



Refinement Culture



Paul Skallas

January 01, 2023



Tech

<i>Revolut</i>	»	Revolut
facebook.	»	FACEBOOK
Google	»	Google
Microsoft	»	Microsoft
<i>airbnb</i>	»	airbnb
<i>Spotify</i>	»	Spotify®
<i>Pinterest</i>	»	Pinterest
ebay	»	ebay

Fashion

BALENCIAGA	»	BALENCIAGA
 BURBERRY® LONDON	»	BURBERRY LONDON ENGLAND
<i>YVES SAINT LAURENT</i>	»	SAINT LAURENT
Berluti	»	BERLUTI
BALMAIN PARIS	»	BALMAIN PARIS
RIMOWA®	»	RIMOWA
 DIANE VON FURSTENBERG	»	DIANE VON FURSTENBERG



Tech

<i>Revolut</i>	»	Revolut
facebook	»	FACEBOOK
Google	»	Google
Microsoft	»	Microsoft
<i>airbnb</i>	»	airbnb
<i>Spotify</i>	»	Spotify
<i>Pinterest</i>	»	Pinterest
<i>ebay</i>	»	ebay

Fashion

BALENCIAGA	»	BALENCIAGA
	»	BURBERRY LONDON ENGLAND
YVES SAINT LAURENT	»	SAINT LAURENT
Berluti	»	BERLUTI
BALMAIN PARIS	»	BALMAIN PARIS
	»	RIMOWA
	»	DIANE VON FURSTENBERG

velvetshark.com

There has been a subtle shift in the last 20 years in many aspects of life around us. It has to do with refinement of design, architecture, accents, the environment and overall aesthetics. Refinement culture can be summarized as a general streamlining and removal of any unique characteristics. Refinement Culture is one dimensional and removes variety from the environment. It's optimized.

It's easier for me to show you some of these changes you may or may not have noticed. And through the examples, a definition will be fleshed out. You see it already everywhere.

Corporate Logos

Let's discuss contemporary logos. The current aesthetic is supposed to be "clean" and frictionless. They are de-aging skin, smoothing hair, and brightening his eyes. They could be trying to make him look "healthy".



For some reason they made the Quaker Oats man younger, slimmer and virile. Why? I hav





Cars

I remember growing up and driving and being in the passenger seat of cars. Every car would be a different world. It'd be a totally different experience, both riding in it, driving it, the aesthetics, the interior and if it would even last. They were distinct!

If it's a newish car made in the past 5-10 years, it's all the same. What make? What model? It doesn't matter. It's all pretty good. They all run smooth. They all have electronics on the dashboard.

Four car brands, four models, all basically the same.



MSRP from \$25,350



MSRP from \$25,850



2021 Toyota RAV4
MSRP from \$26,250



2021 Subaru Forester
MSRP from \$24,795



2021 Mazda CX-5
MSRP from \$25,370



2021 Hyundai Tucson
MSRP from \$23,700



2021 Ford Escape
MSRP from \$24,885



2020 Honda CR-V
MSRP from \$25,150



2020 Toyota RAV4
MSRP from \$25,950



2021 Kia Sportage
MSRP from \$24,090



2021 Kia Seltos
MSRP from \$21,000



2021 Volkswagen Tiguan
MSRP from \$25,245



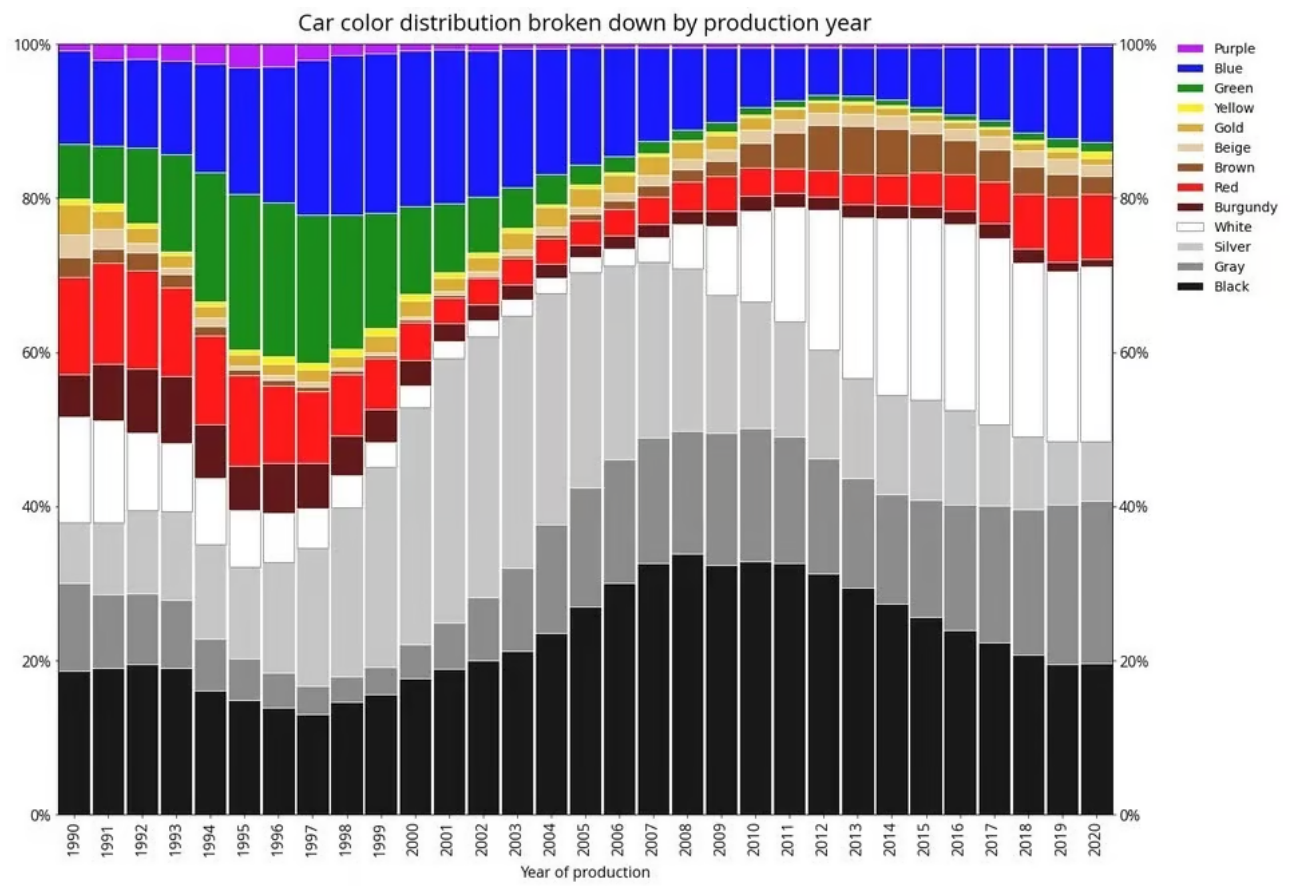
It's not even about car design, but colors as well.



Just looked in my mirror and a sea of silver cars. Dumbest color ever.

We need more blues and yellows and reds

3:27 AM



Or look at interiors. It's just a big ipad in the middle. There are not buttons or knobs.





Architecture

Perhaps the most visible aspect of refinement culture is architecture. New buildings generally all just look alike.



Even the inside of homes generally have this look.



Accents

There's even a merger of language happening. Strong regional accents are slowly dying off. The more interconnected we are, the more we talk the same.

Are Regional Accents Disappearing In The United States?

It may seem like people are sounding more and more similar, but this country's linguistic map is as complicated as ever.

In the 1980s, some 80 percent of Texans they interviewed had an accent. By 2013, that figure was only about one third

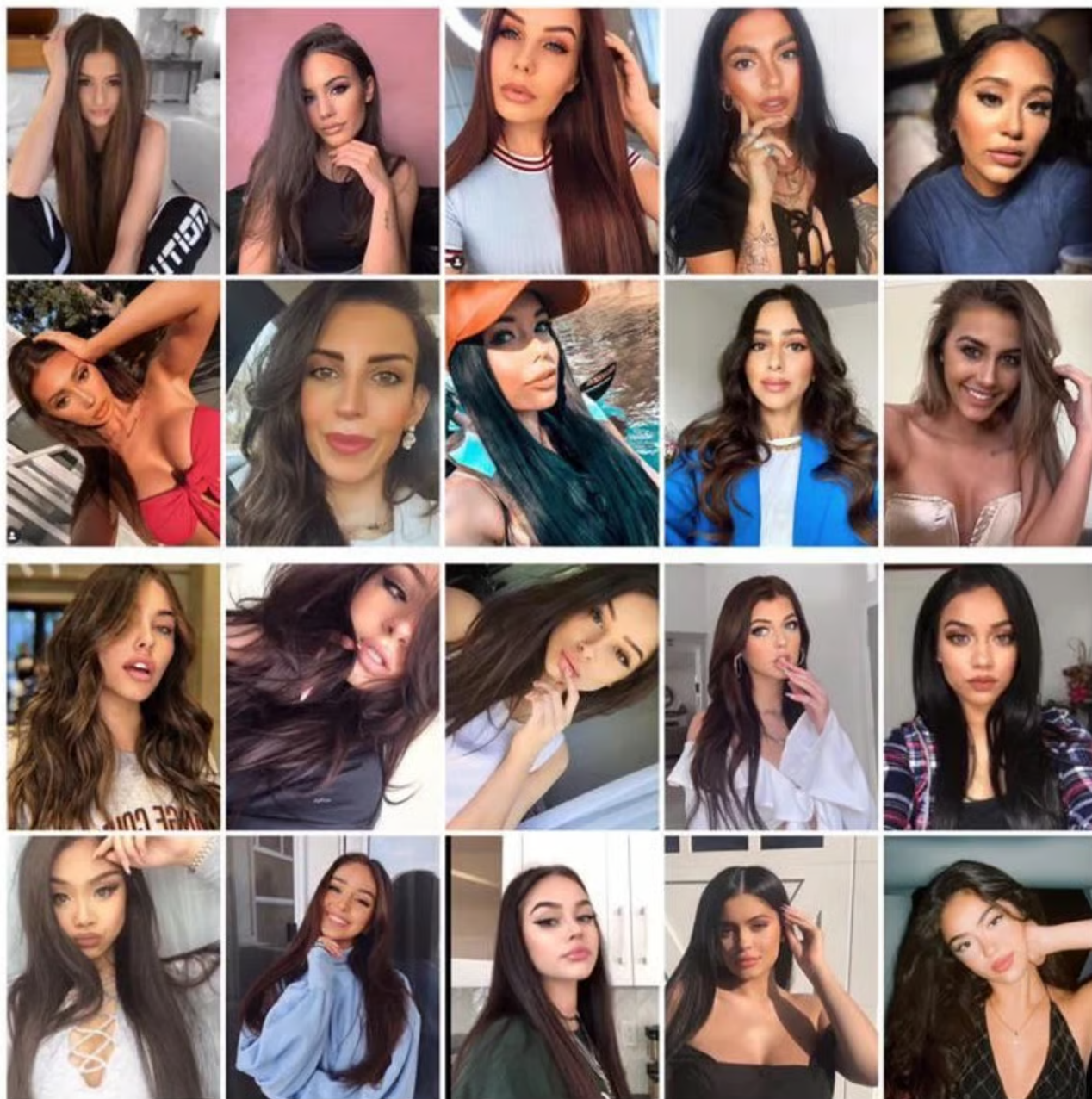


Do I Sound Funny to You? - Margins of Error with Harry Enten - Podcast on CNN Audio

No one thinks they have an accent ... but it turns out we all do. However, is it possible our distinct ways of speaking across the U.S. are disappearing? If so, what else is getting lost along the way? Harry Enten goes on a journey to find out if conformity is affecting how we converse. Plus, get ready to hear Harry with an entirely new accent! If you enjoy Margins of Error, CNN would love to hear from you. Please visit: cnn.com/margins to take a brief survey.

<https://www.cnn.com/audio/podcasts/margins-of-error/episodes/64c98de7-5422-4f7e-8fef-ae860174d926>

Appearances



The Lindy
Newsletter

Home Account
Posts Upgrade
Authors

Ente...

Subscribe

