

NEW MEDIA & BIENNIAL CULTURE

Lecture 20: New Media / Mass Media / Sensory Reconfigurations

I don't apply the concept of personal or private to myself: instead I consider myself a **public** entity. Certain gestures or private rituals are principle themes in everyone's lives and become **popular** illustration. Behavior must be understood dialectically or be thought about in any way you want. It's inside the **image** that you'll find the virus. Purely personal interest is not satisfying if it doesn't go beyond itself. To me, **spectacle** is a still life, a unique and monumental image. but static, like just one episode, culminating out of all the significant and insignificant moments.

Vanessa Beecroft interviewed by Helena Kontova, Flash Art 2003 (emphases added)

- I. The significance of fashion: "sign" of the subject in urban spectacle
 - A. 19th century: the daddy and the flâneur
 - B. 20th century: the new man and new women (*hommesse, garconne*)
 - C. 21st century: trans... (transgender, transnational, transitional, translational)

- II. Postmodernist Performativity- the urban subjects of spectacle
 - A. Catch-up on Feminism and PoMo -taking up the voice/ gaze of authority: Cindy Sherman, Barbara Kruger, Jenny Holzer

 - B. '60s to '90s techno-subjects (case study Japan)
 - 1) Atsuko Tanaka, 1956 performance and object
 - 2) Yoko Ono, 1964 performance, redone at Pompidou in Paris 2003
 - 3) Yasumasa Morimura, 1988 photographs return to the Duchampian source
 - 4) Mariko Mori, 1996-2000 (neo-Buddhist biofeedback devices)

 - C. '90s to '00s-performative gender
 - 1) Vanessa Beecroft (VB 39: Nany Seals, San Diego 1999)
But most of her works are women: VB 50, Sao Paulo 2002
 - 2) Matthew Barney (Cremaster 3, 2002)

- III. Early 21st century artist positions: cyborg, nomad/*gastarbeiter*, service provider, knowledge producer, political provocateur; the grey line between activism and art
 - A) What is New Media?
 1. Websites and webzines
 2. CD Romzines (Perry Hoberman)-> Film/Video/DVD (Cremaster series)
 3. The computer in the gallery, the desktop
 4. Interactivity

 - B) Hacktivism- is the street "dead code"?

Selected images on verso

Images (selected) for **Lecture 20**

Fashion Positions

Atsuko Tanaka. Electric Dress, 1956 painted light bulbs
Yoko Ono, Cut Piece, performed in Kyoto. London and New York, 1964; re-performed at Pompidou in 2003
reprise: Cindy Sherman, Film Still #74 1978; color photograph
Sherman, Untitled #400, 2000; color photograph
Yasumasa Morimura, Doublonage (Marcell), 1988 color photograph
Mariko Mori, Birth of a Star, 1994, color photograph
Mori, Wave UFO. 1999-2003, pod for three persons with biofeedback imaging system
Vanessa Beecroft, VB 39: San Diego. 1999, photo documentation of performance with Navy Seals
Beecroft, VB 50: São Paulo, 2002, photo documentation of performance with Brazilian models
Matthew Barney. Drawing Restraint 7, 1993 detail of video

Feminist Postmodernism

Carolee Schneemann, Meat Joy 1964. performance in New York City, Judson Memorial Church
Janine Antoni, Loving Care, 1993, performance at Anthony D'Offay Gallery, London (but also done in Hartford, elsewhere)
Antoni, Gnaw sculptures: Chocolate Gnaw, Lard Gnaw, 1992 (600 lbs. chocolate, 600 lbs lard)
Cindy Sherman, Film Stills series, began 1977, continued through 1983: all are numbered but untitled
(All Sherman works are photographs)
Sherman, Untitled #155 etc, (neo-surrealist or "sex" pictures). 1985- '90s
Sherman, Untitled #210 etc, ("art history" pictures), 1989
Barbara Kruger. Untitled (We are being made spectacles of), 1981-83, photograph, silkscreen on vinyl.
Jenny Holzer, Truisms Series, 1982, ongoing: posters, t-shirts, LED screens on NYC streets

Barney's "Cremasterpiece":

CREMASTER 3 imagery (no titles printed in book), all 2002:
skyscraper sculptures made with prosthetic plastic
Barney as Mason, and as the "Entered Apprentice"
"1st Degree" in The Order (Guggenheim quest)
"3rd Degree" in The Order, Aimee Mullins as Cheetah-woman
"5th Degree" in The Order, Richard Serra (Fully Descended) 5th
my own "Program notes:" Barney as Apprentice, confronting Aimee Mullins; confronting Mullins as Cheetah-woman, slaying her; Richard Serra as Fully Descended, casting various plastics and Vaseline onto Guggenheim ramp; Barney. bloodied hero/victim of the quest; homology between "Feminized" Chrysler tower and androgynous sex parts of the Apprentice (linked to Edgerton "milk-drop coronet").
Make of it what you will!

Critical edge

Banksy, various graffiti projects and marketing, 2000- present
Shepard Fairey. poster projects and marketing. 2000- present
Space invader in Paris, 2000- present

A little historical overview of "New Media"

(not so new anymore – many of these sites have fallen into disrepair)

1) Holzer truisms project on adaweb (founded by Benjamin Weil), one of the earliest artists' websites, now managed by the Walker Art Center

<http://adaweb.walkerart.org/project/holzer/cgi/pcb.cgi/>

2) Perry Hoberman, New York artist, formerly Laurie Anderson's media engineer

<http://www.perryhoberman.com/>

3) Ken Goldberg, Berkeley prof, split identity between robotics engineer and new media artist:

<http://www.ieor.berkeley.edu/~goldberg/> (Go to "artwork")

4) Matthew Barney Cremaster: <http://www.cremaster.net/>

5) Joachim Sauter, Berlin new media artist and designer, founder of art+ com, programmer of blinkinglight.com participatory building (no longer on web?)

<http://www.artcom.de~js/>

6) registered trademark dot com, or "RTmark," or ®™ark, anarchist artist collective

<http://www.rtmk.com/> (Still a dense, active site. Try to find, for ex., Barbie Liberation.)

7) Electrohippies – is hacking art?

<http://www.fraw.org.uk/projects/electrohippies/index.shtml> (Go to FRAW* main index)

*Free Range Activism Website

8) Cory Arcangel, hacker of games (famous for SuperMario cloud piece):

"The Official Website of Cory Arcangel": <http://www.coryarcangel.com/>

9) Web anarchists Eva and Franco Mattes: 0100101110101101.org

Now tamed at their "blog"? <http://0100101110101101.org/blog>

10) General discussion/ theory website for "new media" – Rhizome (alluding to Gilles Deleuze):

<http://rhizome.org/>

MIT OpenCourseWare
<http://ocw.mit.edu>

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