



Escenas y obscenas del consumo: Arte, mercancía y visibilidad en el cono sur (Spanish Edition)

César Barros A.

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El consumo es hoy en día un fenómeno que sobredetermina hasta los espacios más recónditos de la estructura social. El consumo es la vitrina o la escena a través de la cual las sociedades del Cono Sur se (re)presentan. Por esta escena transitan un objeto (la mercancía), un sujeto (el consumidor) y una comunidad (signada por la necesidad); en esta escena, por tanto, se pueden distinguir una estética, una ética y una idea de política. Tras este colorido tránsito de mercancías, de fantasías de igualdad, de creación y satisfacción de deseos, hay, asimismo, una obscena: el consumo está asentado sobre procesos y desigualdades invisibilizados por su propio aparato representacional. A través del análisis de obras literarias y de artes visuales contemporáneas de Argentina, Chile y Uruguay, Escenas y obscenas del consumo se acerca a este eje del régimen de visibilidad contemporáneo, analizando obras que se sitúan explícitamente en las topologías del consumo. Se trata de obras que exploran su propio lugar en esta trama de visibilidad y cuestionan el supuesto carácter universal y ahistórico de esta producción de signos. Estas obras, como plantea el autor, “representan un lugar común para transformarlo en territorio de batalla”.

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