

Review 1

Media Art Strategies

What is “strategical” and what is “non-strategical”? What is the key point that distinguishes these two entities? Can ‘not having a strategy’ become (my) strategy? Can those two terms float one into another? Is it necessary to have an explanation of steps to understand if something is strategical, or just the visible output of it is enough?

The closest to “non-strategical” could be something that in theory is *l’art pour l’art*– disconnected from any social, political, contextual or stigmatic narratives. (Although being beautiful for its own sake can be a sufficient, irrefutable but also unattainable strategy)

At the same time, thinking about media-art world, it is hard to establish principles of non-strategical: the problem lays in a fact that media-art is not one dimensional or one layered. It is bringing with itself different mediums and contextualisations, therefore different paradigms and complexities. Even etymologically, media is giving a layer to art, and vise-versa, so it is hard to imagine what non-strategical media-art really is and is it really existing.

The power of media-art cohesion with its goal of transferring the proper intension and thought is varying in presented examples. Some of them are strictly socio-political and performative in their act:

“Men in grey” and “The Yes Man fixing the World” (referring to current, ridiculous social and environmental streams from a world that surround us);

“The game” by Angela Washko and performance by Andrea Fraser (feminism);

Some of them are making statements in visualizations (especially on atmospherical occurrences):

“Die Mimik der Thetys” by von Bismark, “Tele-present” by D. Bowen, “Fog” by A. Cormley, “Blur Building” by Diller Scofidio, “Rain room” by Random International, spaces and inner-environments by James Turrell, or even the genius “Escape Vehicle no.6” by Simon Faithfull.

But, what is missing?

I come up with above mentioned questions and with an attempt to find the direction of answering them, all in order to see why those examples are here and what is missing. Seems like a lot is missing, but a lot is already said. A lot can be added, but nothing should be added, because somewhere “the end” should be placed.

Also, by failing to find the source of existence of “non-strategic”, I cannot locate the boundaries of “strategic”. It seems to be infinite.

That is the reason why I won’t add a new slide.