

**DIS  
RUPT  
TION**

**'ZINE 56**

**DISRUPTIVE  
TECHNOLOGIES**  
Writing, money,  
printing, auto-  
mobiles, recorded  
music, digital  
media, smart-  
phones, genera-  
tive pre-trained  
transformers.

Enhancing personal capabilities – opportunities that were once prerogatives of the elite made available to the ordinary person. Effort reduced, hard-won skill obviated. What really gets disrupted are existing commercial structures: investments of effort & resources nullified. Businesses fail and jobs are lost as attention shifts to the new thing. Overturning established culture to bypass existing industries, so-called disruptive industries present an opportunity to jump the line, leapfrogging the established hierarchies of skill. Special introductory offer: there are no dues to pay! Yet.

Entrenched Tradespeople unwilling to surrender their hard-won expertise and start over will struggle.

Superseded forms may become artistic opportunities for individuals freed from commercial viability. The contemplation that brings insight will still require sacrifice or the privilege of free time.

Some will find creative satisfaction in the new tools and make great things with them. Others will just take advantage of the shortcuts afforded by the new environment.

**OF COURSE,  
THOSE WHO  
DO MASTER  
THEM WILL  
BE RENDERED  
OBSOLETE BY  
SUBSEQUENT  
DISRUPTION.**

**SET IN MC BNIB**