_media art strategies ursula damm
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_task 1

1. are they dealing with what you would consider media art strategies?
2. which one do you like the most?

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I try to visualize my brain as a machine, always trying to find patterns. To do this task I was wondering a lot what is "strategy" in the media art context. My instantaneous reaction when I listen or read "strategy" is to create patterns between this word and sport, business and maybe militar ideas. In the end, the major idea is "to make a plan to win, to conquer". And in this case, media art or art in general, is not about winning something or trying to be the best one. When talking about media art strategies, my perception is to try to understand which question the artist had while creating his/her work. To navigate in his/her own language.

So, when I was observing all the works I was trying to capture the strategy and language of each artist. To me it is intriguing and also stimulating how strategy is fluid in this case, because the perception is a variable that changes from the perspective of each user.

The one I liked the most was Julius von Bismark's work "Egocentric System 2015". I was interested how the actors' (public and artist) perceptions are quite the opposite from each other. While the public can observe the artist very clearly and in different angles, with only the movement as a "visual noise", the artist feels observed by a "river of faces" or a blurred mass of people.

The sensation through observation also intrigues me because the observer can feel and see the presence of another human in the room. But the artist, limited with his own company in the circle - and observed by different numbers of people -, feels lonely. Julius von Bismark's work also reminded me of a book I read some years ago called "O show do eu, intimidade como espetáculo" (in english "The me show, intimacy as spectacle") from the argentinian author Paula Sibilia. With the book's considerations in mind, I had some thoughts about the similarity of the artist self-centered as a possible analogy to our relationship with social media. We are always self-centered in our "profiles", thinking about how we show ourselves to the others, creating the narrative of our life and our intimacy as a show. And maybe dispersed with all the movement and information (or rotation, in this case) that we don't pay due attention to where our data goes. I wonder who are the "river of faces" watching us.

Another connection with his work was a personal one, by comparing the artist's sensation during the performance as the moment of my life right now. I have the feeling that in this instance I'm letting the "public" of my life (family, friends, my nation, relationships and my past) as observers only, while I stand in the center - aware that this moment will be a challenge. And maybe lonely, as the artist felt.