

Entrevista

Data de publicació: abril del 2006

“Quan alguna idea interessant, intel·ligent, es propaga per Internet, apareix una mica de llum, i aleshores tinc esperança”

Michael Naimark

Artista multimèdia (EUA)

Resum

El repàs dels darrers vint-i-cinc anys de Media Art porta Michael Naimark a recordar com treballaven els artistes dels nous mitjans, que dedicaven la major part del temps a enginyar-se-les per a aconseguir l'equipament i el finançament necessaris per als seus projectes. Ho compara amb l'actualitat, ara que les tecnologies s'han abaratit prou perquè molta gent pugui comprar els equips i crear els seus propis laboratoris. Aquesta nova situació ha aportat a l'artista més llibertat per a les seves idees i conceptes. Naimark també parla d'Internet, que avui permet mostrar la seva obra a tot el món per molt pocs diners i que ha comportat una nova manera de comunicació, d'expressió i l'oportunitat de tornar a sorprendre.

Al llarg de més de vint-i-cinc anys d'experiència artística, Michael Naimark ha treballat en els nous media, la interactivitat, la psicofísica, la cognició i els entorns virtuals immersius, entre altres àmbits.

Entrevistat per Pau Alsina, professor dels Estudis d'Humanitats de la UOC, a Ars Electronica 2004. Enregistrat per Pau Waelder (Artactiva).

Pregunta: This is the 25th anniversary of Ars Electronica, an interesting chance to review the history of media art, and I was thinking that later on I find quite a few different spaces where the history of media art is being asked or established as conferences and exhibitions. Do you think there is a reason behind all these events happening at the same time?

Pregunta: At what stage do you think media art is at the moment?

Pregunta: If I remember rightly, you drafted a report for the Rockefeller Foundation on Media Labs. From that point of view, what do you think of the production of Media art at present? And also what do you think of the history and evolution of Media Art production?

Pregunta: So many things have changed in the Media Art world's development process, such as the utopia of the Internet and high technologies. Do you think new utopias are appearing now or maybe we are becoming more suspicious about technologies and our relationship with them?

Pregunta: We have seen here at Ars Electronica 2004 so many different points of view about what art means. But we can also see two main visions, one of them is closer to the design field and the other is closer to contemporary art and in both cases different disciplines merge together. Do you think there is still space in between those merges? Could we consider this moment as a first step for this merge to keep on evolving to a new media art scene?

Pregunta: It is quite easy to imagine what technology can do for art, but what about the other way around?

Pregunta: Does it mean that the emotion of art has changed since High Technologies have been getting more deeply into the roots of art? How do you think this art emotion is evolving?

Pregunta: In the relationship between the Media Art scenario and the culture, do you consider Media Art is being as socialised as it should be? Is it really integrated in society? Many people say that Media Art is separated from other contemporary art or from other kinds of art. What do you think about the relationship between Media Art, society and art?

Pregunta: Do you think that this time shift and what is happening throughout the world regarding the history of Media Art is the consolidation, the founding of a new area that will become established within society and the field of knowledge?

Vídeo complet

<https://youtu.be/8hL7GEGvIYI>

Enllaços relacionats

[Lloc web de Michael Naimark](#)

[Currículum de Michael Naimark al MedienKunstNetz.de](#)

[Revista de la seva instal·lació "Be Now Here" \[Digital Arts\]](#)

[Article Adressing Time de Michael Naimark, a Ars Electronica 2004 \[aec.at\]](#)

Paraules clau

representació local, instal·lació interactiva, entorn virtual immersiu, xarxa, laboratori artístic

Citació recomanada:

NAIMARK, Michael (2005). "Quan alguna idea interessant, intel·ligent, es propaga per Internet, apareix una mica de llum, i aleshores tinc esperança". Artnodes, núm. 4 [entrevista en línia].

DOI: <http://doi.org/10.7238/a.v0i4.736>