

Preliminary title: Escape from consumption of nature and human existence – interdisciplinary perspective

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Outline of the issues to be discussed:

We see that one of the biggest issues in industrial society today is a solid structure to consume human existence. From the early twentieth century, various fields in many regions, namely ecology, philosophy, and geography in both West and East, have influenced each other to reveal the roles of “body”, “symbols”, and “technology” in the relationship between human and nature. They have shown that people have become “interchangeable” existence, i.e., “human resource” to utilize nature.

Such situation has been fostered by capitalistic system and modern media technology. As Stiegler revealed, television and other audiovisual media technology have been unifying the memory among the members of a community and economic marketing aims such unified image of people. Capitalistic advertisements are always stimulating people's desire, making the existing products old-fashioned, maintaining the current industries. People have an illusion of “self-expression” by consumption behavior but actually they make themselves “disposable” since those self-images are rapidly forced to be old-fashioned. Such capitalistic cycle brings the “difficulty to live” to the people in society today.

Such society based on unlimited consumption of people's spirit and lifetime, as well the nature, is doubtless unsustainable. We need the shift to technology creating “singularity” to realize the sustainability of both nature and human existence. We can see a sign of such revolution in the recent development of new technology which would encourage the “restoration of individuals”, e.g. discovery of SNIPs in human genomes, ICT, augmented reality to realize non-interchangeability and non-disposability of our existence (246 words).