

Outline of

The Desire Multiplex

The propulsion of desire in contemporary India

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In this text/letter there would be multiple addresses and multiple messages. Proper names from macro-fields such as literature (pulp), cinema (popular) and art (high-end) which do not need to be defined for the sake of creating ambiguous spaces would be used as examples to reflect the ever sliding abyss of desire, especially its mechanical know-how. The authority of textual or epistolary expressions would in turn be questioned by special structures embedded within the text, a process, which is rather quantum than anything else, whose objective is to come clean as in the outside-forced end (of the letter/text) a blind manipulation is suspected to be engaged to be put in place: to put things in order, to cite a meaning, to bring closure, to reach the centre of the text or letter.

The text/letter in this way also addresses itself and it would certainly do so.

Contemporary, as we do not know otherwise, culture all over the world, a word which again we do not know exactly, unleashes some common forces, movements, impulses and thrusts. These are common to all practitioners of the culture, which is another way of saying everyone. But first of all how do we even differentiate between countries? There is already an ideology, a full-blown parametric wall in place which helps us to demarcate, and the ~~current~~ media not only reinforces it but cannot survive without it. The media is a product of desire as well, and so demands to be consumed. For the purposes of the text/letter, to not wholly occupy the imagination of a particular set of reader/addressee, India is in a right moment and place now: diverse voices are being harked at its citizens, bidding consumption or adherence of/to corruption in the name of growth, anti-corruption in the name of growth, other/subaltern discourses, new cinematic languages, remakes of the old ones, the celebrity hocus-pocus, the magic of sexual desire and fully toned, shapely and healthy bodies and perfection in general: the binary conundrum, the binary highs and lows, the oscillation between (relatively) extreme values and the resulting 'high' thereof, a proof of ex-istence.

Someone is confused up there? The producer is the consumer is the producer, or at least that's where it's headed: another wish, hankering or desire?

The bombarding of products/ideas/ideologies/schemes/pictures/sounds is faster than the actual consumption, which has been relegated a smaller space and time. You consume and you have to spit it out real fast, blink the eyes and be gone. To be in the game, that is.

Where does it arise, this need, to re-produce? Is it a sham/scam to look for its origin?

The letter seeks not to answer the question, speaking plainly; the letter is addressed to the one it does not know. The text merely describes or discovers, for itself maybe, the mechanism of desire, the value of the non-fulfillment, of the unfulfilling nature of achievement as the other side of the coin of desire. Or so it claims.

The manifesto here is a trail/er, *the pièce de résistance* may doubtfully stop you or your mechanics altogether.