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One of the most important Brazilian philosophers”

This article seeks to introduce Flusser’s Brazilian phase to English-speaking readers. It refers to Abraham Moles, who recognized Vilém Flusser as one of the most important Brazilian philosophers, but it remembers also that probably many Brazilian academic philosophers would not agree with Moles. Flusser’s reception is complicated, for one, because Flusser was a foreigner and outsider-philosopher, and also because, in the sixties, he strongly criticized his Brazilian peers. Vilém Flusser formulated a proposal to confront the apparatus, to confront technicism and to confront Brazilian “developmentism.” His proposal consists of attributing certain values, but via a philosophy *ex situ*, a philosophy written by an eternal and foreign foreigner.

Key words: Brazil, Abraham Moles, apparatus, technicism

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