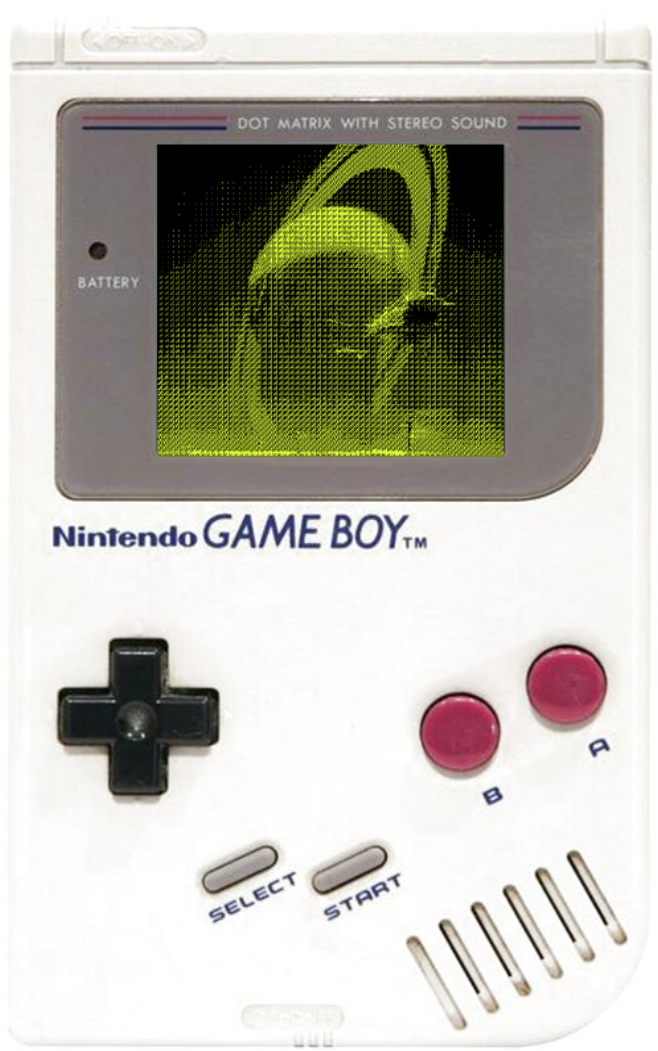


This is a publication for creatives, would be creatives, or just the interested.

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

Scan above for further discussion.



Content 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?

“Saturn” by painter John Harris is surely more impressive in it’s original oil paint than it is printed here. Then imagine viewing it on your old Gameboy as you load up a new game and you’ll see that it’s visual impact is destroyed, but it takes on a promise of adventure nascent to interactive audiovisual experiences like gaming.

In this case the change of medium brings a sense of adventure from daydreams and fantasy (arguably) closer by promising the possibility of an extension to the story of the painting.

If a medium becomes obsolete it can become stylistic content, for example, more and more we're seeing fake analogue photography enter digital mediums, Jean Baudrillard would argue that we are living in a technical world that is shedding all symbolism. 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 denomi-nator 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.