

# Our Billionaires Are Blasting Off. Good Riddance!

Could space become the ‘final frontier’ in the struggle for a more equal world?

By [Sam Pizzigati](#)

Global Research, July 20, 2021

[inequality.org](http://inequality.org) 17 July 2021

Region: [USA](#)

Theme: [Intelligence](#)

All Global Research articles can be read in 51 languages by activating the “Translate Website” drop down menu on the top banner of our home page (Desktop version).

Visit and follow us on Instagram at [@crg\\_globalresearch](#).

\*\*\*

*Three of the richest billionaires on Earth are now busily spending billions to exit our Earth’s atmosphere and enter into space. The world is watching — and reflecting.*

Some commentators see our billionaire trio — Richard Branson, Jeff Bezos, and Elon Musk — as heroic heirs to the legacies of Charles Lindbergh and Sir Edmund Hillary, the first mere mortals to high jump the Atlantic alone and scale the world’s highest mountain.

Our billionaires racing into space, other charmed commentators are adding, aren’t just thrilling humankind. They’re uplifting us. The technologies that the space operations Branson, Bezos, and Musk “develop could benefit people worldwide far into the future,” [says](#) Yahoo Finance’s Daniel Howley.

But most of our commentators seem to be taking a considerably more skeptical perspective. They’re dismissing the space antics of Branson, Bezos, and Musk as the ego trips of bored billionaires, “cynical stunts by disgustingly rich businessmen,” as one British analyst [puts it](#), “to boost their self-importance at a time when money and resources are desperately needed elsewhere.”

“Space travel used to be about ‘us,’ a collective effort by the country to reach beyond previously unreachable limits,” [writes](#) author William Rivers Pitt. “That was the Cold War propaganda, anyway, and it had an unavoidable allure. Now, it’s about ‘them,’ the 0.1 percent.”

The best of these skeptical commentators can even make us laugh.

“Really, billionaires?” comedian Seth Meyers [asked](#) earlier this month. “This is what you’re going to do with your unprecedented fortunes and influence? Drag race to outer space?”

Let’s enjoy the ridicule. But let’s not treat the billionaire space race as a laughing matter. Let’s see it as a wake-up call, a reminder that we don’t only get billionaires when wealth concentrates. We get a society that revolves around the egos of the most affluent among us and an economy where the needs of average people go unmet and don’t particularly

matter.

Characters like Elon Musk, [notes](#) Paris Max, host of the *Tech Won't Save Us* podcast, are using “misleading narratives about space to fuel public excitement” and gain tax-dollar support for various projects “designed to work best — if not exclusively — for the elite.”

The three corporate space shells for Musk, Bezos, and Branson — SpaceX, Blue Origin, and Virgin Galactic — have “all benefited greatly through partnerships with NASA and the US military,” [notes](#) CNN Business. Their common corporate goal: to get satellites, people, and cargo “into space cheaper and quicker than has been possible in decades past.”

Branson, for his part, is hawking tickets for roundtrips “to the edge of the atmosphere and back,” at \$250,000 per head. He’s planning some 400 such trips a year, [observes](#) British journalist Oliver Bullough, about “almost as bad an idea as racing to see who can burn the rainforest quickest.”

The annual UN Emissions Gap Report last year concluded that the world’s richest 1 percent do more to foul the atmosphere than the entire poorest 50 percent combined. That top 1 percent, the UN report [adds](#), would have to “reduce its footprint by a factor of 30 to stay in line” with the 2015 Paris Agreement targets. Opening space to rich people’s joyrides would stomp that footprint even bigger.

Bezos and Musk seem to have [grander dreams](#) than mere space tourism. They’re looking “to colonize the cosmos,” with Bezos pushing “artificial tube-like structures floating close to Earth” and Musk talking up the terraforming of Mars. They essentially see space as a refuge from an increasingly inhospitable planet Earth. They expect tax-dollar support to make their various pipedreams come true.

And how should we respond to all this? We should, of course, be working to create a more hospitable planet for *all* humanity. In the meantime, several egalitarian wags have been circulating online petitions that urge our terrestrial authorities not to let orbiting billionaires back on Earth.

“Billionaires should not exist...on Earth or in space, but should they decide the latter, they should stay there,” [reads](#) one petition nearing 200,000 signatures.

Ric Geiger, the 31-year-old automotive supplies account manager behind that effort, [is hoping](#) his petition helps the issue of maldistributed wealth “reach a broader platform.”

Activists like Geiger are going down the right track. We don’t need billionaires out to “conquer space.” We need to conquer inequality.

\*

Note to readers: Please click the share buttons above or below. Follow us on Instagram, @crg\_globalresearch. Forward this article to your email lists. Crosspost on your blog site, internet forums. etc.

Sam Pizzigati co-edits *Inequality.org*. His latest books include [The Case for a Maximum Wage](#) and [The Rich Don't Always Win: The Forgotten Triumph over Plutocracy that Created the American Middle Class, 1900-1970](#). Follow him at @Too\_Much\_Online.

*Featured image is from Xinhua*

The original source of this article is [Inequality.org](https://inequality.org)  
Copyright © [Sam Pizzigati](https://inequality.org), [Inequality.org](https://inequality.org), 2021

---

[\*\*Comment on Global Research Articles on our Facebook page\*\*](#)

[\*\*Become a Member of Global Research\*\*](#)

Articles by: [Sam Pizzigati](#)

**Disclaimer:** The contents of this article are of sole responsibility of the author(s). The Centre for Research on Globalization will not be responsible for any inaccurate or incorrect statement in this article. The Centre of Research on Globalization grants permission to cross-post Global Research articles on community internet sites as long the source and copyright are acknowledged together with a hyperlink to the original Global Research article. For publication of Global Research articles in print or other forms including commercial internet sites, contact: [publications@globalresearch.ca](mailto:publications@globalresearch.ca)  
[www.globalresearch.ca](https://www.globalresearch.ca) contains copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available to our readers under the provisions of "fair use" in an effort to advance a better understanding of political, economic and social issues. The material on this site is distributed without profit to those who have expressed a prior interest in receiving it for research and educational purposes. If you wish to use copyrighted material for purposes other than "fair use" you must request permission from the copyright owner.

For media inquiries: [publications@globalresearch.ca](mailto:publications@globalresearch.ca)