

1

BAD READERS!

THE FIRST FALL

GOD FALLS FIRST

They thought
revolution meant
breaking idols.

They were
not wrong.

They were
not done.

Nietzsche:
God is dead.

Eisenstein:
montage makes
gods fall.

Bad Readers
mistake
iconoclasm for
liberation.

WHEN THE IMAGE FALLS, THE APPARATUS REMAINS.

2

THE SECOND FALL

THE GODS BECOME MONUMENTS

They promised
history.

They became
stone.

They promised
the people.

They became
the pedestal.

Marx becomes
Marxism.

Lenin becomes
Leninism.

Stalin becomes
statue.

The concept
becomes cargo.

НИКТО
НЕ ЗАБЫТ
НИЧТО
НЕ СВЯТО

THE PLINTH IS A THEORY MACHINE.

3

THE THIRD FALL THE TOWERS FALL TOO

Modernity
built upward.

Capital
built higher.

Media replayed
the fall forever.

Death of God.

Death of Man.

Death of
the Tower.

Birth of
the platform.

Do not read
this as
metaphor only.

Bodies fell.
Worlds changed.

The image became
infrastructure.

AFTER THE TOWER: THE CLOUD.

4

THE FOURTH ARRIVAL

ANGELS ARRIVE LATE

Not gods returning.
Not man restored.
Not theory saved.

Angels arrive
as messengers,
errors, daemons,
prompts, glitches,
calls.

Benjamin:
Angel of History.

Heidegger:
the passing

Deleuze:
Death of
man more
change of
concept.

AI: the gods
become passable.

THE GODS FALL. THE TOWERS FALL. THE CALL REMAINS.