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# New Media Art (Taschen Basic Art Series)



## Synopsis

Art in the age of digital communication Artists have always been early adopters of emerging media technologies, from Albrecht Dürer and his use of the printing press in the 16th century to Nam June Paik's experiments with video in the 1960s. In 1994, the advent of the Internet as a popular medium catalyzed a global art movement that began to explore the cultural, social, and aesthetic possibilities of such new communication technologies as the Web, video surveillance cameras, wireless phones, hand-held computers, and GPS devices. This book addresses New Media art as a specific art historical movement, focusing not only on technologies and forms but also on thematic content and conceptual strategies. New Media art often involves appropriation, collaboration, and the free sharing of ideas and expressions, and frequently addresses the political ramifications of technology around issues of identity, commercialization, privacy, and the public domain. Many New Media artists are profoundly aware of their art historical antecedents, making reference to Dada, Pop Art, Conceptual art, Performance art, and Fluxus. Artists featured: Cory Arcangel, Jonah Brucker-Cohen and Katherine Moriwaki, Young-Hae Chang Heavy Industries, Vuk Cosic, Mary Flanagan, Ken Goldberg, Paul Kaiser and Shelly Eshkar, Jennifer and Kevin McCoy, Mouchette, MTAA, Keith and Mendi Obadike, Radical Software Group, Raqs Media Collective, RTMark, and John F. Simon Jr.

## Book Information

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## Customer Reviews

TASCHEN's Basic Art movement and genre series: each book includes a detailed introduction with approximately 30 photographs, plus a timeline of the most important events (political, cultural,

scientific, sporting, etc.) that took place during the time period. The body of the book contains a selection of the most important works of the epoch; each is presented on a 2-page spread with a full-page image and, on the facing page, a description/interpretation of the work, a reference work, portrait of the artist, quotes, and biographical information.

The authors: Mark Tribe is an Assistant Professor of Modern Culture and Media at Brown University. He founded Rhizome.org, an online resource for the New Media art community. His art work has been exhibited at the ZKM Center for Art and Media and the Ars Electronica Festival, and he has curated exhibitions at the New Museum of Contemporary Art and MASS MoCA. Reena Jana is a New York-based critic and editor. She has written on contemporary art and digital culture for a variety of publications, including Artforum, Art and Auction, Art in America, ARTnews, Bookforum, Flash Art, frieze, The New York Times, and Wired.

I recently became interested in the aesthetics of media art. This book provided an introduction to this new (to me) form of artistic expression. Living in the hinterlands has perhaps limited my perceptions. There really is more to art than another red rock painting. I would highly recommend this book. Good graphics, my only link to the outside world. Dohn

Awesome book for time traveling to an early decade of the born digital art movement. Plus Mark Tribe is a genius! Great writing.

This book is worth the \$10 or so if you want to see a random assortment of New Media pieces for your own inspiration, but don't count on it as a definitive measure of what "New Media Art" is. To that point, this book contains a lot of examples of "Net Art".

A+++ book with great photography

If you need this book for class, it's great. The projects are very interesting. It was a good buy.

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Architecture) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Decorative Art 50s (Taschen 25 Anniversary: Decorative Arts Series) TASCHEN 365 Day-by-Day: New York Hartmann Schedel: Nuremberg Chronicle (Taschen jumbo series) Chairs (TASCHEN Icons Series) Tuscany Interiors (Interiors (Taschen)) TASCHEN 365 Day-by-Day: Fashion Ads of the 20th Century Gaudi - 2013 (Taschen Wall Calendars) Gaudi 2014 (Taschen Spiral Diaries) Paris - 2013 (Taschen Wall Calendars)

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