**First Impressions**

Goodbye, World! Looking at Art in the Digital Age:

What is it about?

It is an amalgamation of information about internet, post internet art and more. Each chapter interrogates divergent spaces for art such surveillance, identity, politics and more. The book offers the reader an intro perspective of the digital artworld thought the personal experience of the author, Omar Kholeif. As he mentions right in the beginning:

“is neither definitive nor conclusive, offering only a snapshot of the incredibly diverse works being produced by artists today.” p. 9

**Goodbye, World! Navigating the Debris of Our Digital World:**

**Looking at Art after the Internet:**

Start with the term

Technophoria- a new metabolic state devised by late capitalism whereby human needs and desires are purely satiated by the continual evolution of their electronic devices.>

Art made after the advent of the web 2.0, the response of artist regarding the internet, the copyright, new platforms for Art (virtual museums)

**The New Self:**

The internet has allowed not just artists, but anyone who logs onto it, a chance to reexamine and even reinvent themselves. P.121

Malleability of self-representation, most of the exemples given by the author interrogates cultural norms.

**Touch Me:**

Digital media is rapidly becoming more haptic. We can explore the other dimesions via tools such as vr, digital gloves etc..

<https://youtu.be/2-s1oKxujUk> A little fold-up joystick brings haptics to portable devices

can paint, sculpt

**Don’t Control Me:**

Surveillance, drones, hacking,

**Play with Me:**

Manifestation, gaming culture

**Don’t Shoot Me: I’m Ready for an Uprising:**

politics, ethic, occupy

**Toward a New Digital Metabolism:**

The digital is constantly evolving. Right now, we access it easily via mobile devices, later we might login via our brain. The digital is becoming reality The Matrix.

The internet itself has become a gallery. Berger’s *Ways of Seeing*,

Questioning notions of art, adapting to the accelerating evolving technology, repurposing it p.174

**Question?**

After reading this book, I questioned myself the pertinence of doing arts regarding the real, the physical, the classic art form.

Is the visual arts’ future heading towards exclusively into digital? Is the dead of the classic art forms such sculpture, painting…etc. Or is this the ultimate art form.

As an artist, I am aware of my ecological footprint that I leave each time that I am producing artworks. Someday, polluting is no longer permitted or very restricted. Either way, the artwork ends up by being digitalized thought photography or film into the digital platform (Social media, website, app or new innovate platform never heard before). All the process leads to this end which is inevitable. To document and preserve the existence of the work, going digital, is the reality and the affordable one. The old projector slides aren’t as available as the 70’s or 80’s, the VHS still is available but isn’t as efficient as the cloud. You name it, nothing beats the internet. Best or better, it is the most important invention after the print.

While talking with Jean-Francois and John around the subject, I came into realization that when I photograph my artwork, there is the first picture, the selling point of view of the artwork. Like the CV, this point of view must convince the jury of the exhibition that the works fits or not.

**The New Aesthetic:**

The **New Aesthetic** is a term, coined by [James Bridle](https://en.wikipedia.org/wiki/James_Bridle), used to refer to the increasing appearance of the visual language of digital technology and the Internet in the physical world, and the blending of virtual and physical.

Bridle, James. “The New Aesthetic and Its Politics.” Booktwo.org.com (blog), June 12, 2013. <http://booktwo.org/notebook/new-aesthetic-politics>.

The New Aesthetic is a native product of modern network culture. An open-source, shareable concept, crowdsource, is made by many small pieces loosely joined. The New Aesthetic could a work, a conversation, a performance, an experiment and more. It comments issues around computation, as we live in a society define and shaped by technology. Technology is political like everything else and we should be concerned of these, better controlling them before being controlled by them. It is a contemporary movement according to Bruce Sterling, he believes that New Aesthetic is the truth.

“There truly are many forms of imagery nowadays that are modern, and unique to this period. We’re surrounded by systems, devices and machineries generating heaps of raw graphic novelty. We built them, we programmed them, we set them loose for a variety of motives, but they do some unexpected and provocative things. Bridle’s collection of this material is huge. The evidence is impossible to refute. Anybody with a spark of perception who looks through [his Tumblr recognizes] that modernity reality is on display there.” P.114

Still, this is still evolving, we are living the moment, constantly changing, new trends, new platforms are going to be invented and we will embrace it in some ways for the better and the worse. The physical reality is blurred into the intangible digital realm. Plato’s Cave or The Matrix could be an outcome of bad use of technology.

<https://www.wired.com/2012/04/an-essay-on-the-new-aesthetic/> ‘An Essay on the New Aesthetic’ by Bruce Sterling

<http://new-aesthetic.tumblr.com/> Blog about New Aesthetic

<https://www.youtube.com/watch?v=z84EDsnpb4U> from 5:16 to 6:37

<https://jamesbridle.com/works/drone-shadow-002>

James Bridle, Drone Shadow 002, 2012

Chalk drawing of a shape of a drone (surveillance monitoring vehicle that circulates in the sky)., 1:1 scale. Here the invisible becomes visible, any citizen that passes in this environment, might realize that they could potentially be monitored by a drone.

Cory Arcangel-Self Playing Nintendo 64 NBA Courtside 2, 2011

<https://youtu.be/ndQsEjFisIs>

Cory Arcangel- I Shot Andy Warhol, 2002

<https://www.youtube.com/watch?v=Nbej4iuUN4Q>