

The impact of media on artistic practice and its reception.

Summary:

A brief overview of the disruptive influence of media on the production and development of the arts in various cultures throughout the ages.

A work of art ought to be considered - among other things - primarily a vessel of information and a representational vehicle that depicts the structures and the modes of communication that are constantly reshaped by the influence of all media.

I have chosen to present the cases of a) classical greek sculpture, b) the practices of eastern schools of painting during the middle ages, c) the advent of 18th-19th century japanese printmaking and d) the burgeoning industries of 21st century pop-culture production, ranging from comic-books to Videogames.

More precisely, I intend to demonstrate that printmaking for instance was at some point in history considered the pinnacle of technological reproduction and dispersal of the technically reproduced image.

But beyond that observation, I wish to make clear that printmaking had a lasting impact in reshaping the relationships between the artist and his audience as well as the nature of his own work and subsequently that of his or her artistic practice.

What had been true in the case of japanese printmaking as a medial technique may be equally valid as far as the process of the electronic media of today are concerned.

Electronic media are radically altering the representational structures and the modes of understanding through their disruptive influence on all aspects of production of a work of art as well as on the channels of distribution, storage, discourse and most definitely on the ways of appreciation and consumption of a work of art in the form of a corporeal or an immaterial carrier of data and information.