



MAGD 150

Video Art



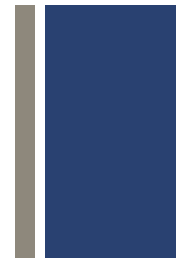
Overview



- History of Video as a Medium and Technology
- History of Video Art
- Notable Video Artists



What is Video?



+ The Medium of Video



Video is an **electronic medium** for the recording, copying, playback, broadcasting, and display of moving visual and audio media.

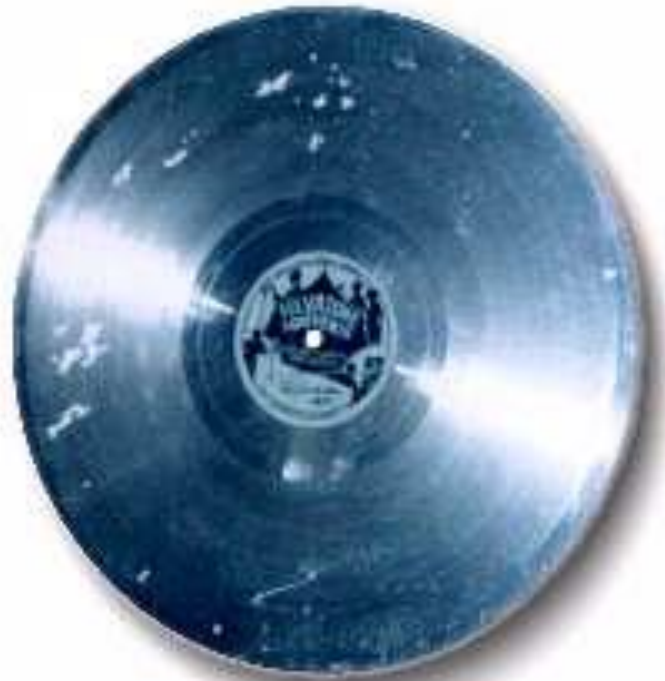
Video differs from film primarily because of the use of electromagnetic media to record its data rather than the **photochemical process** of film



Video Technology

- 1920s-1940s
 - "Phonovision"
 - "Silvatone" Record (1933)
 - End of WWII - German Magnetic Recording Technology discovered
 - Singer Bing Crosby founded AMPEX
- 1950s
 - Early Video Technology (VTR)
 - AMPEX (Quadraplex)
 - American Broadcasting Company
 - Mostly used for time-shifting Live Programming (TV)
- 1960s first Commercial Video Recorders and Editors









AMPEX quadruplex VR-1000A, 1956





Video Technology



- 1960s first Commercial and Consumer Video Recorders and Editors
 - EL-3400(1964)
 - Sony "Portapak" Field Recorder (1965)
 - Timecode Editing (1967)
- 1970s - Home Video Formats and Early Digital
 - First VCR (1971)
 - Betamax (1975)
 - VHS (1976)
 - Computerized Editing Systems
 - LaserDisc (1978)







<https://vimeo.com/102347583>







Video Technology



- 1980s
 - VHS popularization
 - Early Digital Video technology (1986-87)
- 1990s
 - Consumer DV recorders
 - Digital Betacam (DigiBeta) (1996)
 - MiniDV (1995)
 - DVD (1996-97)
- 2000s
 - Shift away from tape for solid state media
 - Firewire, DV-I/D, HDMI, DisplayPort



Video Art



Video art is an art form which relies on moving pictures in a visual and audio medium. Video art can take many forms:

- Broadcast recording
- Museum/Gallery installations
- Online/Streaming
- Physical Media (video tapes/DVD)
- Hybrid works which may incorporate one or more television sets, video monitors, and projections, displaying 'live' or recorded images and sounds



Video Art



Video art is named after the original analog video tape, though with the advent of digital recording equipment, many artists began to explore digital technology as a new way of expression.

One of the key differences between video art and theatrical cinema is that video art does not necessarily rely on many of the conventions that define theatrical cinema.

Video art may not employ the use of actors, may contain no dialogue, may have no discernible narrative or plot, or adhere to any of the other conventions that generally define motion pictures as entertainment.



Video Art: History



Video art came into existence during the late 1960s and early 1970s as new consumer video technology became available outside corporate broadcasting.



Nam June Paik (1932-2006)

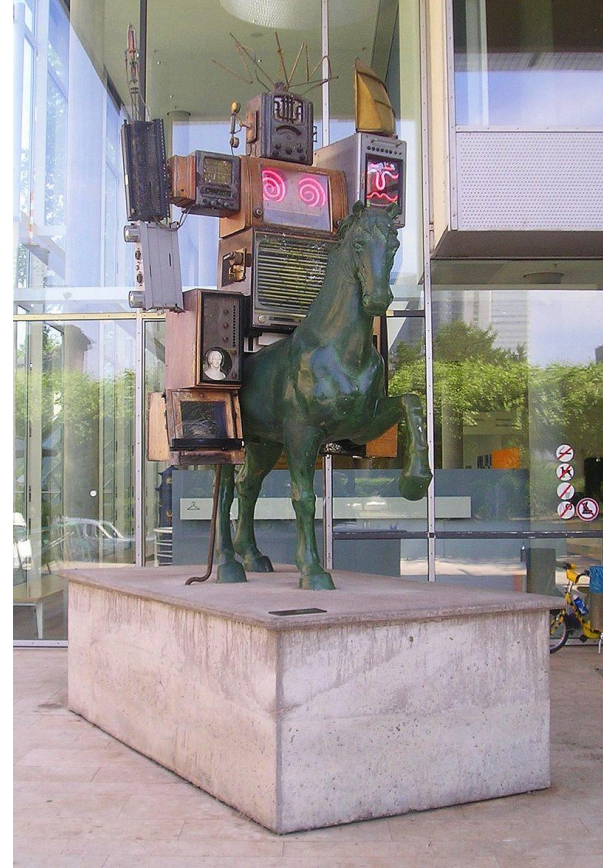
- Born in Seoul in 1932, Fled to Japan in 1950
- Trained as a pianist, graduated Univ. of Tokyo in 1956
- Moved to West Germany, became friends with noted composers John Cage and Karlheinz Stockhausen
- Began collaborating with experimental artists, such as Wolfgang Vostell, George Maciunas, and Joseph Beuys
- Began participating in Neo-Dada first through experimental compositions, then with television and video



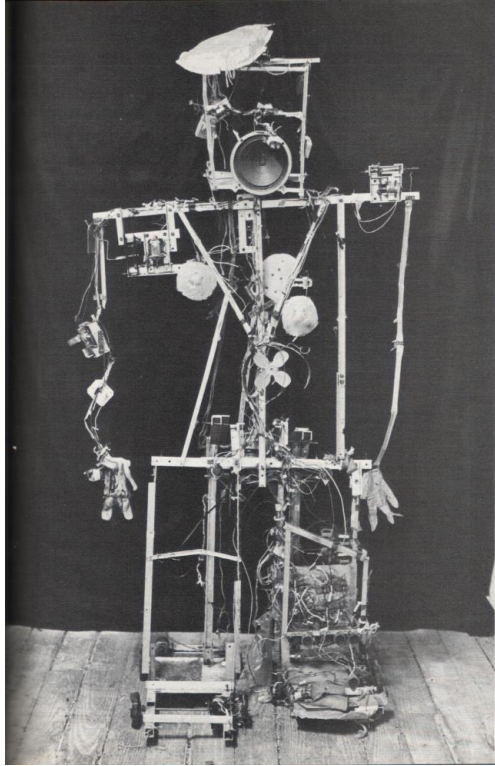


Nam June Paik (1932-2006)

- 1964 - Moved to New York to work with Cellist Charlotte Moorman
- 1965 - Sony Introduced the first Portapak camera system. Paik uses it to film and exhibit scenes on the day of Pope Paul VI's visit to New York
- 1967 - Moorman arrested for indecent exposure during the videotaping of *Opera Sextronique*
- 1969 - Paik creates *TV Bra for Living Sculpture* With Moorman



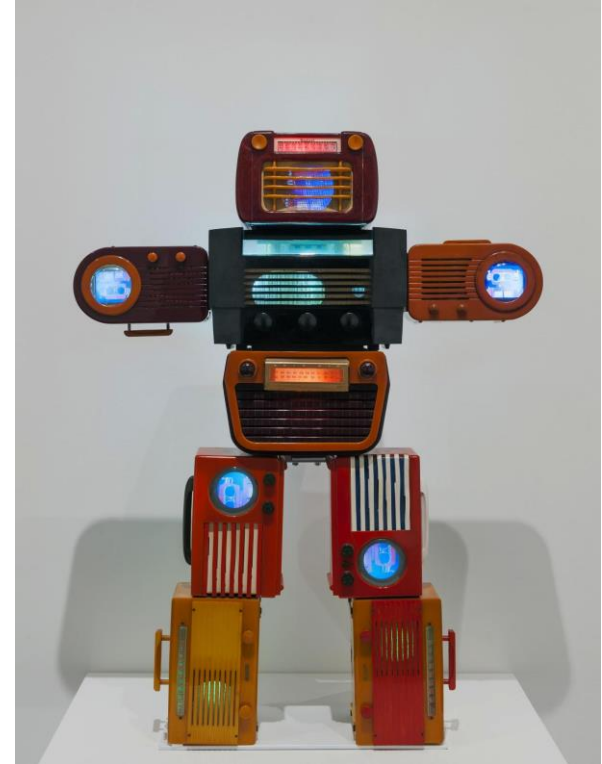
+ Nam June Paik



Robot K-456 (with
Shunya Abe) 1964



Søren Kierkegaard Robot, 1996



Bakelite Robot, 2002

+ Nam June Paik



TV Bra for Living Sculpture (1969)



Nam June Paik



https://www.youtube.com/watch?v=Q_6HAMtqW3Y&t=18s

(*Electronic Superhighway*, 1995.)



Andy Warhol



<https://www.youtube.com/watch?v=7oqVVgEJMOo&t=10s>

(Inner and Outer Space, 1965.)



Bruce Nauman



<https://www.youtube.com/watch?v=Td5ajnjj-EE>

(Manipulating the T-Bar, 1966.)



Vitto Acconci



<https://www.youtube.com/watch?v=OJNvmHmgdiQ>

(Pryings, 1971.)



Chris Burden



<https://www.youtube.com/watch?v=xyQ8en-la-g>

(Through the Night Softly, 1973.)



Bill Viola



<https://www.youtube.com/watch?v=GHdX7sApIMc&t=5s>

(The Reflecting Pool, 1979.)



David Byrne and Sandy McLeod



<https://www.youtube.com/watch?v=2twY8YQYDBE>

(Nothing But Flowers music video, 1988.)

+ Tony Ousler



https://www.youtube.com/watch?v=K25bz78xZ_0

(*Guilty*, 1995.)



Pipilotti Rist



https://www.youtube.com/watch?v=a56RPZ_cbd&t=58s

(Ever is Over All, 1997.)



Doug Aiken



<https://www.youtube.com/watch?v=LJaTjc3TMyo>

Sleepwalkers Trailer (Museum of Modern Art)

https://www.youtube.com/watch?v=Sw3MMr_UdxA

(*Sleepwalkers* (installation), 2007.)