

CHROMATIC LANDSCAPES AND INFORMAL ARCHITECTURE: COLOR IN THE CONFIGURATION OF URBAN IMAGE IN BOLIVIAN CITIES

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ABSTRACT

The article reconstructs various perspectives from the work of Hannah Arendt that facilitate the examination of modern subjectivity and its connection with the unfolding of capitalist society. In this endeavor, the analysis ventures into less explored areas of Arendtian thought, such as her examination of "introspection" in the early biography of Rahel Varnhagen, her interpretation of the "transformation of the citizen into the bourgeois", and her considerations regarding the masses, consumption, and entertainment. The result highlights certain original approaches that reveal key conditions of the contemporary subject and their relationship with themselves.

Keywords: Arendt, Subjectivity, Masses, Biopolitics, Entertainment.

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