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What is New Media Art?

Art has and continues to progress. Art consists of any creative activity that incorporates self-expression. This can branch off into painting, architecture, sculptures, literature, music, performing, cinema, etc. Many of these different art styles, such as contemporary, cubism, art deco, etc. have helped artists build their foundation today and have evolved the definition of art over the centuries. New media art, a visual art genre, refers to artwork created with new technologies, for example, digital art, computer graphics, computer animation, etc. New media art can span over a variety of types of work establishing a platform for communication and interaction, especially online, rather than some other types of art. As an artist myself, using digital media art and computer graphics has helped me personally express myself and my creativity which is under the umbrella of the definition of new media art.

One of my main inspirations, an example of new media art, would be RaFia Santana, an American artist, musician, and performer from Brooklyn, NY. Her artwork can easily be defined as new media art that ranges from illustration, animated gifs, self-portraits, and film to representing the “millennial” mindset and minorities. She is an advocate for mental health and represents the Black Lives Matter Movement through some of her recent work. She uses the internet and social media as a way to share her

artwork along with empowering black and brown communities. She chooses to challenge the ideas of solidarity and alliance and has had multiple exhibitions and performances. She came from a creative family with her mother being a photographer and her father being a documentary filmmaker encouraging her to create her own art. Her ability to express herself through different platforms/mediums and to speak and advocate for basic human rights only makes me respect her more. Her art resonates with the flow of my work, containing a main color scheme and a particular theme surrounding an essential idea/theme making it difficult to choose one piece as a favorite.

Santanas' tumblr: <https://raf-i-a.tumblr.com/>

Santanas' art profile:

<https://rhizome.org/editorial/2016/aug/10/artist-profile-rafia-santana/>

Another new media digital artist I admire is Camille Turner, a Canadian artist of Jamaican descent who surrounds her work with Black culture, identity and her own stories. Through representing multiple mediums, Turner's work delves into intercultural exchange, which is defined as sharing different ideologies and traditions with someone who may be coming from a completely different background and perspective. One of my favorites of Turners' work would be TimeWarp. A short film that is a part of her series, The Final Frontier, which follows the return of a group of space travelers, the Afronauts, who are descendants of the Dogon people of West Africa who have come home to save the planet. Turner's thought process behind this particular project was structured as an intercultural engagement that transforms smartphones into time machines enabling

these museum visitors to experience past and future events. Her work spreads over a variety of different mediums allowing her to be translucent with her art, something I would love to learn from.

Turners' art profile: <http://camilleturner.com/>

Timewarp: <https://youtu.be/5l3RsafIMuU>

Jeffrey Shaw, a visual artist, from Melbourne, Australia, who is known for being a leading figure in new media art. In his career of widely known and critically acclaimed work, he has efficiently used the creative digital media technologies in the fields of expanded cinema, interactive art, and virtual graphics. Shaw's art has left an impact on society through affecting art theory, design and application of digital media in art. He has been represented at many public and local galleries/museums around the world. Places such as Stedelijk Museum Amsterdam, Centre Georges Pompidou Paris, Guggenheim Museum New York, Hayward Gallery London, etc. His ability to distinguish individuality within his work is something I admire tremendously whether it's digital art, virtual reality, or traditional art. His collaborations with new media artists including Tjebbe van Tijen, Theo Botschuijver, Dirk Groeneveld, show his overall talent to have others want to work with him.

Shaws' art profile: <https://www.jeffreyshawcompendium.com/>

All of these artists keep their work unpredictable and consistent with not sticking with only one medium and purely represents new media art. They all express their creativity and individuality through their own distinct ways, something I want to possess

as an aspiring artist. Researching about these three artists has most definitely led me to want to learn more of what I can make and dive into the world of new media art.