he spiralled me into

"in a tesla"

I climax, my knees shaking and I buckle under pressure.

This hetero-playfulness is part of what we may understand as the pheromonal discharge of Musk – a seductive cologne that alters affective atmospheres of masculinity, and the arrangement of the body, work and desire. In the popular imagination, musk colognes are said to be forces that mediate hetero-desire, interpellating the ‘female’ subject into a biologically irresistible sexual relation with the very manly-masculine-testosterone-driven-man who wears it. Similarly, Elon Musk interpellates the subject into an affective relationship wherein the Boss and the Workplace, along with frozen yoghurt and rollercoasters, are constructed as the objects of desire. It’s like – *I desire* my boss, my manager is my *friend*, we collectively orgasm when we reach production – the erotics of being overworked. As political theorist Chris Taylor notes, under neoliberalism work is framed as a “source of immediate joy” within a process of “co-linearization”: the construal of the worker-employer relationship as one of mutually constitutive desire ultimately enables Capital to profit off of our capacity for affective survival.²⁷

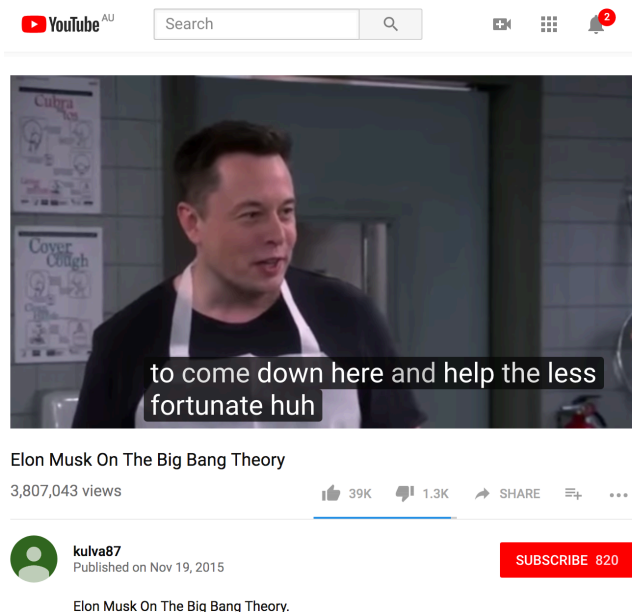
But, the aphrodisiacal quality of Musk goes beyond the promise of leisure-as-work. For society at large, he offers the desirable potential that the transition from dirty-capitalism to Green-Capitalism will be marked by the infrastructural sexiness of speedy Teslas and rocket ships, sleek underground tunnels, and the efficiency of privatised battery farms.

This brings us to our next phase in the etymology of ‘musk’: *moss*.

²⁵ Aquamint. (2018) ‘Build a rocket for Me?’, *Archive of our own*. Available at: <https://archiveofourown.org/works/14589921/chapters/33732816>

²⁶ Kaiotix. (2018) ‘Space, seduction, tesla’, *Archive of our own*. Available at: https://archiveofourown.org/works/13111437?view_adult=true

²⁷ Taylor, C. (2014) 'Plantation Neoliberalism', *The New Inquiry*. Available at: <https://thenewinquiry.com/plantation-neoliberalism/>.



²⁸ @ElonMusk. (2018), 'Turns out joking', *Twitter*. Available at: <https://twitter.com/elonmusk/status/978895114524352513>

²⁹ kulva87. (2015) 'Elon Musk On The Big Bang Theory', *Youtube*. Available at: <https://www.youtube.com/watch?v=KGR5HP3KSBk>

Mosses grow in an ecological 'boundary zone' between the atmosphere and the physical surface to which they are attached. With leaves only one cell thick, moss is highly sensitive to the weather, the atmosphere, and trans-species interactions between the plant, animal and human worlds. As organisms that emphasize "the networked, the relational and the ecological", mosses can be viewed as metonymic of the ecological entanglement of *all beings*.³⁰ Thus, attending to our 'mossy' networks necessitates an engagement with the ways in which Elon Musk's infrastructural developments are changing the present and future organisation of life.

Here, I want to explore the ways in which Musk – and the philanthrocapitalist ideologies he purports – is altering our relationship to climate crises. A term employed by Naomi Klein, 'philanthrocapitalism' refers to a billionaire-class who posit themselves as the problem solvers of crises that have been historically (un)settled through collective action, dismantling or the public sector.³¹ Driven to save humanity from the impending threat of climate change, these Worldwide Daddies (Musk, Gates, Branson) represent a form of corporate environmental paternalism, whereby the ultra rich 'generously' tackle some of our greatest crises using their loose change.

³⁰ Pitt, A. (2016) 'Moss. Thoughts on entanglement, representation and the material world', *Un Magazine*, 10(1). Available at: <http://unprojects.org.au/magazine/issues/issue-10-1/moss-web-only/>.

³¹ Klein, N (2017). cited in: Brooker, B. (2017) 'The Billionaire Class Won't Save Us.' *Overland*. Available at: <https://overland.org.au/2017/07/the-billionaire-class-wont-save-us/>.

I don't spend my time pontificating about high-concept things; I spend my time solving engineering and manufacturing problems.

Elon Musk

Engineering, About, Solving



Any product that needs a manual to work is broken.

Elon Musk

BrainyQuote

view quote

Any product that needs a manual to work is broken.

Elon Musk

Broken, Design, Needs



³² Brainy Quote (2018) 'Elon Musk Quotes. Available at: https://www.brainyquote.com/authors/elon_musk.

In a YouTube video *All-Time Top Elon Musk On Climate Change and Sustainability*, Musk declares, “I believe in the scientific method”, and argues for rationality and civility in the face of climate change, which is “neither a left nor a right issue”.³³ The solution to climate change, he tells us, is an expedited transition out of the fossil fuel era via non-disruptive technologies, and “revenue neutral carbon taxes”. Such proclamations are what Fredric Jameson might call ‘ideologemes’; masquerading as objective and rational fact, these tiny germs of language are symbolic “traces or anticipations of modes of production”.³⁴ Their betrayal of ideological positions drives us into semantic territories beyond intended meanings.

On exhibit here are Musk’s damaging reading and writing practices: an ahistorical and ideologically confused interpretation of the climate crisis that operates according to the logics of enclosure, and thus pathologically re-inflicts the violences of capitalist-realist discourse.³⁵ “The near mystical quest of energy ‘miracles’”, to return to Naomi Klein’s analysis, “taps into what may be our culture’s most intoxicating narrative: the belief that technology is going to save us from the effects of our action.”³⁶ The vernaculars of techno-capitalist ‘rationality’, human-led progress and extra-ideological pragmatics disseminated by Musk serves as a reminder that the utopian imaginaries emerging from Silicon Valley offer a fatal return to the historical conditions they are attempting to neutralise. Or, as one Tesla employee put it, “It’s like you died and went to auto-worker heaven...but everything feels like the future but us.”³⁷

³³ ScienceNET. (2016) ‘All Time Top Elon Musk On Climate Change and Sustainability’, Youtube. Available at: <https://www.youtube.com/watch?v=tMmAkz4xDpc&t=19s>

³⁴ Jameson, F. (1981) *On Interpretation: Literature as a Socially Symbolic Act*, New York: Cornell. Available at: <http://courses.wcupa.edu/fletcher/special/jameson.htm>.

³⁵ see: Fisher, M. (2009) *Capitalist Realism: Is there no alternative?* London: Zero Books.

³⁶ Klein, N. (2014) *This changes everything: capitalism vs the climate*. New York: Simon & Schuster, p. 255.

³⁷ Neiman, A. (2017) ‘A Pain in the Back’, *The New Inquiry*. Available at: <https://thenewinquiry.com/a-pain-in-the-back/>.



A Tesla just towed a Qantas Dreamliner

Business Insider Australia - 15 May 2018

It's also not the first time Qantas and Tesla have faced off – two years ago a Boeing 737 and Tesla Model S P90D raced over 3km from a ...

Tesla Model X electric vehicle tows Qantas Dreamliner jet

RenewEconomy - 15 May 2018

Here's A Tesla Towing A Qantas Dreamliner

Gizmodo Australia - 15 May 2018

Tesla Tests Power Of Model X By Towing A Qantas Dreamliner

Forbes - 17 May 2018

Watch a Tesla Model X tow a giant Qantas Airways Dreamliner for a ...

Fast Company - 15 May 2018



RenewEcono...



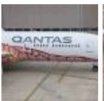
Gizmodo Aus...



Forbes



Fast Company



Electrek



CNNMoney

[View all](#)



Grimes
@Grimezsz

Following

Replying to @cocteau_twinks @jcfrederico @thefader

i can respect a capitalist when they throw the phuck down on creating cheaper safer public transit, taking humans 2 space, movin the world into clean energy, fightin for ubi etc. humans w differing views on economics often hang out 🧠🌸

5:13 PM - 21 May 2018

10 Retweets 39 Likes



20



10



39



³⁸ @Grimezsz. (2018) 'i can respect a capitalist', *Twitter*. Available at:

<https://twitter.com/Grimezsz>.

³⁹ Google News. (2018) 'Tesla Qantas'. Available

at: <https://www.google.com.au/search?q=elon+musk+disruptive+innovator&oq=musk+disruptive&aqs=chrome.1.69i57j0.7861j0j4&sourceid=chrome&ie=UTF-8>

From his denial of workers' rights, to drilling of underground car tunnels to alleviate traffic congestion, and the inaccessible price tag of a Tesla (starting at \$100,000), evidently Musk offers no disruption to late-capitalism, but a simple updating of its terms and conditions. In the meantime, the distractive desirability of his technologies is having a damaging impact on the here-and-now, propelling us further from meaningful action, and thus deeper into environmental crisis.

However, for all of his unregulated techno-optimistic rhetoric about effectively tackling climate change, Elon Musk expends an enormous amount of time stressing the inevitable mass-extinction of life on Earth. He is widely quoted as believing there will "likely to be another dark-ages", and that "a Mars base could regenerate life back here on Earth."⁴⁰ This brings us to the final chapter in the index of 'musk': *mouse*.

⁴⁰ Stolton, S. (2018) 'Elon Musk's dream ideas', *The Guardian*. Available at:

<https://www.theguardian.com/technology/2018/feb/18/elon-musk-most-ambitious-plans-neuralink-mars-spacex-hyperloop-tesla-gigafactory-flamethrower>.

SpaceX founder Elon Musk called for a new space race - Business ...

www.businessinsider.com/falcon-heavy-space-race-elon-musk-spacex-blue-origin-20...

Feb 7, 2018 - Elon Musk: 'We want a new space race — space races are exciting' ... "I think it's going to open up a sense of possibility," Musk said of his ...

We Want a New Space Race! - Elon Musk - YouTube

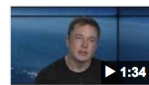


<https://www.youtube.com/watch?v=QK5zC5c7-40>

Feb 11, 2018 - Uploaded by The School of Self

We Want a New Space Race! - Elon Musk. The School of Self ... We need a world war so people compete on ...

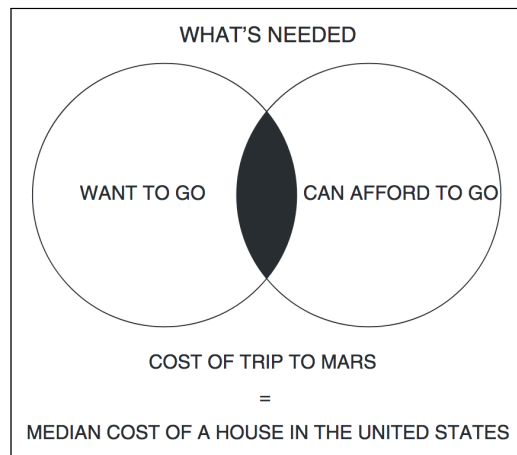
Elon Musk 'We Want A New Space Race' - YouTube



<https://www.youtube.com/watch?v=0miDseCok8A>

Feb 7, 2018 - Uploaded by Elon Musk Viral Videos

"We want a new space race." Straight up. What the world needs right now. Even though they'd be competing ...

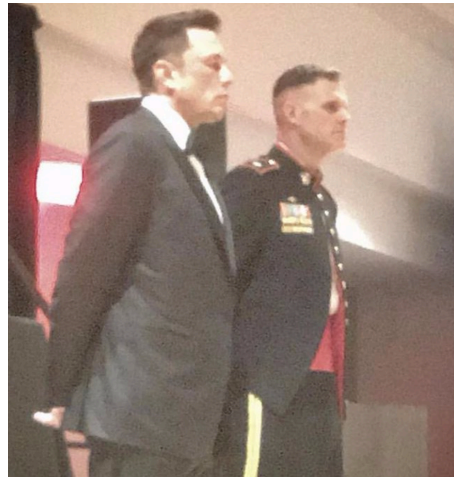


In August 2017, SpaceX delivered 20 mice to the International Space Station. In fact, Musk's desire to make human life multi-planetary began with the dream to send mice to Mars; his intention was that the mice would procreate in space, and return to Earth with interplanetary offspring. Since then, his vision has substantially expanded. Musk's office walls are plastered with two posters: one, an image of Mars as we know it – a red and crater-covered dusty rock; the other, a Musk-modeled Mars, which is covered in colonies with industrial cities and roads – a kind of Silicon Valley built on dust. Musk's intention is the terra-transformation of Mars into a habitable industrial city whereby a proportion of humanity could live during an impending ecological disaster, only to return to Earth afterwards to start again.

Fig. 4. Estimated price per ticket where there is overlap in a Venn diagram of people who want to go to Mars versus those who can afford to go.

⁴¹ Google search results. (2018) 'Elon Musk space race', *Google search*. Available at: <https://www.google.com.au/search?q=elon+musk+space+race&oq=elon+musk+space+race&qs=chrome..69i57j0l2j69i60j69i65j69i60.2932j0j4&sourceid=chrome&ie=UTF-8>

⁴² Musk, E. (2017) 'Making Humans a Multi-Planetary Species', *New Space*, 5:2, p. 48. Available at: <https://www.liebertpub.com/doi/pdf/10.1089/space.2017.29009.emu>.



Beyond his technocratic managerial style, Musk's warlike erotics and positioning of himself as the literal saviour of humankind in the Mars mission corresponds with elements of white-fascist masculinity. Or, what cultural critic Nathan Eisenberg describes as a gendered subjectivity "discursively infused with a system of values that would reinvigorate the men of the nation to deliver salvation."⁴⁶ The Modern fascist man described by Eisenberg was imagined as "a disciple of the engine",⁴⁷ and modelled off the 1909 *Futurist Manifesto*.

The *Futurist Manifesto* lauds "the beauty of speed, a racing mobile", and celebrates "the man at the wheel, who hurls the lance of his spirit across the Earth, along the circle of its orbit."⁴⁸ Disquietingly combining paternalistic rhetoric with calls for the patriarchal advancement of technology and the re-invigoration of aggressive warfare, the *Futurist Manifesto* bears a striking resemblance to the discursive celebration of Musk as an environmental saviour, armed with Tesla cars and SpaceX rocket ships. And, like the Futurists, so too does Musk trade in explicit militarism: he has manufactured flamethrowers; secretly appeared as a speaker in meetings of elite US marines; and, covertly launched robotic space shuttles on behalf of the U.S Air Force. Actively involved in the valorisation of contemporary privatised warfare and the weaponisation of the everyday, Elon Musk is no innocent bystander in the expansion of US military imperialism, but super-profiting off this process. While in 1935 philosopher Ernst Bloch wrote of fascism as "a piece of fossilized moon" deeply embedded in European and colonial societies,⁴⁹ in the 21st century, Elon Musk is our wedge of dusted-off Mars.

⁴³ @elonmusk. (2018) 'Don't do this', *Instagram*. Available at:

<https://www.instagram.com/p/BeeYW0NA1HU/?hl=en&taken-by=elonmusk>

⁴⁴ The Boring Company. (2018) 'Not a flamethrower', *Boring Company*. Available at:

<https://www.boringcompany.com/not-a-flamethrower/>

⁴⁵ Choi, D. (2017) 'Elon musk made a secret appearance to elite US Marines and have a stirring speech', *Business Insider*. Available at: <https://www.businessinsider.com.au/elon-musk-marine-raiders-secret-speech-2017-11?r=US&IR=T>

⁴⁶ Eisenberg, N. (2015) 'Ultra Violence', *The New Inquiry*. Available at:

<https://thenewinquiry.com/ultra-violence/>.

⁴⁷ Ibid.

⁴⁸ Marinetti, F. T. (1909) 'The Futurist Manifesto'. Available at:

https://www.societyforasianart.org/sites/default/files/manifesto_futurista.pdf.

⁴⁹ Bloch, E. (1935) *The Heritage of Our Times* John Wiley & Sons, p. 56.

The base starts with one ship, then multiple ships, then we start building out the city and making the city bigger, and even bigger. Over time terraforming Mars and making it really a nice place to be.

It is quite a beautiful picture. You know that on Mars, dawn and dusk are blue. The sky is blue at dawn and dusk and red during the day. It's the opposite of Earth.



Fig.16. Mars base buildup progression

The quest to ‘make humans multi-planetary’ represents a kind of pseudo-colonial environmental-fatalism whereby men of the capitalist elite give up hope on their environmental survival, and quite literally abandon the planet they have all but destroyed. Most broadly, in the Mars mission Musk is actively teaching us new ways of reading our cosmos: the positioning of Mars as a landscape to be desired, inhabited, and ultimately possessed naturalises neo-imperial logics of colonisation, conquest and white masculinist possession.

⁵⁰ Musk, E. (2017). *Making Life Multiplanetary*. Available at:
http://www.spacex.com/sites/spacex/files/making_life_multiplanetary_transcript_2017.pdf



“En route to space and to galactic escapism,” writes Fredric Jameson, “we find ourselves locked in the force field of very earthly political realities.”⁵¹ While Musk is so violently propelling us into a techno-capitalist futurity of even greater infrastructural failure – be it on Earth or Mars – I want to finish with a note about fugitive infrastructures and desire: about what it means to be *together* in times of crisis.

Like musk perfumes, Elon Musk is both mediating contemporary experiences of affect and desire, and discursively produced as a pheromonal figure – the object of neoliberal fantasy. This is significant as, to cite theorist Lauren Berlant, one of the key problems for contemporary political struggle is that “the placeholders for our desire become factishes, fetishized figural calcifications”⁵² – obsessively reproduced Daddies of ‘rationality’ and thinly-veiled fascism.

In response to the co-opting of desire by neoliberalism and neofascism, Jordy Rosenberg urges us to “summon the counterforce of our own desire”.⁵³ Surrendering all attachment to civility and the prospect of neat transitions, this involves an “embrace of our unsealable porousness to each other” and a collective decent into the verso side of reason.⁵⁴ But, Rosenberg reminds us, these infrastructures of togetherness “aren’t always ‘nice.’ We’re in the shit, after all, and no one gets out clean. But we don’t have to be clean to hate capitalism, to hate fascism.”⁵⁵

⁵¹ Jameson, F. (2005) 'Generic Discontinuities in SF: Brian Aldiss' 'Starship', in Jameson, F. (ed.) *Archaeologies of the Future: The Desire Called Utopia and Other Science Fictions*. London: Verso, pp. 254-266.

⁵² Berlant, L. (2016) 'The commons: Infrastructures for troubling times*', *Society and Space*, 34(3), p. 414.

⁵³ Rosenberg, J. (2018) 'The Daddy Dialectic', *LA Review of Books*.

⁵⁴ *ibid.*

⁵⁵ *ibid.*



More than frantically searching for technological or inter-planetary silver-bullets, how might the present inter-locking crises of Musk – of masculinity, climate change and late-capitalism – be better reconfigured as forms of failure that offer the critical opportunity to re-orient ourselves towards new futures? According to Berlant, times of transitional crisis make systemic glitches legible, and thus open up the potential for the development of non-reproductive infrastructures.⁵⁷ Unlike Tesla, SpaceX and the Boring Company, the fugitive infrastructures theorised by Berlant exist beyond the exigencies of the present, materialising in forms of sociality that don't re-transmit the brokenness of our current system.⁵⁸ Rather than masculinist ownership, possession and entitlement, this collective state of lived resistance is founded in scenes of ambivalent desire and intimate attachment. What's needed is a re-signification of desire: a re-channelling of our affective surpluses beyond (and against) the pheromonal energies of Elon Musk, directed towards new discursive formulations.

So, while Musk builds an inter-galactic outpost, from his ruins we build *outopos*⁵⁹ – the place that cannot be, but must be.

⁵⁶ Musk, E. (2017). *Making Life Multiplanetary*. Available at:

http://www.spacex.com/sites/spacex/files/making_life_multiplanetary_transcript_2017.pdf

⁵⁷ Berlant, op cit., p. 393.

⁵⁸ *ibid.*, p. 393.

⁵⁹ The Greek word *ou-topos* means 'no-place' or 'nowhere'. Jordy Rosenberg describes it as, "that roving elsewhere that flickers up still, the verso side of the fossilized moon."

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