低科技艺术计划

+ 郑达

LOW-TECH ART PROJECT
+ ZHENG DA

新媒体艺术与设计丛书

郑达 林欣 编著

低科技艺术 计划

+郑达

LOW-TECH ART PROJECT

+ ZHENG DA

新媒体艺术与设计丛书

郑达 林欣 编著

武汉理工大学出版社

目录/CONTENT

"低科技艺术" 倪昆

易贤宗

像 050/短信 070/版图 080/驱人器

体艺术的拓展研究 郑达

源 110/多种物E 122/多种物H

郑闻

王二麻辣烫

低科技艺术计划
+郑达

LOW-TECH ART PROJECT
+ ZHENG DA

.cn
@　#
google　.fr
.c

WWW.ZHENGDA.ASIA

"

交互式的'碎片化'以及观念
的哲学化，使得郑达作品，
更多的是以一种看似'游戏'
的态度去传达个人的观念。"

——杨晓帆
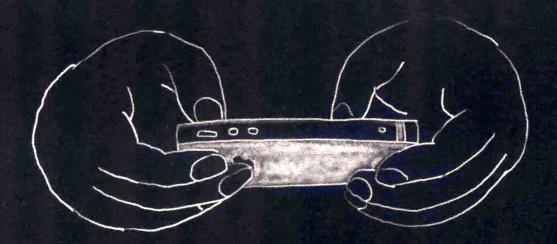
郑达的新媒体艺术，既是技术
与艺术的完美结合，亦是数字
化"小时代"下多元"碎片"
　　的个体写照。

FOR MANY TIMES

THE FANCY WORLD ON THE LCD

SCREEN WAS JUST

AN ILLUSION

很多时候

我们面对的那个液晶屏后面的世界

其实

只是个幻觉

——杨昌溢

郑达/ZHENG DA

低科技艺术计划
+郑达

JOYSTICK

我的作品一直致力于电子虚拟形象和身体互动的低科技艺术实验。我认为信息虚拟世界是人类心灵的衍生和延伸，是一场思维对物理空间和电子空间的入侵。而虚拟世界和现实生活的主体的交错点，是我的兴趣所在。

同时，中国的社会媒体和山寨文化，影响着公共媒体和参与到我作品中的观众，形成新的日常媒介实验。中国的微博的反馈循环系统正颠覆着人们的联系，网络创造力和网络共享使思想更为协同，年轻人活跃在不成熟的浮躁的虚拟世界里，选择这样的生活方式不仅仅是便利，也是为了消费的平价。我所倡导的低科技艺术的实验往往是媒体艺术生态的重要单元。低科技的特质就是可控和社会化，技术的可控性使艺术家的创作命题容易借助媒体语言的能量，表达更为清晰，观众的沉浸感和互动性会增强。

——郑达

LOW-TECH ART PROJECT +ZHENG DA

My works have been focusing on the interactive low-tech art experiment on electronic virtual figure and body. I believe that virtual information world is a derivation and extension of human spirit, as well as an intrusion of thinking into physical and electronic space. The intersection between virtual world and real life is what I am interested in.

At the same time, the Chinese social media and Shanzhai culture produced an effect on the public media and the audience who participated in my work, which developed a new daily medium experiment. The feedback loop brought by Weibo completely changed the connection between people. Network creativity and sharing made people's thinking more synergistic, the youth behaved actively in the virtual world which was immature and impetuous, the reason why they chose that lifestyle was not only because the convenience but also for the affordable consumption. The low-tech art experiment I advocated was an important unit of media art ecology frequently. The trait of low-tech was controllability and socialization. The controllability of technology made artists use the energy of media language to create their proposition easily, which also made the expression more distinctly. And the immersion and interactivity of audience would be increased by low-tech art.

——Zheng Da

目录/CONTENT

'低科技艺术" 倪昆

易贤宗

像 050/短信 070/版图 080/驱人器

体艺术的拓展研究 郑达

源 110/多种物E 122/多种物H

郑闻

Internet, New Media Art and "Low-Tech Art"

Ni Kun

I

In the 80th of 20th century, the era of computer and internet has initiated more than a media revolution, the highlighted consequence is to do with globalization. Media globalization made it possible for capital globalization and the ensuing cultural assimilation and confrontation, as well as the consumerism, all of which owes to the internet. In terms of the traits of medium, the internet era has multiplied communication in terms of both depth and width , reshaping the relationship between image producers and their recipients with ready made digital photo and video and internet. Another fact is that modern people are becoming intrigued with the way image is made than merely appreciating the image itself.

The demonstration of internet as medium in art is known as "New Media Art", while there is something confusing when defining "New Media Art", for the "New" and "Old" are to describe time-wise. Therefore, it may be problematic if we describe art in such manner under the internet era—lingering on the appearance of the "New" media and overlooking the core

essence of medium. Also out of this concern, an updated discussion on "New Media Art" is detailed practice based on such concept, in brief, we can make specified definition according to the traits of medium, namely "Interactive Art", "Internet Art", "Digital Art" etc.

In these detailed concepts, "New" media's distinctive attributes are resonated in the artists' work. Interactivity in "Interactive Art", the "network and on-line" traits of "Internet Art", digitalization in "Digital Art" etc., human, media, as to the relationship between media and people who use them are constantly being discussed. While we try to reconsiderate and redefine these artistic method, "Interactive Art" that based on the communicate traits and "Digital Art" that emphasis the component traits, with its clear conception, are being encompassed in discussion with far more types of artwork than internet art practice itself, for instance "Performance Art" as to "Interactive Art", "Video Art" as to "Digital Art" etc., so such summing up and observation must cross the time and media, it also predicts studies on internet art would become part of art