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Furry Commodification Part I

Our Fandom has finally found a political voice. For the sake of its survival it took up arms against an insurrectionary fascist cult and thus acquired the fangs it had for so long only depicted in art. Organic autonomous social movements like ours is becoming are **always** defanged. It is dangerous to authority to have a people empowered and aware such as ours running around off the leash. The tombstones of cultural phenomenon such as ours adorn the walls of of the shops in the malls of America. Every one hosts a collection of facsimiles whose images once contained great power but whos potency was neutered to a sales slogan. Rainbow flags, punk, and rebellion itself. The artwork is depersonalized, the idols bought out, and the radical fanbase disposed of and if not replaced with consumer sheep then the bought-up work is abandoned entirely. Such is Capital.

But we are wild animals. We have built something that exists nowhere else on earth. We have built a fandom upon an idea instead of a product. Anthropomorphics is not the product! It is the kernel of the idea of the Furry Fandom. The idea can not be owned. It is the right of every Furry to experiment with this idea. What the Fandom -is- is its structures. Its institutions. Its conventions, art sites, and communication apps. This is what is possible to buy out, and **it has already begun to be bought out**. Fur Affinity was among the first, selling to IMVU. The outrage that followed was due to the Fandom viewing FA as a critical communal effort of the Furry Fandom and it was rightfully expressed. A worthy number of the next generation of Furs use the Furry Amino app which is a subset of the greater Amino apps “family” all of which are based on the commodification of the fanbase of other fandoms.

It is merely our over-prevalent adult nature that has secured our autonomy so far, but eventually commodification of the Furry Fandom will be attempted in earnest, and hastened by our newfound strength. In order to accomplish this commodification the social structure of the Fandom must be bought out. **Be wary** of future cons which speak of partnerships with brands or investments by companies seeking “to help the Fandom grow” (as was IMVUs sales pitch). These are snakes in the grass and your fellow Fur **selling you out!** It is the first stage of the death of the Fandom as we control it!

But what would these snakes bent on making a buck off our creation do when baffled by a publically owned convention? What would they do if they found out the furry art website they want to buy is owned by ALL of its users? A convention which is the communal property of all of its con-goers! Imagine when they roll up with their cool kid Zuckerberg haircuts and friendly

smiling MBA faces to find that they can not buy out the chairman of the furry convention or owner of the website because there is no sole owner!

To prevent the commodification of our creation and the defanging of our awakened self-determination, our conventions, our art sites, our messengers, **all** must first become non-profits and then have ownership dissolved into the hands of the Furies who through their laboring at art and organization create the Fandoms value. Thus the Fandom becomes a democratic assembly! This would be nothing short of a Revolution. The very way Furies administer our Fandoms affairs would be changed forever for the better, its future secured. What bill must the corporate world be willing to foot to buy out all of us? They could not make a deal with the chairman of the convention, or owner of the site or app. That chairman, democratically elected, would have to defer to the collective authority of the people, who's response would undoubtedly be "from my cold dead paws!"