



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?

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



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.

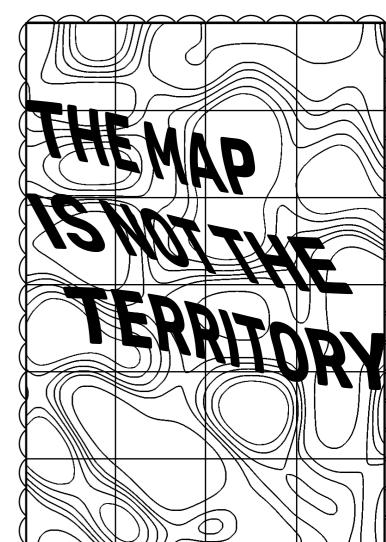
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If a medium becomes obsolete it can become stylistic content, for example, more and more we're seeing analogue photography enter digital mediums as a nostalgic stylistic filter.

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

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?





In what Marshall McLuhan would call "Overheated" media, a medium could become so prevelant 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.