

Postmodern conditions	Brief descriptions
Openness/tolerance	Acceptance of difference (different styles, ways of being and living) without prejudice or evaluations of superiority and inferiority
Hyperreality	Constitution of social reality through hype or simulation that is powerfully signified and represented
Perpetual present	Cultural propensity to experience everything (including the past and future) in the present, "here and now"
Paradoxical juxtapositions	Cultural propensity to juxtapose anything with anything else, including oppositional, contradictory and essentially unrelated elements
Fragmentation	Omnipresence of disjointed and disconnected moments and experiences in life and sense of self – and the growing acceptance of the dynamism which leads to fragmentation in markets
Loss of commitment	Growing cultural unwillingness to commit to any single idea, project or grand design
Decentring of the subject	Removal of the human being from the central importance she or he held in modern culture – and the increasing acceptance of the potentials of his/her objectification
Reversal of consumption and production	Cultural acknowledgement that value is created not in production (as posited by modern thought) but in consumption – and the subsequent growth of attention and importance given to consumption
Emphasis on form/style	Growing influence of form and style (as opposed to content) in determining meaning and life
Acceptance of disorder/chaos	Cultural acknowledgement that rather than order, crises and disequilibria are the common states of existence – and the subsequent acceptance and appreciation of this condition

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