

超媒体时代的影像

第二届国际摄影研讨会论文集

The Images in Hypermedia Time

Collection of Papers of the Second International
Photography Seminar

中国摄影家协会 编著
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图书在版编目 (CIP) 数据

超媒体时代的影像：第二届国际摄影研讨会论文集：汉英对照 / 中国摄影家协会编著. — 北京：中国摄影出版社，2018.9

ISBN 978-7-5179-0802-9

I. ①超… II. ①中… III. ①摄影艺术—文集—汉、英 IV. ①J4-53

中国版本图书馆 CIP 数据核字 (2018) 第 226980 号

超媒体时代的影像：第二届国际摄影研讨会论文集

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出 品 人：高 扬

译 审：陈卫星

责任编辑：付党生 常爱平

装帧设计：胡佳南

出 版：中国摄影出版社

地址：北京市东城区东四十二条 48 号 邮编：100007

发行部：010-65136125 65280977

网址：www.cp-ph.com

邮箱：distribution@cp-ph.com

印 刷：北京科信印刷有限公司

开 本：16 开

印 张：12

版 次：2019 年 1 月第 1 版

印 次：2019 年 1 月第 1 次印刷

ISBN 978-7-5179-0802-9

定 价：68.00 元

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“超媒体时代的影像”走进摄影新时代

智能手机、移动互联网的普及，让摄影艺术走进生活，走进这个超媒体时代。虚拟现实、视频、投影等科技手段，以及当代影像表现手法，都具有强烈的超媒体特征。新技术让摄影进入了“人人都成为影像的生产者、传播者和消费者”的新时代。媒介的超越与创新，改变了艺术的语言结构，让我们的观念和感受的表达更加与时代同步，甚至对未来也可以进行自由的想象。摄影媒介在不同的时代扩展着它的载体、技术和材质。传统媒介和新媒介之间的跨界，超越了自身的载体束缚，也会让摄影具有新的当代性、实验性和未来感。影像呈现方式的变化，使得当代摄影已经超越了特定媒介的定义。“超媒体时代的影像”成为描述当下摄影状态和发展趋势最准确的关键词之一。

在这样的背景下，契合当下影像艺术的发展趋势，中国摄影家协会和丽水市人民政府共同举办了第二届国际摄影研讨会。研讨会以“超媒体时代的影像”为主题，为中外摄影人搭建了一个开放共享、交流互见的国际性学术平台，邀请到中国 and 来自美国、英国、瑞士、德国、澳大利亚、古巴、立陶宛等国的摄影教育家、摄影文化研究学者、摄影杂志创始人、策展人、摄影家和博物馆馆长等，就各自的影像研究和实践项目展开交流，开阔学术视野、拓宽学术思路。

本届研讨会收到 15 位专家的论文授权，中英文结集出版。希望藉此有效推动中国摄影理论与国际进一步接轨，构建既符合中国国情，又高度国际化的摄影理论体系，共同为世界摄影学术的发展和进步做出努力。

“Images in Hypermedia Time”, Enter the New Era of Photography

The popularity of smartphones and mobile Internet enables photography to enter daily life and hypermedia time. VR, videos, projection and other technology means as well as contemporary image presentation techniques all have strong hypermedia features. Thanks to new technologies, people enter a new era when everyone can become the producer, disseminator and consumer of images. The boundary-breaking and innovation of media changes the language structure of arts, makes the expression of our ideas and feelings more synchronous with the times and allows for free imagination for the future. The medium of photography expands its carrier, technology and material over different times. Such boundary-crossings between traditional and new medium and constraint-breakings of its carriers endow photography with new contemporary, experimental and futuristic natures. Due to changes in image presentation methods, contemporary photography has gone beyond the definition of specific media. “Images in Hypermedia Time” has become one of the most accurate key words to describe current state and development trends of photography.

Against such backdrop, the 2nd International Photography Seminar jointly organized by China Photographers Association and Lishui Municipal People's Government was held in Lishui to respond to current development trends of image art. Under the theme of “Images in Hypermedia Time”, the Seminar provides a platform for Chinese and foreign photographers to share and exchange ideas. The Seminar invited photography educators, photographic culture scholars, founders of photography magazines, curators, photographers and museum directors from China, the United States, Britain, Switzerland, Germany, Australia, Cuba and Lithuania etc. They exchanged views on their respective image research and practice projects under the theme of “Images in Hypermedia Time”, broadening academic horizons and academic thoughts.

This Seminar has obtained the paper authorization from 15 experts, and the Chinese and English versions will be published. It's hoped that we can, through this platform, effectively promote Chinese photography theories to further integrate with international advanced theories, build a theoretical system of photography that is in line with both China's national conditions and international levels, and contribute to the development and progress of the world's academic photography with concerted efforts.

超媒体时代的影像：第二届国际摄影研讨会主题阐述

媒介、技术、语言、符号、观念这五个要素让艺术在不同时代所呈现的形态也不同，因此艺术也一直在创新中。

摄影媒介在不同的时代拓展着它的载体、技术和材质，与传统媒介和新媒介之间的跨界融合，超越自身的载体束缚，也会让摄影具有新的当代性、实验性和未来感。

过去十余年，社会变化高度依赖互联网技术的发展，摄影的数字技术系统与互联网系统和移动终端技术系统深度融合，完成了“全球化+个人化”的过程。而在叙事上，则突出表现为深度融合了静态照片、流媒体、多媒体、虚拟现实和增强现实技术等当代最新影像技术的超媒体叙事，“超媒体时代的影像”正是描述当下摄影状态和发展趋势的最准确的关键词之一。

2017 丽水摄影节提出的“超媒体时代的影像”主题，探讨影像艺术介入现实的方式和精神怎样才能更加自由，让艺术的人文启示功能得到最大化的体现。

此处所说的“超媒体时代的影像”乃是广义，一如说“互联网时代的社会”时所指的不仅仅是社会对互联网技术的使用，更指互联网技术影响下的社会、生活、思维与行为特征。

The Images in Hypermedia Time: The Theme Elaboration of the Second International Photography Seminar

The five major elements of arts, namely media, technology, language, symbol and concept, have made arts' presenting form unique at different ages. This is why arts has always been in innovation.

The photographic media has been expanding its carrier, technology and material at different ages. The crossover of the traditional media and the new media, and surpassing the boundary of their carrier, have also endowed photography with more contemporary, experimental and futuristic features.

In the past decade, the social changes are highly dependent on the development of Internet technology. Photographic system of digital technology was deeply integrated with internet system and mobile terminal technology, completing the process of "globalization + personalization". While on the narrative aspect, the outstanding performance results from the in-depth fusion of static pictures, streaming media, multimedia, virtual reality (VR), augmented reality (AR) and other newest technologies of hypermedia narration. Hence "the Images in Hypermedia Time" is the most accurate description of the present status and developing trend of photography.

Presenting the theme "the Images in Hypermedia Time", 2017 Lishui Photography Festival explores how the ways and spirits of images' interacting with the realistic can have more freedom, thus maximizing arts' function of cultural enlightenment.

Here, the term "the Images in Hypermedia Time" is a generalized one, as when you say "the society of the Internet age", it refers to not only the society's use of the internet technologies, but also the characteristics of society, lifestyle, ways of thinking and behavior under the influence of the internet technologies.

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A photography lecturer at Zhejiang University of Media and Communications, holding a PhD degree in foreign philosophies from Chinese Academy of Social Sciences, post-doctor of Fudan University and visiting scholar of New York University and University of Jena, engaged in British and American philosophy and photographic ethics research. He presides over the cutting-edge modern western public reason studies under the National Social Science Fund for young scholars and holistic Davidson philosophic studies under the MOE Youth Project of Humanities and Social Sciences. He has published seven written and translated books such as *Virtues, Rules and Practical Wisdom*, *The Virtues of Reciprocity* and *The Power of Character*, and published and translated more than 30 papers.