

Generation Y—A marketplace, a question of identity and a geo-political myth

A generation of today 20 to 30 somethings has gathered a kitten-like media attention that has failed to be more than popular, noncommittal jabber. Generation-Y, Generation “Why?”, the adapted, the critics, the millenials, the digital natives, the performers, the unpaied, the post 9-11, the fearless, the threatened, the sexless, the married early, the individualists, the community-ists, the egomaniacs, the normcores, the ultimate free, the still living at home-s, the spoiled and the struggling, the broke to the bone. Concepts of generations are profitable products for the labor, sales and information market but cannot be scientifically proven. Regardless that the following might only apply to a certain percentage of individuals, it is far from redundant to take a closer look at a generation that is mirroring the violent state of our times. The devil is in the detail as they say.

This is the new normal.

Our society is an “administration of people who are no longer at home anywhere, constantly squeezed and dreaming of a somewhere else that does not exist”¹. Information, speed, quantity, competition, globalism. A cramped space occupied by an organism that drowns in unlimited communication and unidentifiable do-it-yourself information. An instantaneous landscape of entertainment and misery. The result is a generation disconnected from what is truth and lie. Desire, spectatorship, anxiety. The city is an explosive concentration of boredom and astonishment. Mass migration. Cosmopolitanism. Relationships. Digital avatars. Kim Kardashian’s “Selfish”. Western democracy. MacIntosh. The war on terror. Anesthesia is keeping Generation-Y saturated and thus conveniently quiet.

We watch war. We don’t see war.

Everyday concerns are life and death. Tough in-between the daily portayal of violence and fear the illustration of a convenient world order is still being kept alive. Like Nike Air Max ad’s in between Paris 2015 and HOMELAND the advocacy of lifestyle products continues to sell the illusion of financial valuation, the illusion of a nation state, the illustion of a home, the illusion of being non-reproducible. Consumerism represents self-improvement. Materialism is self-realization. While global power structures are reshuffled in secrecy Generation-Y obeys a construct of a world that does not apply. Psychological instead of physical violence². In a society in which everything has been decided for us. Terrorist acts and university debts. The immateriality of semio-capitalism leads our society into absolute abstraction³. Apathetic like an algorythm, liveless, efficient. Everything is incidental. Everyone is a product. All is held to be calcuable. Ones own personality becomes limitless and in its quantity invisible like the wholes a drone leaves in the satellite image of a Syrian rooftop. Everything is connected. But nothing is evident.

Tenderness and exhaustion. Collapse and destruction.

Generation-Y is dislocated, fractured, convulsive. Individuals have long become invisible in the surplus of a global system of invisibility.

Radicalization—Generation-Y cries for certainty.

L., 18, set the refugee shelter on fire. When Zainab, 14, jumped to her death trying to escape the flames
L. screamed “Proud, different, national! Fuck democracy!
We are ready for war!”

C. applied for his Ph.D in neuroscience with a photo of himself next to a spitting Lama. At Sothebys, York Avenue, 71st Street, C. wounded 17 and shot dead 33 including himself.

On tape he says “I am unhappy because I am unhappy.

And it doesn’t matter because it doesn’t matter.”

N. was accustomed to having off-brand salami with off-brand toast cheese on off-brand toast. On January 2nd N. aka Abu Hamza blew himself up near Mosul and scored six highschool children and two women. When N. pulled the cord he said to himself “What can the world want do against a youth that loves death more than life?”

Generation-Hypereverything redefines war.

Endnotes

1 Paul Virilio, “The administration of fear” Semiotext(e) Intervention Series #10, 2012

2 Johan Grimonprez “All if Fair in War and Love” in “Dread-The Dizziness of Freedom” Juha van’t Zelfde Valiz Antennae Series

3 Bifo Berandi “The Uprising-On Poetry and Finance”, Semiotext(e) Intervention Series #14