IDENTITY IN THE AGE OF LATE CAPITALISM

Kirill Borisov
Creative Director
navarra.is
MODERNISM

POSTMODERNISM

POSTMODERNITY

We’re Here
MODERNISM
FRANKFURT SCHOOL

Theodor Adorno  Herbert Marcuse  Mark Horkheimer
“PEOPLE KNOW WHAT THEY WANT BECAUSE THEY KNOW WHAT OTHER PEOPLE WANT.”

Theodor Adorno
Einleitung

SITUATIONISTS INTERNATIONAL

Guy Debord
“ALL OF LIFE PRESENTS ITSELF AS AN IMMENSE ACCUMULATION OF SPECTACLES.”

Guy Debord. Society of the Spectacle

“EVERYTHING THAT WAS DIRECTLY LIVED HAS MOVED AWAY INTO A REPRESENTATION”
SOCIETY OF THE SPECTACLE
POST-MODERNISM
POSTMODERN THEORY

Michel Foucault
Jean Baudrillard
Jaques Derrida
“THE SIMULACRUM IS NEVER THAT WHICH CONCEALS THE TRUTH—IT IS THE TRUTH WHICH CONCEALS THAT THERE IS NONE. THE SIMULACRUM IS TRUE.”

Ecclesiastes
POSTMODERN THEORY

Frederic Jameson

David Foster Wallace

Mark Fisher
CAPITALIST REALISM
“ADHD … IS A PATHOLOGY OF LATE CAPITALISM – A CONSEQUENCE OF BEING WIRED INTO THE ENTERTAINMENT-CONTROL CIRCUITS OF HYPERMEDIATED CONSUMER CULTURE.”

Mark Fisher
POST-MODERNITY
REBELLION
Einleitung

REBELLION

AUTHENTIC GRASS ROOTS MOVEMENT

FETISHISATION

AESTHETIC DECONSTRUCTION

APPROPRIATION

MARKETING GIMMICK

COMMODIFICATION

PRODUCT

AUTHENTIC GRASS ROOTS MOVEMENT

AESTHETIC DECONSTRUCTION

MARKETING GIMMICK

PRODUCT
REBELLION ← COMMODIFICATION ← ETHNICITY

SUBCULTURE ← CLIMATE
“A FILM LIKE WALL-E EXEMPLARYS ‘INTERPASSIVITY’: THE FILM PERFORMS OUR ANTI-CAPITALISM FOR US, ALLOWING US TO CONTINUE TO CONSUME WITH IMPUNITY.”

Mark Fisher
the schticks of post-modernism, irony, cynicism, irreverence are now part of whatever it is that's enervating in the culture itself, right? Burger King now sells hamburgers with "You gotta break the rules,"

THANK YOU