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Digital Media

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What is New Media Art?

The first artist that I think represents New Media Art is Alma Alloro. She is a visual artist from Israel. She works with large patchwork quilts, that she then crafted to generate animated abstract films onto them. This is something that I would have never thought about doing, so for her to think about this unique idea, to me is what I think new media art is. For a good amount of time she did not want to use technology for her practice. Quilt making is normally a form of art that tells a story, Alloro thought of a new and interesting way to tell stories on her quilts such as, Big Screen. The work that tells a story of moving images that also serves as a visual manifestation. She highlighted the effort of quilt making with expression and care which shows tremendously. There is also another piece she has worked on called *Apophenia*, which is hand drawings and animations that is installed along a machine that is manually creating animations. What she is doing with this is, giving the viewer a chance to see what once use to be the main source of art (illustrations) and putting it next to new art which is technology projecting illustration but digitally. She has a wide range of art that she creates and I find them interesting and a great new digital media artist that she is.

A second artist I think represents New Media Art is LaTurbo Avedon. This artist works on the internet, an avatar that identifies connecting to online expression. One medium this new media artist works with is dramatic detailed polygon 3D structures. The piece that involves this is called, New Sculpt. What is featured is large format prints and videos of her digital sculptural work. What I like about her work is that she's taking an old form of media art, using print and combining it with what we call new media, digitally creating sculptures with 3D structures and combining the two. To me this is a great example of a new media artist. She is not just using one form of art but using another to make more interesting pieces that are visually captivating. When looking at her work of the digital sculpture that is printed on archival ink on dibond, makes me feel anxious, also looks like illusion, like the view can get lost or dragged into it. It has been described that it has a matte texture on the printed side and a shiny white backside. She creates this digital sculpture, not really knowing what made her create such a thing, but I'm intrigued on why she did and want to learn more about it. Makes the viewer feel like if they are digitally in there with it to fully grasp what it truly is and to see it from every side.

A third artist that I think represent New Media Art is Rick Silva. He has images, videos, and websites that explore notions of landscapes and wilderness. Silva had his first solo show which was, En Plein Air that contained an ongoing body of work of images that were created at locations and encountered between tools of digital communication and the unbuilt environment. From watching the video he gives us locations from where he was at and then shows you what it looks like in his mind. I find this new digital media to be very intriguing because when the viewer thinks of a landscape image, they see it as what it should be, but in this case, Silva doesn't show you just an ordinary landscape shot. Silva has transformed each

location he has seen into something so beautiful and different that it makes you think how he thought about making it look so different, yet the same. His digital landscapes definitely gives the viewer a different perspective and shows the time and thought he puts into his work. The way I see it is, he's taking an image or what he physically sees and turning it into something no one would ever think about. I would say that this is another great example as a new digital media artist. One other work that I visually enjoy is the "Sky Burial", that includes prints, sculpture and moving image artworks which explore a world of post military drones and future rituals. This piece also resembles the Tibetan Buddhist funeral practice which is a body that has been placed on a mountaintop. When first looking at this piece I thought it was a building or a stack of cards on top of one another and then I really looked at it and noticed it's a series of images of laptops that have been rotated, flipped, turned upside down and made smaller. Silva's creations are next level and are completely different from other artist.

Talking about myself never is an easy thing to do, but considering myself an artist is probably one thing I can talk about. In terms of myself, I see some similarities with one of the new media artist that I was talking about previously, which would be Rick Silva. I don't want to compare myself work to his because we produce different things. I mainly focus on Photography such as, landscape, nature, lifestyle, freelance, and the main one is sports photography. One common interest I see in mine and Rick Silvas work is that we both have an eye for landscapes. For Silva the way he takes his landscapes shots are through a virtual route and for me I just capture them. Silva turns his work into something so abstract that it makes you wonder what the normal landscape looked like. I'm not that high tech, so for me I wait for the perfect lighting, a certain setting and the time of day for my landscape shots. I enjoy

shooting landscapes because when I capture the right one, it drags me in to the point where I relive the moment for as long as can. In photography I know some like to stick to one style of photography, but I see it as that the more types and styles of photography I can gain knowledge on, the more experience I get. I recently have picked up sports photography and I am absolutely enjoy every second of it. Going from landscapes or nature photography to sports is a big change because one is slow paced and the other is no stop movement. The excitement I get from capturing the most thrilling action shot is incredible. What you see is the athlete slowed down in time and frozen seeing every movement they are making whether it's a kicking motion, catching a ball, running, etc. My goal with my photographs or just my art in general is to make people feel something either it's an emotion, excitement, curiosity, any kind of feeling. I have also recently experimented with film photography and I have to say go back in time to such an old form of photographs was just an amazing experience. Using a film camera definitely slows you down and makes you appreciate the entire process. I notice that I really enjoy taking portraits on the film camera rather than taking them on a DLSR camera. I think the reason behind that is because each photo from the film is a surprise on how it will turn out because you can't go back to see the image immediately.

Overall, the three artists that I think represent new media art are all individually talented and so incredible interesting that they have the techniques to create anything. To creating quilts that generate animated abstract films onto them, to dramatic detailed polygon 3D and structures with large format prints and videos of her digital sculptural work, lastly to images, videos, and websites that explore notions of landscapes and wilderness into a virtual

world. They all are unique in their own ways. They all offer different art forms that represent new digital media