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**The map**

**is not**

**The territory**





This is a publication for creatives, would be creatives, or just the interested.

It's intended to serve as a jumping off point for the exploration of new mediums and technologies.

Scan the QR code for further discussion.

# Context

Context is important to artwork, this is why photos of paintings are so much less impressive than the original. What mediums, new or old, can bring audiovisual work into its most impressive context?

"The map is not the territory" is a term coined by philosopher Alfred Korzybski to warn against a reckless trust in the accuracy of maps, any given type of map captures a certain set of elements in the area, and can also be mistaken or miscalculated in various ways. A similar phenomenon happens with different mediums, they each have specific attributes that they communicate well, or foreground, and also they have things that they communicate less well, for instance, social media is great (in some ways) for sharing photographs, but fairly awful as a way to distribute long form written content.

# OB SOLESCENCE

If a medium becomes obsolete it can become stylistic content, for example, more and more we're seeing analogue photography enter digital mediums as a nostalgic stylistic filter.

Jean Baudrillard would argue that we are living in a technical world that is shedding all symbolism, that we need to use symbolism from times when technology had a more visible, tangible quality like when phones all had a handset with an ear and mouthpiece or when you had to use a floppy disk (or many) to save your files, both are instances of old technology being inherited as iconography to help us interact with new tech.

However, in the words of Edward Sapir "No sooner, however, does the artist transgress the law of his medium than we realize with a start that there is a medium to obey."

Although digital technology can seem like it's interfaces are always imitations of other mediums, are we blind to it's inherent limitations or parameters because it is the current information environment that we live in?

# CONCLUSIONS

In what Marshall McLuhan would call "Overheated" media, a medium could become so prevalent that the need for new content overtakes the previous need for a new medium, in this instance lowest common denominator content becomes a dominating feature, think of all the clickbait on youtube, or daytime television.

I don't think that new audiovisual methods are likely to be overheated anytime soon. I'd like to see them take on new roles in all kinds of applications, from clubbing, to museums and education.

