

## **Sculpture New Media Workshop**

### **Day 1 Discussion: The Art Formally Known as New Media - Time and Media**

In the context of this class, Media Arts can be thought of as exploring the technical, cognitive and aesthetic bases of human interaction with art as mediated by technology. In more forward-looking terms, it addresses the aesthetic in the information-rich environment of the future.

The idea in this class is to approach new media for what it says and not, primarily, for how it is made. So this idea of 'making' from a conceptual point of view is the 'starting' point for explorations of the visualization of ideas using primarily 'time based' tools of representation. Example: using narrative with objects or making responsive objects. I'm talking about art that can be an interactive and dynamic platform rather than a fixed product.

Ever since its emergence, New Media has resisted definitive categorization..... So what is new media in the context of contemporary sculpture?

Recent histories of new media have focused on its range in form– interactive installations, dynamic interfaces, software, responsive performances, immersive spaces, the Internet and the social critique of technology. Histories of art have traditionally focused on meaning and how artworks present unique perspectives on broader questions of economics, politics, social relations, public space, leisure, aesthetics, and memory.

- What 'media' constitute New Media?
- What combinations do these media combine to create forms that we can determine aesthetic and formal criteria from which concerned parties can have a basis for critical discussion?
- Is New Media only Web-, or Net-based? Technology based?
- How does New Media locate itself within the larger discourse of Art History?

### **Media Arts**

“Although the artists of my generation who reject the notion of "media art" cannot offer a better term, they instead deal with new media and new technologies in calmer and more relaxed ways. For them, new media are a 'natural' part of the world; media constitute an integral part of their worldview. The world as they know it is inconceivable without media. Media technologies are not being assigned a utopian potential anymore.” (Inke Arns, 1998)

Media art is difficult to categorize and define namely because the forms of art that this inherently generic term describe, defy formal classification. In its simplest form, media

arts is contemporary art that is related to or created in a technological medium. From this perspective media arts can be thought of an artistic exploration of human interaction with art as mediated by technology. Although 'media art' may be difficult to categorize by form or definition, we can certainly review the technologies artists have been exploring since the late 1950's.

- 1) lumino-kinetic art, lasers and holography
- 2) moving pictures (experimental film, video art, computer movie, computer animation, moving pictures on the Internet)
- 3) kinetic art
- 4) sound art (as part of conceptual art)
- 5) stage art – technology and body, robotics, performance
- 6) communication art (mail art, fax art, telephone art, broadcast technologies, TV, radio, satellites, internet art: streaming media, net.art, network art)
- 7) 2-D works: digital photography, computer graphics
- 8) electronic music, digital music, soundscape
- 9) art hardware and art software
- 10) 3-D: virtual environments and architecture (VR, 3-D modeling, VRML and so on)
- 11) text-oriented work (hyper textual literature, e-mail art, spam art, ASCII art)
- 12) tactical media (media hybrids, low-tech media)
- 13) media art and organic world (nature, science and technology)
- 14) media art and society (activist art, network art, tactical media)
- 15) social and aesthetic implications of media art (cultural theory, media theory)

Some new forms and technologies artists are exploring:

- database art
- generative art
- circuit bending
- artificial intelligence, artificial life and artificial selection
- digitally generated nature
- system theories
- genetic art
- genetic algorithms
- network art, neural networks, feedback networks
- mathematical and generative modeling
- rules systems

**NOTE:** Please read, From Wagner to Virtual Reality – web link on syllabus. Select a section or artist to discuss next time in relation to the idea of 'constructed other'

Definition: Constructed other in this context is the idea that an artist is planning a project for the end user. Creating a work with the intention of having others interact with the work as fashioned by the maker.