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# New Media In Art (World Of Art)



## Synopsis

Modern art, reflecting and defining new intellectual, scientific, and technological developments, has radically extended the conventional media of sculpture and painting. Following innovative ideas about representation and the free use of materials in cubism, futurism, and surrealism—particularly in the work of Duchamp—artists abandoned strict adherence to traditional hierarchies of media and embraced any means, including technological, which best served their purposes. In the past fifty years especially, ideas about time and duration have reinstated narrative in art, via filmmaking and video, the theatricality of happenings, performance and installation art, digitally manipulated photography, and virtual reality. This pioneering book, originally published in 1999 under the title *New Media in Late 20th-Century Art*, discusses the most influential artists internationally—from Eadweard Muybridge to Robert Rauschenberg, Bill Viola, and Pipilotti Rist—and those seminal works that have radically transformed the map of world art. For this new and expanded edition, the book has been brought completely up to date to include the latest in digital work as technology takes art in new directions. 258 illustrations, 124 in color

## Book Information

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## Customer Reviews

"A valuable overview of artists' use of new technology ... an excellent introduction to new media art."

Michael Rush's writings on video, film, and other media appear regularly in international newspapers and journals. He is Director of the Eli and Edythe Broad Art Museum at Michigan State

University.

I bought this for a class of mine and it's honestly just an average book. It's a quick 4-chapter read that talks about interactive media and digital art and really interesting topics. Would recommend to anyone who's interesting in the background of physical artwork but otherwise it's just another small book. :)

I like this book.

:)

I'm happy with the product as I needed this for class and the condition of the book is truly like new, however it took about 3 weeks for me to get it. Standard shipping shouldn't have taken this long, especially since I had prime, so shipping should have been a bit faster I'd think. If I knew it would take so long, I guess I would have bought it expedited.

It's generally an easier read than most textbooks. It's not very specific and I feel like including a DVD would be beneficial.

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