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Reading 04

In the article, “Web Work: A History of Internet Art” by Rachel Greene talks about the existence of Net.Art and how it came about. Net.Art was created by accident through an anonymous email in December 1995 sent to Slovenian artist Vuk Cosic. This email was a mangled transmission with alphanumeric gibberish and the only thing that Cosic could figure out of this transmission was Net.Art. The Net.Art was then translated to be a way of communication between artists, enthusiasts, and technoculture critics, which involved graphics to help describe a variety of everyday activities. This was a way for them to trade ideas, sustain each other’s interests through ongoing dialogue. The online dialogues didn’t mean just texts or images, it meant links, emails, and other exchanges than just by “optical” aesthetics.

Net.artists have grand ambitions to show off their ideas, goals, and ideals by exploiting the characteristic uses of the internet, whether immediacy and immateriality. By building a community for net.artists across international boundaries, communicating on equal ground, instantaneously it became a paramount importance in everyday activities. Through this way of communication, the internet allowed the net.artists to work and speak independently without bureaucracy and the art-world institution without

being marginalized or being deprived from the community. The internet atmosphere became lively because subscribers would be excited about the artworks being produced. This became the newly found new-media art world.