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Environmentalism and Cultural Industries: Moving Beyond 'Green Consumerism'

Since the early days of the BCCCS, cultural studies has long been interested in consumption as a cultural practice. However, to draw upon the terminology of Bourdieu, the possession of cultural capital in some social milieus is increasingly tied to the consumption of fewer material goods: to the 'mainstream' growth of the desirability of what we may call 'environmental capital'. This paper will critically examine the value of 'green consumerism' as an environmental strategy and consider its social role as (supposedly) post-climate change lifestyles are themselves becoming desirably aestheticised. It will argue that cultural industries have a key role to play here, in particular architecture, fashion and other creative practices at the heart of bespoke customisation of living spaces and lifestyles.