

## #01 What is New Media Art

My understanding of what new media is that it is art that is mostly computer or technology based. According to Manovich, I understood that new media was first introduced in the late 1970's but it wasn't until the late 1980's where it really took a place in the world. As the world is developing with new technologies, I have learned that as the years passed Japan and Europe were two of the most known places to look at new media in the 1990's because of their new institutions that influenced it. Later in the twentieth century the United States and other countries began to engage in new media art too which includes the Whitney Museum in New York and also the San Francisco Museum of Modern art I have learned that new media art could be seen as art that would be contained in computer games, 3D modeling, DVD's and other technologies.

The artist and art piece I have chosen is Haru Ji's and Graham Wakefield's "Endless Current." I have chosen this art piece because as I was browsing the internet, I have found out that this specific type of digital media art caught my attention because it was appealing and interesting to look at.

The art piece inspired me and influence me aesthetically because I feel like it's mesmerizing to look at. As I was watching the clip that went with the art piece I realized that the minimal use of colors used with gray and black caught my attention and was very beautiful to look at. The splatter of colors all around the art piece made it look like it was trying to grab our attention to make sure to also look at the small details of it. Being able to distinguish the different shades used in the art piece made it look like it was a realistic art piece and it could really look like that outside in the universe.

The art piece inspired me and influenced me conceptually because of it's abstractness. Visually looking at the art piece gives me a different meaning to it compared to listening to the art piece. I feel like the uniqueness of the art piece is what makes it very appealing. The idea that the art piece visually makes me want to realize that I'm experiencing and going through a whole new other world. In controversy I believe that listening to the art piece conveys a different meaning to because for me I feel like the art piece is trying to convey me to look out and be aware of what I am about experience.

The art piece inspired me and influenced me technically because of it's true meaning. As I was observing the artist's point of view, I have realized that the art piece expresses life and how the infinite world and nature could be considered a complex system. The viewers could explore and experience the art piece by navigating themselves through it.

During the semester I believe that I could surely use this specific new media art as a guidance because it would remind me to be sure to create my work expressively and meaningfully by making sure it is aesthetically, conceptually, technically inspiring.

<https://vimeo.com/199496510>