

Let's demolish the dream of Amazon

A proposal "How to fight": informal, self-organized and direct

A tower doesn't just fall out of the sky. For the "Edge Tower" on Warschauer Strasse to rise to the sky, several actors* are needed: Investors, architects' offices, construction companies, state institutions such as the building authority, politicians, the district administration, the press. Everyone plays their part and takes on specific tasks. One of the most hypocritical parts is played by the politicians. They try to stage themselves as administrators and mediators of the dissatisfied and sceptical residents. Like Mr. Schmidt (Greens), who only made pseudo-objections after the project "Edge East Side Berlin" was waved through. As part of the political theatre he is not allowed to completely scare away his "green" voters... Every kind of politics, in the parliaments and on the streets, pushes to put the "controversial issue" on the political table. Social problems are made political. Residents become extras and should put their fate in the hands of some politicians. Why should one run around with signature lists, for example, in order to pass on one's own concerns to third parties, who then communicate or negotiate this dissatisfaction further? The struggles of the last years in Berlin have shown on a very practical level that politics ultimately betrays protest and resistance in favour of the rich and powerful (see below 1). The most recent example is probably the fight against the Google campus in Kreuzberg (see below 2). After more than 2 years and a broad refusal to sit down at a round table with political representation and responsible persons, the project was put on hold for the time being. Nobody wanted to talk to them and those who had a more naive understanding soon realized that this "table" was about wrapping the protest around their finger and pacifying it. It should be emphasised once again that the protest against the Google campus drew its strength from the broad rejection of politics.

The proposal of "how to fight" formulated here is not a question of which political leaders should be talked to or how political pressure could be built up. It is the proposal to act in a self-organized and direct way (without political detours), i.e. to protest directly to the actors and to act on their own. As mentioned at the beginning, there are several people involved in the project and they are spread all over the city (see map: maps.fuckoffgoogle.net). Gathering in a large organisation is to be seen critically, as it limits (individual) creativity and the scope for action rather than making a broad resistance possible. The suggestion of informal organization means that each*r, according to their own interests and ideas, joins with others for a longer period of time or even just for one action. It is precisely this diversity that can be a strength. It is important not to hierarchize different forms of action. Whether an information flyer, broken windows at the investors' or architects' offices, discussions, burning excavators, disturbance of the work of those involved, posters in the neighbourhood, dissemination of false information, radio broadcasts about Amazon's machinations, occupation of the construction site, soiling of the image of Amazon and its supporters, sabotage of Amazon delivery vehicles and loaders, information meetings, graffiti and transpis, ... it should be up to each*m to decide what is felt to be most appropriate for the moment.

This proposal is based on the thesis that the way is the goal. It focuses on an intensification of a quality that is understood as strength. The increase, or quantity, is a focus and a nice result, but this must not be due to a flattening of the perspective, opportunism and weakening of a quality. Amazon is a global and important actor of technological domination. The construction of a skyscraper, which is almost exclusively occupied by Amazon, not only has a direct impact on the environment and e.g. the rapid increase in rents. It also intensifies research into technologies that are intended to control, manipulate and alienate us.

1 - "That offers are often the first step towards betrayal is what this text is intended to show by means of current and above all recent historical examples in Berlin": Here and now: cheap offer! Grab it and you lose a piece of yourself? A short history of the city. Published in the anarchist newspaper Shitstorm No. 3 January 2019.

2- "To find out why Google cancelled the project and what critical moments this struggle had, it is important to look at what happened in two and a half years of struggle against the Google Campus in Berlin" from "Google Campus Kaputt" (<https://de.indymedia.org/node/35284>)

Text recommendation: How to fight against the Google Campus? One suggestion.

(<https://anarchistischebibliothek.org/library/anonym-wie-gegen-den-google-campus-kampfen>)

Some upcoming events from Amazon and leading tech companies:

22-23 Mai 2020 Amazon web service AWS Summit 2020 Berlin

23-26 Juni 2020 Tech open air

wiki.fuckoffamazon.info (Online Wiki)

maps.fuckoffgoogle.net (Karte mit Niederlassungen von Amazon, Google und Co.)

ANTI-AMAZON-Café: face2face

every 2nd and 4th Friday of the month in the Kalabal!k (Reichenberger Str. 63a)

The ANTI-AMAZON-Café: face2face is a reference point for an informal and self-organized struggle against AMAZON, the advancing technological attack and for self-determined life. It offers space for meeting, exchange, argument, information, discussion and coordination. The café sees itself as part of an antagonistic project against (tech) domination. An offensive that does not ask for permission and does not appeal to politics and the rulers & their representatives*. Creative and direct!

Companies and persons involved in the construction of the „Edge East Side Berlin“:

- Architekten Bjarke Ingels Group (Kopenhagen, London, Barcelona, NY)
- Jonathan Weiss, Leiter des Forschungs- und Entwicklungszentrums von Amazon in Berlin
- Allianz Real Estate und Universal-Investment (Neue Eigentümer des Towers)
- Edge Technologies (Investor)
- Firma Züblin (<https://www.zueblin.de>)
- Bauamt Berlin und Friedrichshain-Kreuzberg
- EDGE TECHNOLOGIES Rosenthaler Strasse 40, 10178 Berlin (Hackesche Höfe)
- EDGE Grand Central Berlin, Invalidenstraße/Clara-Jaschke- Str./Emma-Herwegh-Str., 10557 Berlin,
- EDGE Suedkreuz Berlin, Hildegard-Knef-Platz 2 and 3, 10829 Berlin

Some addresses of Amazon in Berlin:

- Delivery Center, Kurfürstendamm 207, Berlin
- Amazon Logistik Yard , Am Borsigturm 100, 13507 Berlin
- amazon development center: Krausenstraße 38, 10117 Berlin
- Amazon Logistikcenter Mariendorf: Porschestr. 2-20, 12107 Berlin
- Amazon CS Berlin GmbH, Karl-Liebke-Str., Berlin
- Amazon Entwicklungszentrum, Brüderstr 26, Berlin