



PROGETTO

MULTIMODAL MIST

THE MUSICOLINGUISTIC LANDSCAPES OF VAPORWAVE

DATA

11.23.19 // AAA

NOME

MORGAN SLEEPER

intro: language in genre

- * Sung language and musical genre

intro: language in genre

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 - * Variation from spoken language (Turpin 2007, Nancarrow 2010)

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- * Visual language?

intro: language in genre

- * Visual language
 - * Importance in internet-mediated musics (Born & Haworth 2017)

intro: language in genre

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 - * Digital linguistic landscapes (Landry & Bourhis 1997)

intro: language in genre

- * Visual language
 - * Importance in internet-mediated musics (Born & Haworth 2017)
 - * Digital linguistic landscapes (Landry & Bourhis 1997)
- * Vaporwave

vaporwave

- * Vaporwave: new internet-mediated musical genre
- * Themes:
 - * “Alienating reinterpretations of familiar sounds” (Koc 2017:61), like 1980s pop & elevator music
 - * ‘Distorted nostalgia’, ‘fuzzy memories’
- * Constructed through music and spoken, sung, and visual language across multiple modalities

bandcamp

- * Popular platform for internet-mediated musics like vaporwave
- * Pay-what-you-want model
- * Sample-friendly
- * Page-based streaming



bandcamp



music

merch

Wonder Underground

by [punipunidenki](#)



life is SUPER DOPE 00:00 / 02:53



Digital Album

Streaming + Download

Includes unlimited streaming via the free Bandcamp app, plus high-quality download in MP3, FLAC and more.

♥ You own this

[Send as Gift](#)

Limited SUPER DOPE Cassette Tape



punipunidenki

Tokyo, Japan

Following

Making groovin' music :)
jazz, funk, Electro, pop
more&more!
plz check my SNS
too~<3

bandcamp

Cassette + Digital Album



SUPER DOPE cassette tape with 3 lyrics cards. art by Yunico Uchiyama, designed by Fumina Nishino.

Includes unlimited streaming of *Wonder Underground* via the free Bandcamp app, plus high-quality download in MP3, FLAC and more. ships out within 5 days

♥ You own this [Buy again](#)

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- ▶ 1. [MAN-MADE](#) 03:21
- ▶ 2. [empty castle](#) 02:48
- ▶ 3. [your skin](#) 02:50
- ▶ 4. [life is SUPER DOPE](#) 02:53

2019/05/20 Limited SUPER DOPE cassette tape out!
Don't miss it :)

punipunidenki's 2nd Private EP :)
This world is beautiful. We are lonely, too small, warm and connected.
love

released April 28, 2019


music & lyrics by punipunidenki
art by Yunico Uchiyama
design by Fumina Nishino





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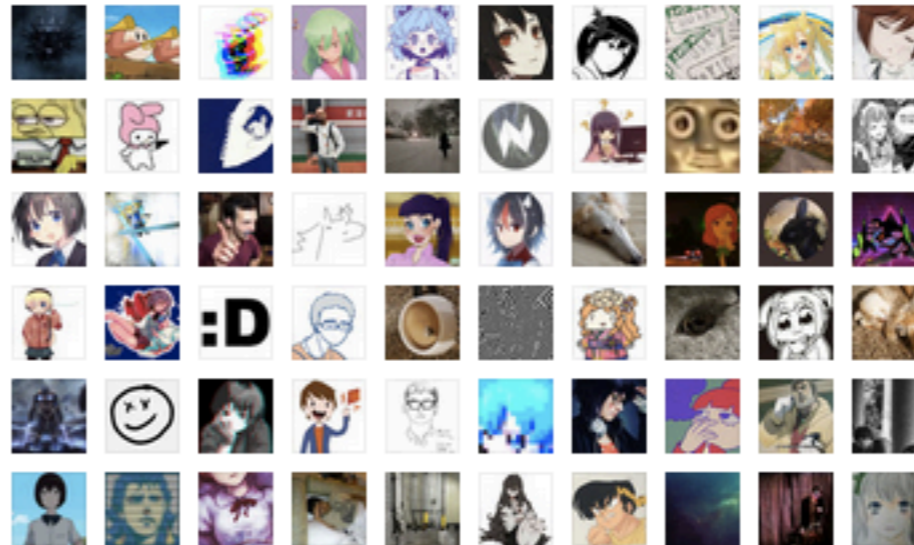
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supported by

 **×HAKASE 「ωαι」** *I have taken a liking for Puniden's soft voice against the jazz; I ended up getting the cassette. Favorite track: life is SUPER DOPE.*

 **Andrew_z** *The voice with the jazz combination sounds incredible I loved it Favorite track: empty castle.*

 **merumeru** *Her whispery voice in combination with those easy to listen, yet intereseting, jazzy tunes make this CD a perfect pop release for me. Favorite track: MAN-MADE.*



[more...](#)

[SoundCloud](#)

[Twitter](#)

[Instagram](#)

discography



[a drop](#)

Oct 2019

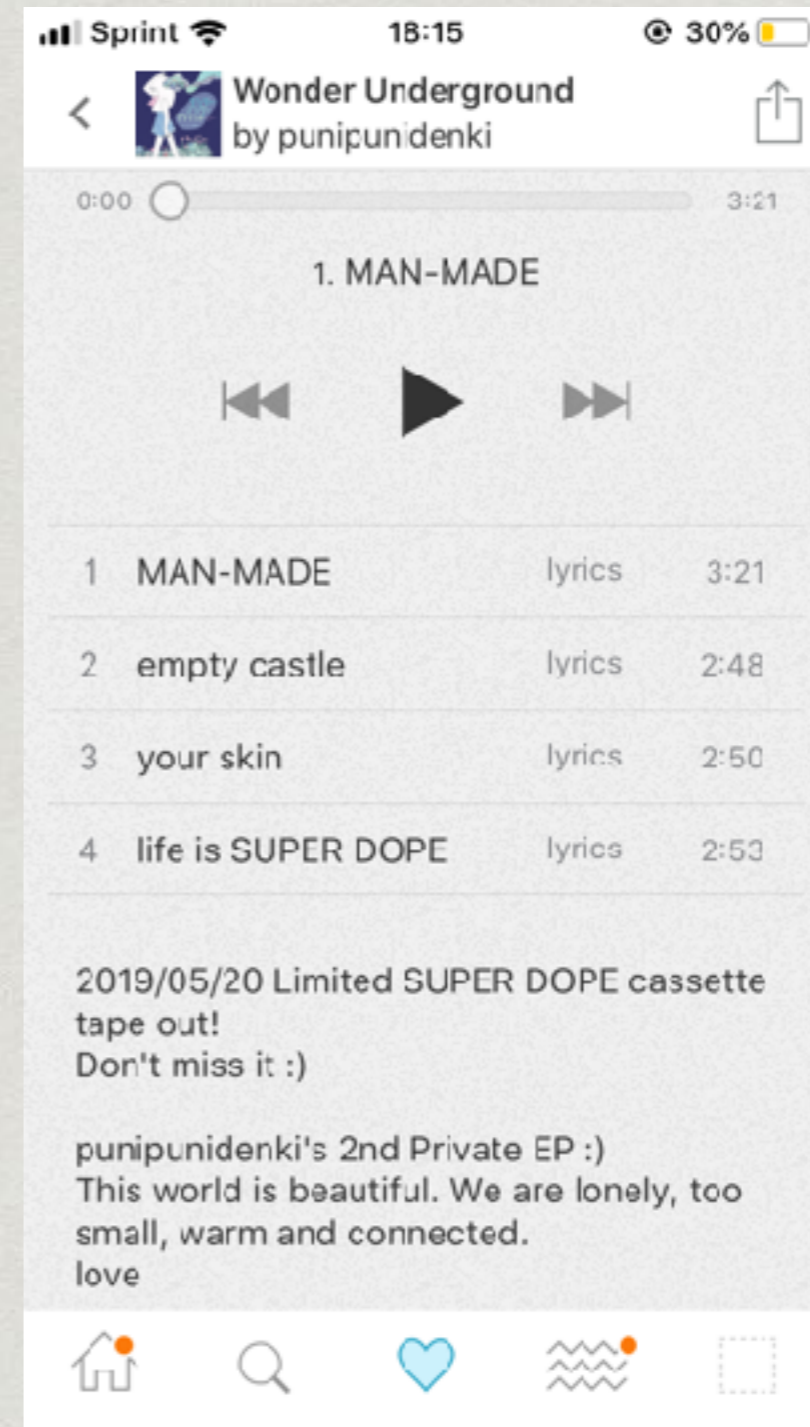


[Wonder Underground](#)

Apr 2019



bandcamp



vaporwave ling landscapes

- * Digital linguistic landscape central to how vaporwave is consumed

vaporwave ling landscapes

- * Digital linguistic landscape central to how vaporwave is consumed
- * Use of Japanese text

vaporwave ling landscapes

- * Digital linguistic landscape central to how vaporwave is consumed
- * Use of Japanese text
- * First vaporwave release:
 - * 'Floral Shoppe' by Macプラス

vaporwave ling landscapes

- * Floral Shoppe (2011)
- * Mac プラス (Ramona Langley, USA)
- * Music: slowed, chopped, screwed 1980s pop
- * Linguistic landscape: Japanese track titles



vaporwave ling landscapes

- * ‘リサフランク420 / 現代のコンピュー’

(‘Lisa Frank 420/Modern Computing’)

- * Sample: Diana Ross ‘It’s Your Move’ (1984)

Floral Shoppe
by **Macintosh Plus**

リサフランク420 / 現代のコンピュー 04:21 / 07:20

1. ブート 03:24

2. **リサフランク420 / 現代のコンピュー** 07:20

3. 花の専門店 03:55

4. ライブラリ 02:43

5. 地理 04:46

6. ECCOと悪寒ダイビング 06:42

7. 数学 06:54

8. 外ギン Aviation 01:10

9. て 02:16

10. 月 06:14

11. 海底 02:18

vaporwave ling landscapes

- * The use of Japanese by non-Japanese-speaking Vaporwave artists is not to be understood linguistically

vaporwave ling landscapes

- * The use of Japanese by non-Japanese-speaking Vaporwave artists is not to be understood linguistically
- * Orientalist marker of otherness central to the genre's themes of alienation and distortion (Chandler 2016)

vaporwave ling landscapes

- * The use of Japanese by non-Japanese-speaking Vaporwave artists is not to be understood linguistically
- * Orientalist marker of otherness central to the genre's themes of alienation and distortion (Chandler 2016)
- * Evidence: 'Vaporwave text generator'

vaporwave ling landscapes

- * 'Vaporwave text generator'

← → ↻ <https://lingojam.com/VaporwaveTextGenerator>

LINGO JAM [CREATE A TRANSLATOR](#)

Vaporwave Text Generator

Hello AAA.

Hello AAA. 八ヨ河
Hello W. (八ヨ河)
【Hello AAA.】

vaporwave ling landscapes

- * 'Vaporwave text generator'

The screenshot shows a web browser window with the URL <https://lingojam.com/VaporwaveTextGenerator>. The page features a black header with the 'LINGOJAM' logo and a blue button labeled 'CREATE A TRANSLATOR'. The main content area has a purple-to-blue gradient background with the title 'Vaporwave Text Generator' in a white, pixelated font. Below the title, there are two white text boxes. The left box contains the text 'Hello AAA.'. The right box displays three examples of vaporwave text styling: 'Hello AAA. 維ぞソ', 'Hello ΛΛΛ. (維ぞソ)', and '【Hello AAA.】'.

vaporwave ling landscapes

- * 'Vaporwave text generator'

← → ↻ 🔒 <https://lingojam.com/VaporwaveTextGenerator> 📄 ⋮ ☆ ↓ ☰ ☰

LINGOJAM [CREATE A TRANSLATOR](#)

Vaporwave Text Generator

Hello AAA.

Hello AAA. 浴ざろ

Hello 罫ΛΛ. (浴ざろ)

【Hello AAA.】

vaporwave ling landscapes

- * Digital linguistic landscape (arbitrary Japanese) combines with music (distorted English) to create 'distorted nostalgia', 'fuzzy memories'
- * Vaporwave as a genre constructed through these multimodal bundlings of music and language
- * This happens in more than one modality at once!

musicolinguiistic landscapes

- * In addition to digital linguistic landscapes,

musicolinguiistic landscapes

- * In addition to digital linguistic landscapes,
- * Vaporwave uses **specific musical production techniques** to create **soundscapes** in which listeners can imagine visual language situated: **imagined musicolinguiistic landscapes**

musicolinguiistic landscapes

- * In addition to digital linguistic landscapes,
- * Vaporwave uses **specific musical production techniques** to create **soundscapes** in which listeners can imagine visual language situated: **imagined musicolinguiistic landscapes**
- * These **imagined musicolinguiistic landscapes** are integral to the genre's themes of alienation, distortion, and fuzzy memories.

this talk

- * Imagined musicolinguistic landscapes in three subgenres, representative artists:
 - * Mallsoft
 - * Future Funk
 - * Signalwave

mallsoft: 猫シCorp.

- * 猫シCorp. (Jornt Elzinga, Netherlands)



mallsoft: 猫シCorp.



- * 猫シCorp. (Jornt Elzinga, Netherlands)
- * 'Palm Mall'

mallsoft: 猫シCorp.



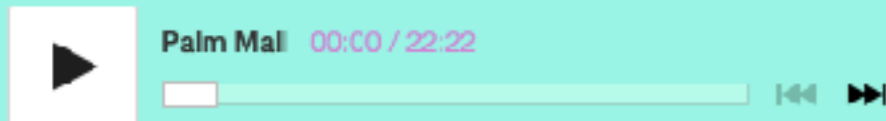
- * 猫シCorp. (Jornt Elzinga, Netherlands)
- * 'Palm Mall'
- * Music:
 - * Muzak/elevator jazz
 - * Announcements/commercials (English/Japanese)

mallsoft: 猫シCorp.



Palm Mall

by 猫シ Corp.



Digital Album

[Streaming](#) + [Download](#)

Includes high-quality download in MP3, FLAC and more. Paying supporters also get unlimited streaming via the free Bandcamp app.

♥ You own this

[Send as Gift](#)

- ▶ 1. Palm Mall 22:22
- ▶ 2. Endless 通路 (with CVLTURE) 03:27
- ▶ 3. Special Discount 01:56
- ▶ 3. Special Discount 01:29
- ▶ 5. Endless 通路 (with CVLTURE) 03:51
- ▶ 7. Palm Mall 22:22



* Digital linguistic landscape:

* Eng/Jpn titles

mallsoft: 猫シCorp.

日本語：
パーム・モールへようこそ！
ヒラエットの最新かつ最大のショッピング
モール！
あなたがそれらの新しい "黒猫" の時計を購
入していることを確認し、
それが休憩のための時間だと感じたら；
マクドナルドにコークスとバーガーを持っ
て行く！

英語：
Welcome to Palm Mall! Our newest and
biggest shopping mall in Hiraeth! Make
sure you buy those new "黒猫" watches
and when you feel it's time for a break;
go get a coke and burger at マクドナル
ド!

- * Digital linguistic landscape:
- * Eng/Jpn titles
- * Eng/Jpn description

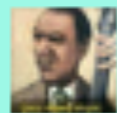
mallsoft: 猫シCorp.



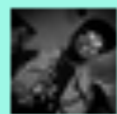
- * Musical production:
- * Hi-cut/low-cut filters
- * Emphasise mid-range frequencies
- * 'PA system' sound
- * Ambient noise/ conversation
- * Cathedral reverb

mallsoft: 猫シCorp.

- * Musical production creates imagined musicolinguistic landscape:



Zygmunt Zyglar *I feel like I am walking through a shopping mall that i've always went to, but at the same time, never visited. This album takes you to a place where you can purchase Marble statues, Google Poesies, and Colorful Cassete tapes 10/10 Favorite track: Palm Mall.*



Joe Soul *I've never listened to vaporwave until late in the game (a couple of months ago), and I gotta admit that this album took me back to a place that I forgot all about ... Thank you. Favorite track: Palm Mall.*



chekrdnickrs *Lost in a mall that never existed Favorite track: Endless 通路 (with CVLTVRE).*

future funk: マクロス82-99

- * マクロス82-99 (Gerald 'Mookie', Mexico)



future funk: マクロス82-99

- * マクロス82-99 (Gerald 'Mookie', Mexico)
- * 'Sailorwave'



future funk: マクロス82-99

- * マクロス82-99 (Gerald 'Mookie', Mexico)
- * 'Sailorwave'
- * Music:
 - * English-Ig disco
 - * Japanese City Pop



future funk: マクロス82-99

* Digital linguistic landscape:

* Jpn/Eng titles

- ▶ 1. NEW DAWN 02:36
- ▶ 2. 戦場 02:02
- ▶ 3. 木野 まこと 02:02
- ▶ 4. 火野 レイ 02:23
- ▶ 5. 水TEMPLES 01:36
- ▶ 6. 水野 亜美AMY 02:44
- ▶ 7. ABOUT U (Feat. オウムのジャングル PARROT JUNGLE 95) 01:42
- ▶ 8. STREET ROMANCE 2049 02:28
- ▶ 9. 月乃 うさぎSERENA 01:56
- ▶ 10. 新宿区 JAZZ POINT J 02:15

future funk: マクロス82-99

- * Musical production:
 - * Dynamic EQ and filter sweeps
 - * Sense of motion towards/away from music



future funk: マクロス82-99

- * Musical production:
- * ‘火野レイ’
 - * Low-pass -> high-pass filter
 - * Movement towards music
 - * Ambient sounds -> fade out



future funk: マクロス82-99

- * Musical production:
- * ‘STREET ROMANCE 2049’
- * 1. Extreme low-pass & ambient noise
- * Outside of music; passing by



future funk: マクロス82-99

- * Musical production:
- * ‘STREET ROMANCE 2049’
- * 2. Compressed levels, gated drums & tiled reverb
- * Inside narrow passage with music



future funk: マクロス82-99

- * Musical production:
- * ‘STREET ROMANCE 2049’
- * 3. Extreme low-pass & ambient noise
- * Outside of music; passing by

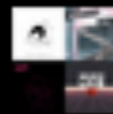


future funk: マクロス82-99

- * Musical production creates imagined musicolinguistic landscape:



vsa *this was the first future funk album I ever listened to. It changed me. It introduced me to a whole new world of music and MACROSS 82-99 remains one of my biggest/favourite artists of the genre. Every track feels like a new vibe and experience and a new section of a fictional city that you cruise through at night.*



Rex Leung *That nice, bubbly feeling when you walk down the crowded streets of Tokyo.
Favorite track: Horsey (feat. Sarah Bonito).*



Michael DeConcini *Really captures the kinda ambivalent but upbeat feeling I get from a city at night. Euphoric and wonderful, great to put on while busy or even just when bored.*

signalwave: 天気予報

- * 天気予報 ('Asu Tenki', 'Osaka, Japan')



signalwave: 天気予報



- * 天気予報 ('Asu Tenki', 'Osaka, Japan')
- * Digital discography

signalwave: 天気予報



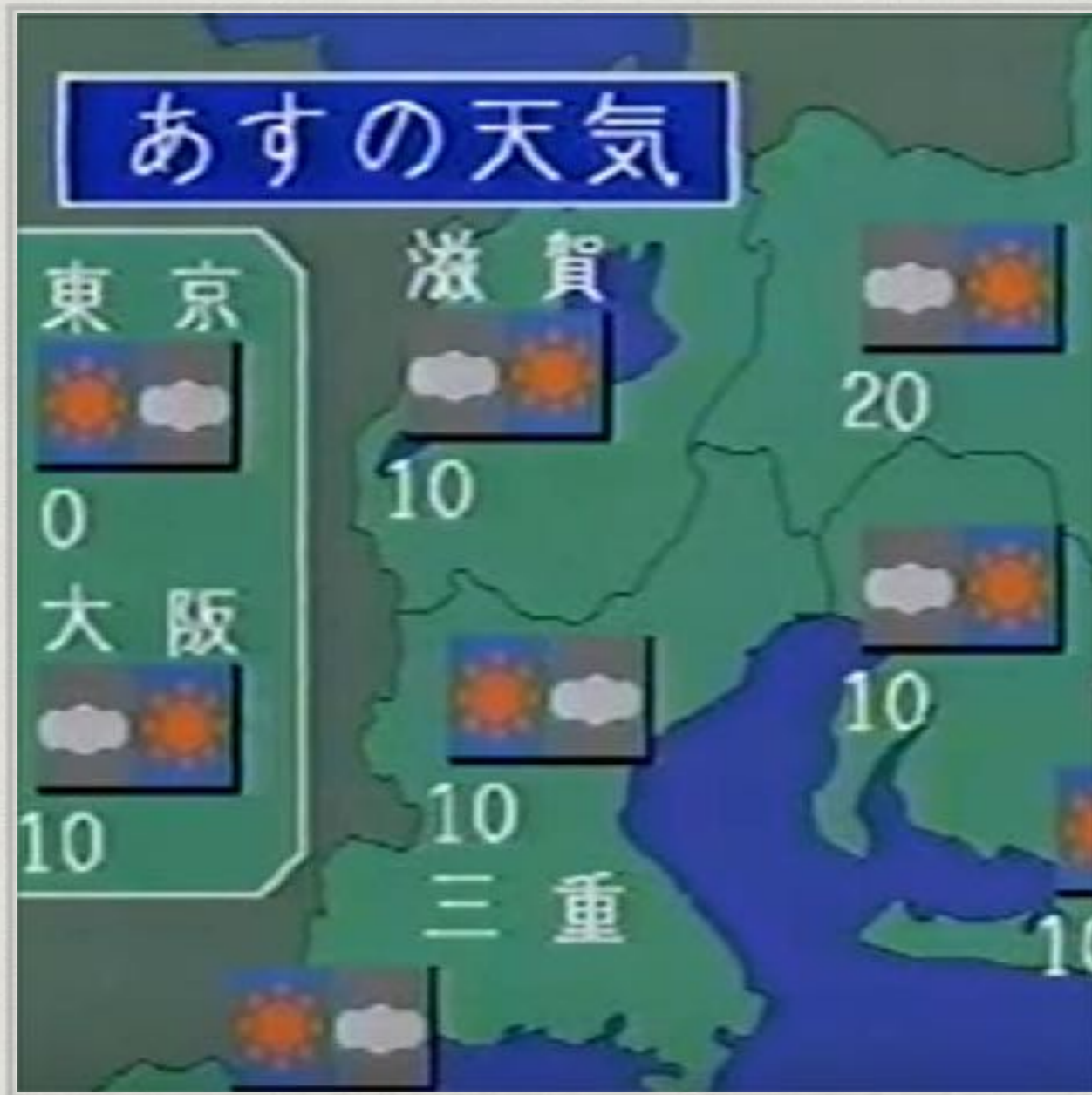
- * 天気予報 ('Asu Tenki', 'Osaka, Japan')
- * Digital discography
- * Music:
 - * Japanese weather reports
 - * Japanese commercials

signalwave: 天気予報

- ▶ 17. あすの天気 04:24
- ▶ 18. 風・夢・天使 00:55
- ▶ 19. 旧式 01:48
- ▶ 20. CMブレイク 「Vol. XXIV」 02:12
- ▶ 21. 1:30 02:33
- ▶ 22. Announcements! 02:00
- ▶ 23. Broadcast Concluded 01:12
- ▶ 24. サインオフ 01:05

- * Digital linguistic landscape:
- * Jpn/Eng titles

signalwave: 天気予報



- * Musical production:
- * CMブレイク 「Vol. XXIII」
- * RF static, warble, compression, source-switching
 - * Analogue TV changing channels

signalwave: 天気予報

- * Musical production creates imagined musicolinguistic landscape:



Pled Paper *this masterpiece is definitely asutenki's magnum opus and a huge contribution to broken transmission lore (both in quantity and quality). feels like you're a kid in a japanese family and it's a sunday when you can watch TV from the early morning to the tale night*



D S C P L *A monumental release!*

It makes me feel like a kid watching the news with my mom. Favorite track: Good Morning!.



electronic_sheep *Amazing Broken Transmission album, puts you right in front of the TV watching the morning weather. Favorite track: 特別な地域条件.*

conclusions

- * Vaporwave (and subgenres) constructed through music and (sung, spoken, visual) language
- * Digital linguistic landscapes

conclusions

- * Beyond that, vaporwave production licenses **imagined musicolinguistic landscapes** in which listeners situate these elements

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- * Underspecified mall; city streets; in front of a television

conclusions

- * Beyond that, vaporwave production licenses **imagined musicolinguistic landscapes** in which listeners situate these elements
- * Underspecified mall; city streets; in front of a television
- * These imagined musicolinguistic landscapes are crucial to the genre's 'distorted nostalgia'

conclusions

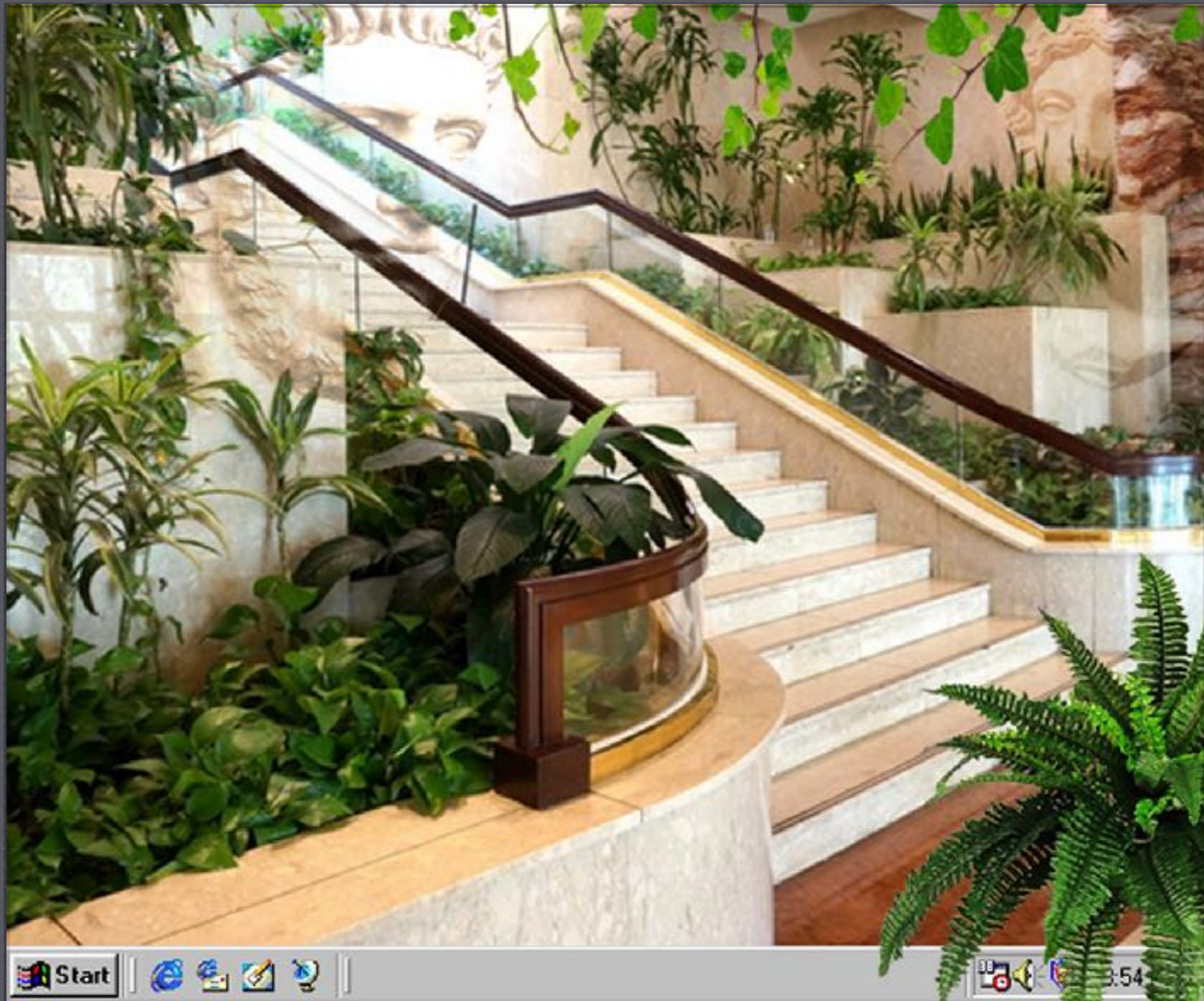
- * Beyond that, vaporwave production licenses **imagined musicolinguistic landscapes** in which listeners situate these elements
- * Underspecified mall; city streets; in front of a television
- * These imagined musicolinguistic landscapes are crucial to the genre's 'distorted nostalgia'
- * Not 'just music', not 'just language'; elements joined and distorted through musical production

conclusions

- * Vaporwave shows how language can shape musical genre across multiple concurrent modalities
- * Linguistic landscapes extended to a musicolinguistic framework
- * Embodiment (and out-of-bodyness) in musicolinguistic experience
- * Importance of musical production in musicolinguistic analysis

sampled works

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