Amanda Johnston

Art 75

Reading 01

2/4/20

Busting the Tube: A Brief History of Video Art Reading Response

Potential, if I had to use one word to describe the history and the future of video art, that would be it. Just as printmaking has a relationship with promoting social ideas for change, videography does as well. Third world countries have used printmaking to promote social change and beginning in the 1960’s video art has demonstrated that same promise. This capability is only growing as our technology advances. In the early days of video art, the only mass media outlet was television or public showings in galleries and museums. Today however, the internet, and therefore, the entire world is at our fingertips – quite literally. This makes working in this medium very inciting.

# “…video is a medium engaged in questioning, stirring up, provoking, engaging, educating, inventing, informing, and articulating new ideas.” (Horsfield) This quote is what resonates most with me personally and brilliantly defines why I am engaging in video art. I am a visual artist, not a digital media artist. My interest lies in creating captivating, quality video art that will compliment my other bodies of work in different mediums. I have seen the power of video that is done well to articulate contemporary art ideas. Our world is becoming more and more digital and creating video art that is within societies' newfound comfort zone is a stunning way to generate a dynamic exhibition.

# Works Cited

Horsfield, Kate. "Busting the Tube: A Brief History of Video Art." *Feedback: The Video Data Bank Catalog of Video Art and Artist Interviews* 2006: 1-9. Article.