Abstract
Any form of representation implies an attitude, and therefore an ethic, to the exercise of representation. From this perspective, this article explores the relationship between the construction of cultural modernity and baroque imagination. Considering the thoughts of a few names of the «materialist philosophy», such as Nietzsche, Benjamin, Adorno, Lyotard or Sloterdijk, literature (Juan Goytisolo, Miguel Romero Esteso, Mallarmé, Elias Canetti) and film (Jean-Luc Godard, Greenaway), this paper will discuss different ways of understanding and responding to the fact of representation in Modernity.

Keywords
Modernity, Baroque, Theory of representation, Post-structuralism.