

THE NEW AESTHETIC AND ART: CONSTELLATIONS OF THE POSTDIGITAL

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Flaptekst hier,

Currents in Critical Internet Culture

“Are you living in today’s world?”

Marshall McLuhan

90s Internet Culture

The topic discussed here is set against the backdrop of a fast growing medium. Over a decade the Internet population has grown from a few million, mostly academics, to nearly half a billion. In 1993 the ARPANET Internet backbone was commercialized and companies established their presence on the Net. This development coincided with the release of Mosaic, the first WorldWideWeb browser. From now on stand-alone desktop PCs were able to exchange information through the ‘network of networks.’ After storage and computation growth and the rise of graphic interfaces the IT-revolution got into network frenzy. With the WWW, users no longer had to learn commands and type them into UNIX command lines but could easily click buttons. It was *Wired* magazine, launched in January 1993, which successfully established a ‘cool’ interface between IT-geeks and the business world of venture capital. An explosive mix of software, underground culture and commerce was created. This technoculture had its epi centre on the US-Westcoast, but its concepts spread like wildfire over the globe.

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