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Reading 1
3/30/22

Pichy:

The main idea of the article is to provide an explanation of new media through a definition, but further develop an understanding of it through different examples of artwork and artists. The main argument is that new media drifts from traditional ways of media like paper and television through having more interactive forms of multimedia that are and are not limited to experimental film, computer graphics, art seen on videos, etc. Something I did not know that I loved learning about was the term conceptual art because when I read it, I initially thought that it was the longer name for concept art that is created for films, however, it is something different. Conceptual art is more so focusing on the idea than on objects meaning that the idea is more valued while the final product is not. The idea, story, plan, and overall process is an art within itself which I found so interesting because I completely agree! I agree with the author that the movement might end however I do not think it will completely go away as there are many artists in the world who appreciate and experiment with all types of art, creating a world where it may never disappear. I agree that it will definitely evolve as things are becoming more accessible and the evolvement of technology will definitely play a prominent role. I really like looking at Roy Lichtenstein's pop artwork because I have seen his work in the past and when I was younger I would reference the pieces for myself to practice drawing. It also reminded me of another prominent figure in pop art, Andy Warhol. It really sticks out to me because it reminds me of comic art and how words along with the line art are similar to it. I liked Allan Kaprow's art because of the meaning of performing. He would assemble different things and have different types of artistic performances, hence "happening." It really opened my eyes to see another form of art because I have never heard of it before! The third artist I really liked and appreciate was Prema Murthy because of how the art of a thirteen-year-old girl named Mouchette is unknown and how extremely convincing it is. Identity plays a big role and is important because overall it defines who we are and that can be seen in lots of work. In terms of the identity being unknown, it allows for audiences to really think about how they are viewing this. I like that it also ties into net art which is accessible as computers are more prominent and one can access it through a public library.



Zac:

The main point of the article is to provide an understanding of New Media art, where it originated from, its relation to technology, and how it is evolving over time. The main argument that supports this point is the concept mentioned by the author, that New Media art began to be practiced as a “response to the information technology revolution and digitization of cultural forms” (Tribe, 2). What I found the most fascinating was how much of a scope New Media art encompasses. Aside from the fact that New Media art involves the use of technology, the way in which New Media artist presents their work can vary greatly between artists. For instance, the author mentioned one New Media artists’ work, which involved clicking on a screen and navigating through web pages. While another artists’ work involved the use of a web camera projection. In regards to the author’s point, I agree with his idea that New Media art evolves over time through the changes and relationship between culture and technology. I believe that with technology becoming ever more advanced, artists will be able to expand their creativity in unprecedented ways, as demonstrated by New Media. One of the artists referenced in the article

that I have been a fan of is Roy Lichtenstein. I was shown Lichtenstein's work in elementary and was the first time I was introduced to pop art. I like Lichtenstein as an artist because the style of art catches my eye immediately with its use of color. Another one of the artists referenced in the article that I like is Ken Goldberg. I like Goldberg and his work because his work is different from what is normally considered "art." The image I provided below, which is his *Telegarden*, is an art piece that allows individuals from all over the world to control the device and interact with his art. This form of interactivity is interesting to me as it somewhat challenges the normative notion of "looking" at art. Lastly, another one of my favorite artists mentioned in the article is Cory Arcangel. I really like Arcangel and his work, because of the way he presents and implements pop culture within his artwork using technology. His work makes me reflect and think about the ways in which the images and events we see in popular culture can in fact be represented as art.



Self-Evaluation Rubric: