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Miranda July's Intermedial Art: The Creative Class Between Self-Help And Individualism (Culture & Theory)



Synopsis

The first in-depth study of Miranda July's work provides fascinating insights into the lifestyle of the contemporary white Californian middle class. Through an analysis of July's award-winning intermedial work, the author lays open how July takes individualism and self-help as constitutive for the creative class. Although a member of the creative class herself, July's voice oscillates between irony and approval. July thus paints a fascinating portrait of neurotic hipsterism, which triggers self-reflection in the general reader and critical thinking in the cultural analyst.

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