

Hyperpop

Hyperpop is a subgenre of experimental pop that emerged in the mid-2010s. It is defined by its glitchy production, pitch-shifted vocals, and genre-blending maximalism. It uses the standard form of a pop song progression and pushes everything else to its extremes. Common elements that a hyperpop song include are glitches, metallic sound synths and distorted vocals. While hyperpop borrows elements from many genres, it mainly draws from electronic, hip-hop and dance music. Hyperpop is described as “rich with auto-tuned and pitch-shifted vocals and heavy, jarring distortion” but similarly to pop music it “capitalises on catchy choruses, short runtimes, and shiny aesthetics.” Alexander Guy Cooks founded the record label P.C Music in 2013. As hyperpop is strongly associated with P.C. Music, he is considered the “godfather” of hyperpop. This genre has allowed new up and coming artists to experiment with music through producing and music programming.

<https://www.epidemicsound.com/blog/what-is-hyperpop/>

<https://www.thegazelle.org/issue/191/understanding-hyperpop-generation-internet>