

## #BIMBOISM

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**#HYPERFEMININE #BIMBO #LEFTIST #LUCEIRIGARAY #SIANNENGAI  
#FORYOUPAGE #TITS #S3XWORK #ANTICOLONIAL #NOTQT**

**WILL THE LEFT BE QT-IFIED?** \_\_\_\_\_ Tell me you're qt-fying the left without telling me you're qt-fying the left. Your #foryoupage conjures a femme-presenting character with suggestive clothes, bold makeup, and a fluting voice that performs a naivety at once innocuous and seductive. You're mesmerised. You like, share, duet, stitch and save the video. You follow the user, an offering to the algorithm so that it may bring a windfall of similar content. This is your first step towards qt-fication.

\_\_\_\_\_ The self-identified #bimbo is part of an intersectional sorority that embraces hyperfemininity. "The only thing required of her[/him/them], is that she[/he/they] *keep intact the circulation of pretense by enveloping her[/him/them]self in femininity*" (#LuceIrigaray). Shifting from its 1920s etymological origins of "boy-like" ('bambino'), #bimboism no longer belongs to the men who categorise in order to control, instead conflating the haplessness of a child with the bravado of a sexually liberated woman. Yet with all its evolutionary prowess, #bimboism has yet to reach its final form. In late 2020, @alicia\_amira, who declared herself the founder of the #bimbo movement, expressed her dismay that #bimboism was being politicised to her 300k+ Instagram followers via Stories. Her contention was with Gen Z #bimbos on TikTok, who took to the platform to decry capitalist patriarchy in #hyperfeminine attire and intonation.

\_\_\_\_\_ From liberal to left, this mutation of #bimboism reflects the radicalisation of a new generation faced with a dire political reality more severe than that of their predecessors, where hypercapitalism sees the hyper-commodification of everything. Even the bare means of communications is owned by private corporations, where every message becomes a transaction that is contingent on the ads that keep inboxes running. New market rules dictate the flow of information.

\_\_\_\_\_ The leftist stance of #bimbos is leaked across hashtag boundaries, gender boundaries, and expectations, gaming the rules with an unassumingly cute (qt) presence. #SianneNgai writes, "it is possible for cute objects to be helpless and aggressive at the same time [...] this paradoxical doubleness is embedded in the concept of the cute from the start." Once objects of male consumption,

#bimbos now exploit the aesthetic to call for the destruction of the system which both invented and ridiculed them.

\_\_\_\_\_ The algorithm favours, or at least heeds no mind, to #bimbos. It interprets them as benign, inconsequential, just-covered-enough. Yet #tits are censored (both image and hashtag). #s3xwork is censored. During moments of heightened political friction, #leftist, #indigenous, #anticolonial movements have been censored. The #bimbo skirts around censorship with its unthreatening veneer, metastasising into digital spaces previously unreached by the left. The capitalist-realist left, however sound, does not aim to attract – #notqt. They languish in their depressive state of self-criticism, their language is not updated, not accommodating futurity.

\_\_\_\_\_ The bimbos' aggressive flirting – with boundaries, with algorithms, with you – is a new language missing from the left. “The delightfulness offered by cuteness is violent” (#SianneNgai). The subversive potential of their qt masquerade pushes into an as-yet untrodden linguistic territory. The overkill of qt-ness aspires to an avant-gardist, near-violent moment to become a political tool.

\_\_\_\_\_ You're not so naive as to think the rules won't be changed on you. Neoliberalism will coyly alter the worlds informed by digital infrastructures. Exhausted from its ever-shifting, never-announced boundaries, its participants can never truly catch up.

\_\_\_\_\_ Yet the language constructed from the hyperfemine offers transformative tools. For now, #bimbos are the leftist avant-garde. For now, put a finger down if you're qt. Put a finger down if capitalism bores you. Put a finger down if you recognise the value of the qt-fier. Put a finger down if the left will be qt-fied.

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#### // About the Author

Ada Zero Collective was co-founded by Silvia Bombardini, Sandy Di Yu and Siegrun Salmanian in the summer of 2020. A research and curatorial collective premised on the exchange of tacit knowledges and materialist-feminist perspectives, it aims to undermine institutional frameworks, and explore labour practices historically silenced, to champion novel ways of organising the labour of the future.

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