

# Large projects and post-Fordist capitalism

Ivan Cicconi

The expression that most effectively characterizes the “clearing out” of large companies is so-called outsourcing which indicates the process of company breakdown that goes from an assembly-line system to a system of networks with production that is no longer based on units but, at best, modular production.

The pyramid of the Ford company is transformed into an enormous spider web made up of many smaller webs, with the largest spider at the top, linked to other webs with many increasingly smaller spiders. This corporate model can only be oriented increasingly toward the control of market factors and not factors of production.

A large company that is only oriented toward the market, lacking technological innovation linked to the product, inevitably shifts competition toward the bottom and causes even small and medium-sized businesses to compete based on inferior and lower profile competitive factors which feed the black market, illegal employment, temporary employment and atypical employment models.

The post-Fordism company is a large virtual business and is structurally oriented toward a product that is attainable only by breaking it down into a virtual pyramid of work tied to a web of contracts and sub-contracts.

The “large project” is the only product that allows this corporate model of a virtual company to maximize profits or even just simply function.

The type of “large project” realizable by this corporate model is characterized by certain essential factors: it can't be an initiative that involves existing structures or resources and must be a new project involving little interference with existing ventures.

Large projects encouraged by post-Fordist companies must have a value linked to the present, irrespective of the past or the future: it is the “prosthesis” or substitute for an inability to project into the future and a total disengagement from a past that is negated or removed entirely.

The large project is the most desired and consumed plate on the table of the new kick backs in which the post-Fordist players can eat into public goods and resources together with the crooked virtual political parties of the post-Keynesian state.