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Titolo	The Changing Meaning of Kitsch : From Rejection to Acceptance // edited by Max Rynnänen, Paco Barragán
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Nota di contenuto	Kitsch: From Rejection to Acceptance: On the Changing Meaning of Kitsch in Today's Cultural Production (Introduction) -- PART I: Kitsch and Life -- Kitsch in the Hypermodern Era -- Sailing the Seas of Cheese -- Kitsch in Relation to Loss -- Old Tricks for a New Dog: Toilet Humor, Politicized Kitsch and the Trump Presidency -- PART II: Kitsch and Culture -- Kitsch and Architecture -- From Fashion as Kitsch to Kitsch in Fashion: Redefining Beauty and Taste Today -- Digital Kitsch. Art and Kitsch in the Informational Milieu -- Kitsch, Beauty and Artistic Practice -- Biokitsch in Art: And the Survival of the Prettiest -- Epilogue: What Next? .
Sommario/riassunto	This book inaugurates a new phase in kitsch studies. Kitsch, an aesthetic slur of the 19th and the 20th century, is increasingly considered a positive term and at the heart of today's society. Eleven distinguished authors from philosophy, cultural studies and the arts discuss a wide range of topics including beauty, fashion, kitsch in the context of mourning, bio-art, visual arts, architecture and political kitsch. In addition, the editors provide a concise theoretical introduction to the volume and the subject. The role of kitsch in

contemporary culture and society is innovatively explored and the volume aims not to condemn but to accept and understand why kitsch has become acceptable today. Max Rynnänen is Senior Lecturer of Theory of Visual Culture and Head of the MA program Visual Culture and Contemporary Art in Aalto University (Helsinki/Espoo). Paco Barragan is an arts writer, curator and a PhD candidate at the University of Salamanca (USAL), Spain.

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