ON VIRTUALITY OF THE COUNTRYSIDE

Research

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How has the iconography of the countryside, as portrayed in arts, digital, and social media, changed the human experience of rural areas? The ubiquitous images of rural areas are increasing the interest and expectations of the audience, creating a narrative of leisure, otium, and peacefulness. Secluded spas, digital detoxes, and the romanticisation of life in the countryside in its idealised form have turned it into a simulacrum. The virtual representation of the village is seducing people with its enhanced reality. What is the reason for the cult of the image of the countryside? This research examines the relationship between technology, art, and the countryside.