

rwave is a microgenre of electronic music subgenre of Hauntology, a visual art style, an Internet meme that emerged in the early ls,[25][26] and became well-known in 2015. t is defined partly by its slowed-down, ped and screwed samples of smooth jazz, s elevator music,[27] R&B, and lounge muom the 1980s and 1990s. The surrounding ulture is sometimes associated with an am– ous or satirical take on consumer capitalism oop culture, and tends to be characterized nostalgic or surrealist engagement with the popular entertainment, technology and advertising of previous decades. Visually, it incorpo– rates early Internet imagery, late 1990s web design, glitch art, anime, stylized Greek sculptures, 3D-rendered objects, and cyberpunk tropes in its

cover artwork and music videos.

Following the wider exposure of vaporwave in 2012, a wealth of subgenres and offshoots emerged, such as future funk, mallsoft and hardvapour, although most have waned in popularity.[29] The genre also intersected with fashion trends such as streetwear and various political movements. Since the mid-2010s, vaporwave has been frequently described as a "dead" genre. [30] The general public came to view vaporwave as a facetious Internet meme, a notion that frus– trated some producers who wished to be recognized as serious artists. Many of the most influential artists and record labels associated with vaporwave have since drifted into other musical styles.[29] Later in the 2010s, the genre spurred a revival of interest in Japanese ambient music and city pop.[31]

Key Characteristics

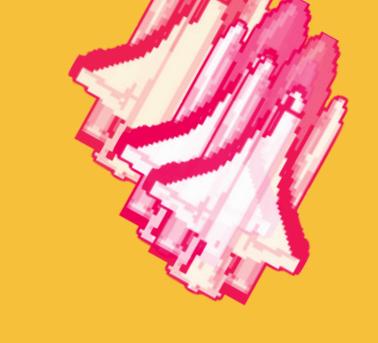


sic inextricable from its visual accoutrements. [33] Academic Laura Glitsos writes, "In this way, vaporwave defies traditional music conventions that typically privilege the music over the visual form."[33] Musically, vaporwave reconfigures dance music from the 1980s and early 1990s[6] through the use of chopped and screwed techniques, repetition, and heavy reverb.[33] It is composed almost entirely from slowed-down samples[3] and its creation requires only the knowledge of rudimentary production techniques.[35] Although, some artists like Dan Mason create vaporwave music from scratch.[36] The name derives from "vaporware", a term for commercial software that is announced but never released.[34] It builds upon the satirical tendencies of chillwave and hypnagogic pop, while also being associated with an ambiguous or ironic take on consumer capitalism and technoculture.[3] Critic Adam Trainer writes of

the style's predilection for "music made less for enjoyment than for the regulation of mood", such as corporate stock music for infomercials and product demonstrations.[37] Academic Adam Harper described the typical vaporwave track as "a wholly synthesised or heavily processed chunk of corporate mood music, bright and earnest or slow and sultry, often beautiful, either looped out of sync and beyond the point of functionality."[3]

Adding to its dual engagement with musical

and visual art forms, vaporwave embraces the Internet as a cultural, social, and aesthetic medium.[34] The visual aesthetic (often stylized as ", with fullwidth characters)



Horiz rigins

Present



Early Scene

Ramona Xavier's New Dreams Ltd. (credited to "Laserdisc Visions", July 2011).[53] The first reported use of the term "vaporwave" was on an October 2011 blogpost by an anonymous user reviewing the album Surf's Pure Hearts by Girlhood,[34] however, Burnett has been credited with coining the term as a way to tie the circle together. [53] Xavier's Floral Shoppe (credited to "Macintosh Plus", December 2011) was the first album to be properly considered of the genre, containing all of the style's core elements.[22]

2012, building an audience on sites like Last.fm, Reddit and 4chan.[53] On Tumblr, it became com-mon for users to decorate their pages with vaporwave imagery.[49] In September, Blank Banshee released



that, along with Floral Shoppe, "signaled the end of the first wave of sample-heavy music, and ... reconfigured what it means to make vaporwave music."[5]

After a flood of new vaporwave acts turned to Bandcamp for distribution, various online music publications such as Tiny Mix Tapes, Dummy Mag and Sputnikmusic began covering the movement.[14] However, writers, fans, and

porwave, chillwave, and hypnagogic pop,[54] while Ash Becks of The Essential noted that larger sites like Pitchfork and Drowned in Sound "seemingly refused to touch vaporwave throughout the genre's two-year 'peak'."[14] Common criticisms were that the genre was 'too dumb" or "too intellectual"



resent

was also credited as a pivotal moment in the dicline of the genre.[58] Soon after vaporwave was

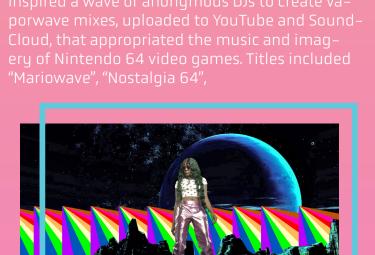
Widespread Popularity

ments came from the fans themselves.[22]

Following the initial wave, new terms were invented by users on 4chan and Reddit who sought to separate vaporwave into multiple subgenres.
[29] Some were created in jest, such as "vaportrap", "vapornoise" and "vaporgoth".[20] Further subgenres included "eccojams", "utopian virtual", "mallsoft", "future funk", "post-Internet", "late-nite lo-fi", "broken transmission" (or "signalwave"), and "hardvapour".[59] Joe Price of Complex reported that "most [of the subgenres] faded away, and many didn't make sense to begin with. ... The

and many didn't make sense to begin with. ... The visual aspect formed faster than the sound, resulting in releases that look the same but fail to form a sonically cohesive whole."[29]

Yung Lean (pictured 2013) popularized fusions of vaporwave with rap music.[60][61]
In 2013, YouTube began allowing its users to host live streams, which resulted in a host of 24-hour "radio stations" dedicated to microgenres such as vaporwave and lo-fi hip hop.[62] The Swedish rapper Yung Lean and his Sad Boys collective



as accessories, sportswear brands, Arizona iced tea and the uncanny ability to simultaneously communicate in and be a meme."[64][nb 5]

At the end of 2013, Thump published an essay headlined "Is Vaporwave the Next Seapunk?".[29] Although the author prophesied that vaporwave would not end "as a joke" the way seapunk did, the genre came to be largely viewed as a facetious Internet meme based predominately on a retro visual style or "vibe", a notion that frustrated some producers who wished to be recognized as serious artists. Many of the most influential artists and record labels associated with the genre later drifted into other musical styles.[29]

In 2015, Rolling Stone published a list that included vaporwave act 2814 as one of "10 artists you need to know", citing their album Birth of a

within a small, passionate pocket of the inet."[66] The album I'll Try Living Like This by Death's Dynamic Shroud.wmv was featured at number fifteen on the Fact list "The 50 Best Albums of 2015",[67] and on the same day MTV Interational introduced a rebrand heavily inspired to aporwave and seapunk,[68] Tumblr launched a reward to style aporwave and seapunk,[68] Tumblr launched a reward to style aporwave and seapunk,[68] Tumblr launched a reward to style aporwave and seapunk,[68] Tumblr launched a few riewer named Tumblr TV, with an explicitly extyled visual spin.[69] Hip-hop artist Drake's single "Hotline Bling", released on July 31, also became popular with vaporwave producers, inspiring by the tume.[5]

Source

**Source

wave" banner still functioned well as a marketing tag for music that is not necessarily considered of the genre.[70][72] In September, he organized the first-ever vaporwave festival, 100% ElectroniCON, in New York City, where various artists associated with the genre such as Saint Pepsi, Vaperror, Nmesh, 18 Carat Affair, and Clanton himself performed live, most of them for the first time in their careers.[55][72]

