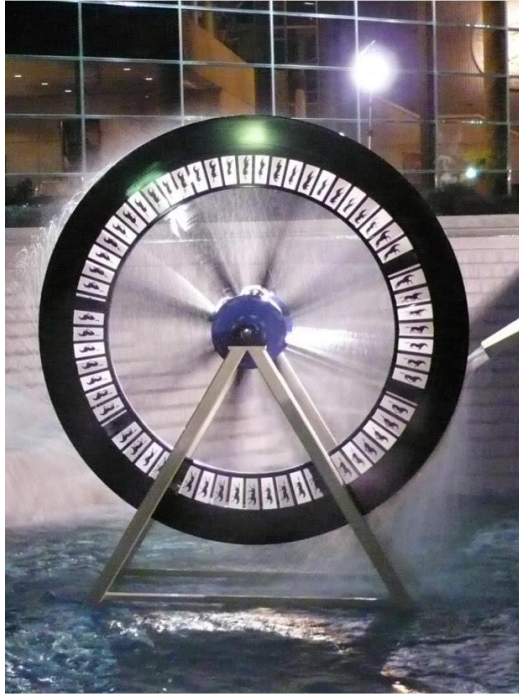


Michelle Cheung
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Eng 74

NMA: Writing

In the Mark Tribe essay it describes the uses of new media art. New media art is a refreshing style that uses 2d with 3d effects to create a digital picture. New media art can be categorized as data, interactive and digital art. The definition given from Mark Tribe is “-projects that make use of emerging media technologies and are concerned with the cultural, political, and aesthetic possibilities of these tools.” New Media Introduction, Brown University. The practice of this art can challenge the ideas of traditional art and try to incorporate them within the works. In this paper I will discuss how the action and interactions have benefited the artworks and how I will consider incorporating the practice of new media art in my works. The new media artists that I found that represented the styles I like are Scott Hessels, Jehangir Sabavala, and Ann Lehas.

The first artist that I am introducing is Scott Hessels, he is American filmmaker, sculptor and media artist based in Hong Kong. His artworks span different media including film, video, online, music, broadcast, print, kinetic sculpture, and performance. The sculpture that I will introduce is one of his famous public sculptures.



The Image Mill- Falling water powers

This sculpture uses water to create a moving picture. As the water runs it gives the sculpture energy to have a movie play while it's running. Having an image move gives the viewer a chance to stay and watch the movie as it moves. If it was a still sculpture a person might spend less amount of time appreciating it with movement it draws in the viewer to appreciate the sculpture longer. Having movement within artwork is a practice that allowed interaction just like with games that have a perfect way of having connecting with the viewer.

The second artist I am introducing is Lily Honglei, “she is an, artist collaborate from Beijing, currently base in United States. Their creative projects integrate digital imaging technologies, such as Augmented Realty, Virtual Reality and digital animation, with traditional art mediums to comment on current global societies as well as the relationship between Asian cultural heritages and globalization.” Dec, 15. 2021 [Virtual Switerland](#). She created a screenshot of a project she worked on using the game Shadow Play in VR.



Screenshot of Shadow Play VR installation. Lily & Honglei

VR is the newest game console that allows the user to fully interact within virtual world. The reason for this creation of her works is because China wanted to relocate 260 million people from the countryside to one of the mega regions by 2020. She was able to make a protest through VR and show what would happen to the people who were forced to relocate. I feel that her works have a really strong concept and are what kept me interested.

The last artist I am introducing is Ann Lehas, she always dealt with identity, culture, family history, and the duality of becoming Vietnamese-American in her work. Inspired by the cultural contexts in her life, she correlates the artificial with remembrances of generational trauma. Sentiment is vital in her works as she questions her personal experiences to construct imposing art.



[Tear x Scape / Terrorscape 1 \(Jungle\), 20"x20"](#)

I choose her because her work is very unique. She uses photography as a protest with World War 1 and aesthetically creates the picture to a beautiful work of art through tragedy. She wanted to protest the use of teargas within the United states. I am always impressed with the reasons artists have to create their artwork. Their passion for their work inspires me to find one of my own.

I think new media is a good way of trying out new practices and expanding on my creativity for the time being. There is no limit to creativity so I am glad that I can have the opportunity to try out the style. My art is more of paper and pencil, I prefer to draw realistic artwork. I am a very traditional artist so taking the step to try out a new practice way out of my comfort zone would be an interesting one. I'd like to see how different styles of practices in new media art can capture my attention.