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Creative Class Subculture in Bangkok

The paper intends to analyze the relation of ‘creative class subculture’ and ‘cultural industry’ related to music industry in Thailand, particularly in Bangkok. Why Bangkok? Because Bangkok is being regarded as “the city of popular music of Thailand” in which has highly developed since the 1960s. At present, Bangkok still has cultural resources and creative spaces to generate most of certain fields of cultural industry of popular music in Thailand. Moreover, in term of the new economy, the growth of Bangkok’s music industry has been more knowledge and creative based and therefore easily developed in global economy.

In term of these, a theoretical framework of this research reflects transformation of cultural industry and formation of creative class subculture to understand of “the de-fragmented power of labour process” in capitalist society. It also reflects deeper conflicts between economic, social and aesthetic aspects throughout the new economy.