

Spectacularization: Rethinking the Aesthetic Today in Art, Everydayness and Politics

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Description

According to many influential philosophical and sociological analyses of the present age, our current reality has undergone a process of widespread aestheticization. We live in an epoch in which also capitalism has become aesthetic and in which, in general, the aesthetic has become an “imperative”, playing a relevant role not only in art but also in everyday life, in social practices and not least in politics. The enlarged and intensified significance of the aesthetic dimension, namely of the dimension of appearances and the expression of taste preferences broadly understood, represents a determining factor in shaping the physiognomy of the present age. This reminds us that grasping the meaning of our time also requires, among other things, a better understanding and perhaps also a rethinking of what is actually at stake when we talk about the aesthetic and the priority of appearances and taste over other features of the human experience of the world today.

“Spectacularization” is the concept that we aim to use in this volume as interpretation key to investigate the widely aestheticized character that reality has now assumed and the various social and also political implications of this discourse. In fact, it is precisely the phenomenon known as “spectacularization” or “spectacularity” that apparently characterizes at many different levels the society that we live in and that is typical of contemporary culture in which everything has become “pop” (from traditional arts belonging to the so-called artworld, to the domain of everyday experiences and practices, up to contemporary aestheticized-popularized-spectacularized accounts of the ethical and the political). From this point of view, the concept of spectacularization can be also profitably intersected with such key-concepts as commodification (based on the powers of the so-called culture industry), aestheticization and globalization in order to attempt to get a better, broader and multi-pronged understanding of our time.

About the Editors

Giovanni Matteucci is Full professor of Aesthetics at the University of Bologna. His research concerns phenomena of widespread aestheticization and the determination of the aesthetic as a relational field according to the extended mind model. He authored several publications and edited the Italian translation of a number of classics of contemporary thought. Gioia Laura Iannilli works in Aesthetics at the University of Bologna and at the University of Roma Tor Vergata. Her research interests concern Everyday aesthetics, Design and Experience Design aesthetics, Fashion aesthetics and Deweyan aesthetics. She has authored a number of publications on these topics. Stefano Marino is Associate Professor of Aesthetics at the University of Bologna. His main research interests are focused on Critical Theory, Hermeneutics, Neopragmatism, Aesthetics of fashion and Philosophy of music. He has authored, co-edited or translated into Italian a number of publications on these topics (articles, books, monographic issues of journals).

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