[Template:Distinguish](/wiki/Template:Distinguish" \o "Template:Distinguish) [Template:Infobox music genre](/wiki/Template:Infobox_music_genre) [thumb|right|The original album cover for](/wiki/File:Floral_Shoppe_Alt_Cover.jpg) [*Floral Shoppe*](/wiki/Floral_Shoppe) by [Macintosh Plus](/wiki/Vektroid) showcases some early vaporwave aesthetics.

**Vaporwave** (also **vapourwave**)[[1]](#cite_note-1) is a [music micro-genre](/wiki/Music_genre) and art movement that emerged in the early 2010s among Internet communities. It is characterized by a nostalgic fascination with [retro](/wiki/Retro) cultural aesthetics (typically of the 1980s, 1990s, and early-mid 2000s), video games, technology, [postmodern](/wiki/Postmodern) Japanese culture and advertising, and styles of commercial and popular music such as [lounge](/wiki/Lounge_music), [smooth jazz](/wiki/Smooth_jazz) and [elevator music](/wiki/Elevator_music). Musical [sampling](/wiki/Sampling_(music)) is prevalent within the genre, with samples often pitched, layered or altered in classic [chopped and screwed](/wiki/Chopped_and_screwed) style.[[2]](#cite_note-2)<ref name=Aux>[Template:Cite web](/wiki/Template:Cite_web)</ref> Central to the style is often a critical or satirical preoccupation with [consumer capitalism](/wiki/Consumer_capitalism), popular culture, and [new-age](/wiki/New-age) tropes.[[2]](#cite_note-2) The visual style of vaporwave, as seen on album covers and in art videos accompanied by the music, is commonly referred to as "[aesthetics](/wiki/Aesthetics)" (often stylized as [Template:Nowrap](/wiki/Template:Nowrap)).[[3]](#cite_note-3)

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Vaporwave emerged as an internet-birthed style loosely derived from the work of [hypnagogic pop](/wiki/Hypnagogic_pop) artists such as [Ariel Pink](/wiki/Ariel_Pink) and [James Ferraro](/wiki/James_Ferraro) in previous years.[[4]](#cite_note-4) [Daniel Lopatin's](/wiki/Daniel_Lopatin) 2010 release [*Chuck Person's Eccojams Vol. 1*](/wiki/Chuck_Person's_Eccojams_Vol._1) and Ferraro's own [*Far Side Virtual*](/wiki/Far_Side_Virtual) are often credited for sparking vaporwave's development,[[5]](#cite_note-5)[[6]](#cite_note-6)[[7]](#cite_note-7) as is [Macintosh Plus's](/wiki/Vektroid) [*Floral Shoppe*](/wiki/Floral_Shoppe).[[8]](#cite_note-8) In subsequent years, the genre has found wider appeal through websites such as [Bandcamp](/wiki/Bandcamp), [Soundcloud](/wiki/Soundcloud), [Last.fm](/wiki/Last.fm) and [4chan](/wiki/4chan). It continued to evolve in 2013 with acts like Blank Banshee adopting sounds that "have a hint of virtual plaza but significantly transcend it".[[9]](#cite_note-9) Subgenres have also appeared, including mallsoft, which "conjures the [muzak](/wiki/Elevator_music) played in shopping malls".[[9]](#cite_note-9) In 2015, [MTV](/wiki/MTV) revealed a [rebrand](/wiki/Rebrand) heavily inspired by vaporwave and [seapunk](/wiki/Seapunk).[[10]](#cite_note-10) Inversely, [Tumblr](/wiki/Tumblr) launched Tumblr TV, with an explicitly 1990s MTV-style visual spin.[[11]](#cite_note-11) According to Jordan Pearson of *Motherboard*, [*Vice*](/wiki/University_of_Chicago)'s technology website, this change would mean the death of the genre, as the "cynical impulse that animated vaporwave and its associated Tumblr-based aesthetics is co-opted and erased on both sides—where its source material originates, and where it lives."[[11]](#cite_note-11) Artists often embrace [classical sculpture](/wiki/Classical_sculpture), 1990s web design, computer renderings, [glitch art](/wiki/Glitch_art), [VHS](/wiki/VHS), [Cassette Tape](/wiki/Cassette_Tape), [East Asian Artwork](/wiki/Japanese_art), and [cyberpunk](/wiki/Cyberpunk).[[12]](#cite_note-12) In November 2015, according to a [*Rolling Stone*](/wiki/Rolling_Stone) "10 artists you need to know" list, 2814's album [Template:Lang](/wiki/Template:Lang) (*Birth of a New Day*) found success within a "small, passionate pocket of the internet."[[13]](#cite_note-13) 2814 cited [Boards of Canada](/wiki/Boards_of_Canada), [Steve Roach](/wiki/Steve_Roach_(musician)), [Vangelis](/wiki/Vangelis), [Burial](/wiki/Burial_(musician)) and [Sigur Rós](/wiki/Sigur_Rós) as influences.[[14]](#cite_note-14) In the same year the album *I'll Try Living Like This*, by Death's Dynamic Shroud.wmv, was featured at number fifteen on the [*Fact*](/wiki/Fact_(UK_magazine)) list of "The 50 Best Albums of 2015".[[15]](#cite_note-15)

## Interpretations[[edit](/index.php?title=(none)&action=edit&section=2)]

Vaporwave has been described as "a degrading of commercial music" in an attempt to reveal the "false promises" of capitalism.[[16]](#cite_note-16) Music writer Adam Harper of Dummy Mag describes Vaporwave as "ironic and satirical or truly [accelerationist](/wiki/Accelerationism)"; noting that the name "Vaporwave" itself is both a nod to [vaporware](/wiki/Vaporware), and the idea of libidinal energy being subjected to relentless sublimation under capitalism.[[16]](#cite_note-16) Critic [Simon Reynolds](/wiki/Simon_Reynolds) has characterized Daniel Lopatin's Chuck Person project as "relat[ing] to cultural memory and the buried utopianism within [capitalist](/wiki/Capitalism) commodities, especially those related to consumer technology in the computing and audio/video entertainment area".[[17]](#cite_note-17) [Template:Lang](/wiki/Template:Lang) (*Jouhou Desuku VIRTUAL*), the alias of [Vektroid](/wiki/Vektroid), describes her album [Template:Lang](/wiki/Template:Lang) (*Sapporo Contemporary*) as "a brief glimpse into the new possibilities of international communication" and "a parody of American hyper[contextualization](/wiki/Contextualism) of e-Asia circa 1995."[[18]](#cite_note-18) Music educator Grafton Tanner argued in his 2016 book *Babbling Corpse: Vaporwave and the Commodification of Ghosts* that vaporwave is a rebellion against rampant, uncontrolled capitalism, particularly surrounding its treatment of nostalgia.[[19]](#cite_note-19)

## See also[[edit](/index.php?title=(none)&action=edit&section=3)]

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