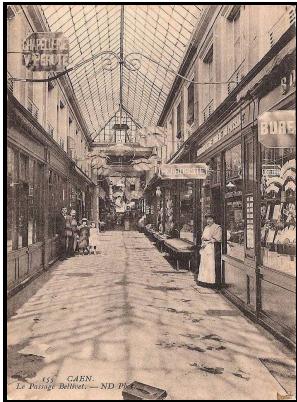


Mapping Benjamin - the work of art in the digital age

Stanford University Press - Walter Benjamin: Summary of "The Work of Art in the Age of Mechanical Reproduction"



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- Technology and the arts
 - Mass media
 - Digital communications
 - Aesthetics, Modern Mapping Benjamin - the work of art in the digital age
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Mapping Benjamin: The Work of Art in the Digital Age by Hans Ulrich Gumbrecht, Paperback

Cambridge, Mass: Harvard University Press, 2008. The shift from a cult value to an exhibitive value affects the qualitative aspect of art. That is the question posed by the editors of this book to a wide range of leading scholars and thinkers across a spectrum of disciplines in the humanities.

Hans Gumbrecht & Michael Marrinan (eds.), Mapping Benjamin: The Work of Art in the Digital Age

But technological reproduction liberates the work of art from its subservience to ritual roots as making replicas in a secular setting now becomes one of the purposes behind the creation of art. Benjamin then goes on to distinguish between the art lover and the mass audience. Several cases on this blog shows how people — curators and audiences alike — apply and interact with artworks under completely different conditions in the virtual space.

Walter Benjamin: Summary of "The Work of Art in the Age of Mechanical Reproduction"

The fact that Benjamin persistently reworked the essay indicates that he was constantly analysing and re-analysing the political potential of contemporary art forms. That is the question posed by the editors of this book to a wide range of leading scholars and thinkers across a spectrum of disciplines in the humanities.

Jonathan Beller: NFT Does Not Stand for Non

Digital reproductions are even easier to manipulate and interfere with than mechanical ones which mostly require more elaborate technical skills. Question Benjamin identifies the political potential of films in the context where they would be viewed collectively by the mass in a theatre.

Mapping Benjamin: The Work of Art in the Digital Age

Likewise, says Benjamin, painting and photography differs by the way they relate to their object — the first stays at a distance, the other intrudes through — and in the way they reproduce reality.

Works of art which originate on the digital platform are inherently replicable across various screens and devices. He writes that according to Marx capitalism would not only cause ruthless exploitation of the proletariat, it would also lead to the generation of conditions which would ultimately cause its own destruction. The original work of art is marked by tradition, heritage, permanence, and uniqueness which contribute to the constitution of its aura.

Walter Benjamin

Benjamin was especially concerned with the ability of new technologies - notably film, sound recording and photography - to reproduce works of art in great number.

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