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<https://xuanx.cargo.site/>

Consumer Aesthetics

This project is a reflection and critique of consumerism and the spectacle society.

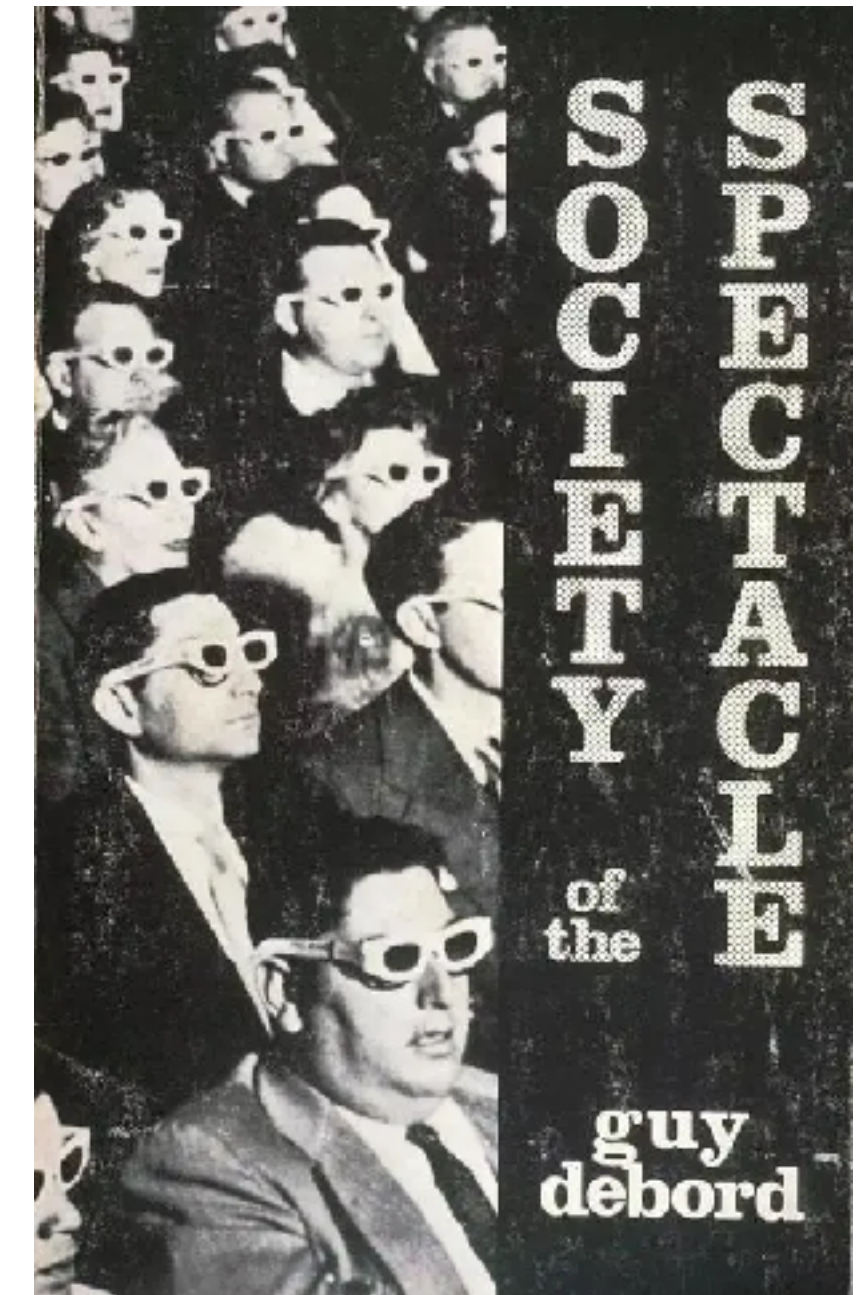
In *Capital* (Karl Heinrich Marx), the commodity relationship and the absolute priority of production have shifted in *The Society of the Spectacle* (Guy Debord, 1967) to a society where consumption is prioritized and mediated by images.

The past alienation of people by commodities has transformed into a separation by the spectacle. In this context, former political and economic control has shifted to cultural and ideological control, where people's thinking is controlled through cultural society and media. Therefore, the class struggle of the past has gradually turned into **a revolution of everyday life.**

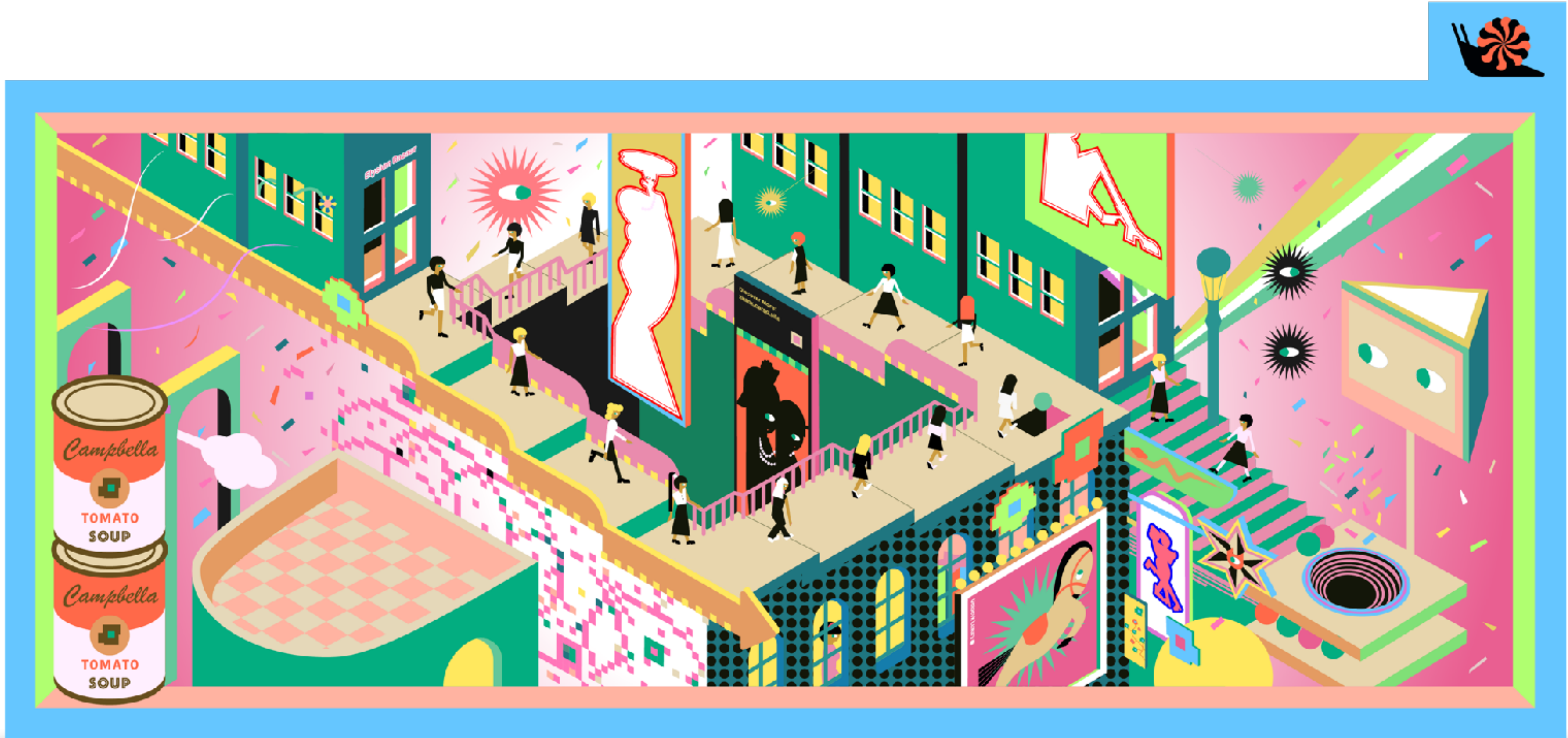
We are immersed in the spectacle: commodities, entertainment, technology, media, images, the internet, new media. Conscious performances and shows are happening everywhere. "*The whole life of those societies in which modern conditions of production prevail presents itself as an immense accumulation of spectacles.*"

The spectacle has replaced the commodity and further replaced our real lives. What matters is the charming image it presents, rather than the reality.

In this project, I will reveal all of this and call on people to experience real life.

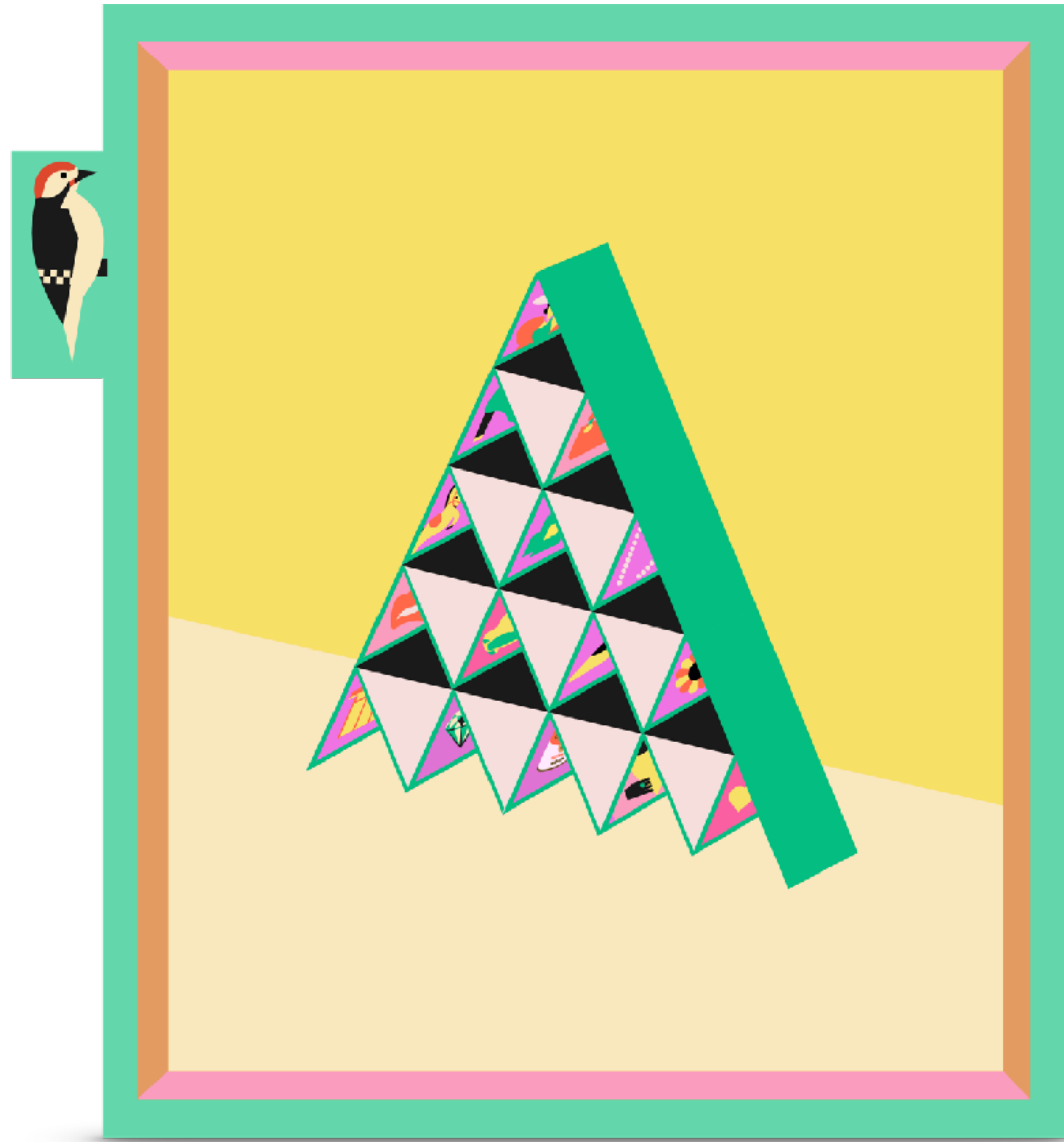


Guy Debord

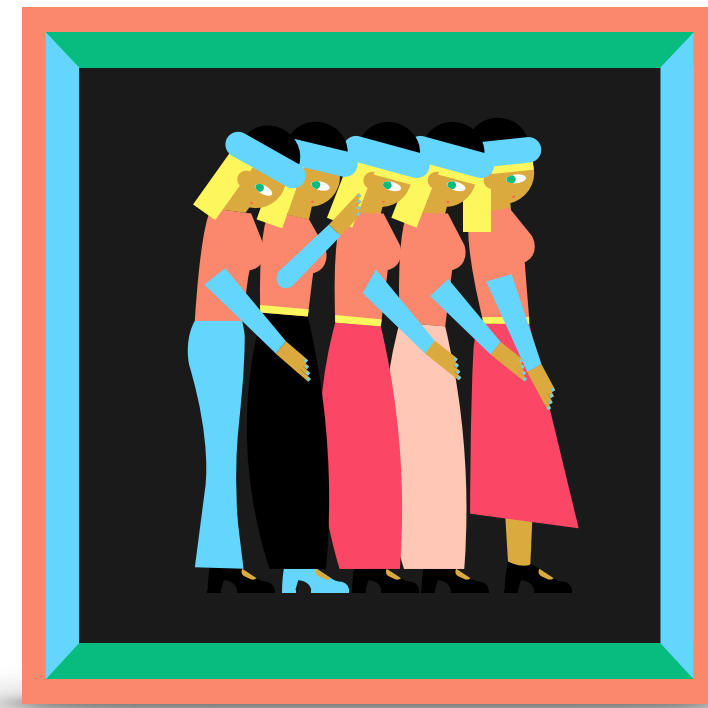


Compulsive Consumption: The Manufactured Demand

The image depicts a digital storefront for 'LIFESTYLE STORE'. At the top left, there are three colored circles (red, yellow, green) resembling window control buttons. The main display area is framed in pink and yellow. It features a large window showing a stage with a person, a rainbow, and a star. To the right of the window is a stylized woman's face. Below the window is a price tag with the text '#LIFESTYLE021' and 'Lifestyle 021' and a price of '\$7000'. At the bottom, a green text box contains the following text: 'Welcome to LIFESTYLE STORE, where we don't just sell products, we sell dreams, status, and dignity. Presenting LIFESTYLE 021: Are you ready to shine as the ultimate social media queen?'. Below this text are two buttons: 'Buy' and 'Ignore'. To the right of these buttons is a white box with the number '021'.







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