

Contents

Acknowledgments *vii*

I GEAR CULTURES *1*

1 GEAR *3*

2 FETISHIZATION *27*

II MATERIALIZING GEAR *59*

3 EXTRACTIVISM *61*

4 MANUFACTURING *79*

5 INTERFACE *109*

III STAGING GEAR *135*

6 EVENT *137*

7 PRINT *161*

8 ONLINE *183*

IV ENCOUNTERING GEAR *205*

9 AGENCY *207*

10 TESTING *219*

11 ORGANIZATION *233*

V GEAR ATTITUDES 249

12 SECRETS 251

13 HERITAGE 269

14 OBDURANCE 291

15 CONCLUSION 313

Glossary 333

Notes 337

References 359

Index 375