



Indies, hipsters y gafapastas: Crónica de una dominación cultural (Entrelíneas) (Spanish Edition)

Víctor Lenore

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¿Todo el mundo aspira a ser moderno? ¿En qué consiste lograrlo? Hace tiempo que expresiones como indie, hipster, cultureta, moderno y gafapasta son de uso corriente en nuestras conversaciones. Sus límites resultan borrosos, pero remiten a una realidad social que la industria cultural y las agencias de publicidad utilizan para designar un amplio segmento del mercado. Los hipsters son la primera subcultura que, bajo la apariencia de rebeldía, defiende los valores impuestos por el capitalismo contemporáneo. Palabras como independencia, creatividad o innovación son la cara amable del espíritu individualista y competitivo que propone el sistema, y la presunta exquisitez de criterio de los hipsters ha creado un consumismo que no avergüenza, sino que genera orgullo.

¿Estamos ante la cultura favorita de la clase dominante? Cada vez quedan menos dudas. La Reina Letizia se escapa de la Zarzuela para acudir a conciertos de grupos indie como Eels, Los Planetas y Supersubmarina. El magnate derechista Rupert Murdoch invierte cincuenta millones de euros en Vice, grupo mediático de referencia para los hipsters de todo el mundo. Pero la cultura indie, hipster y gafapasta promociona valores incompatibles con las aspiraciones igualitarias de la contracultura y de movimientos sociales masivos como el 15M.

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