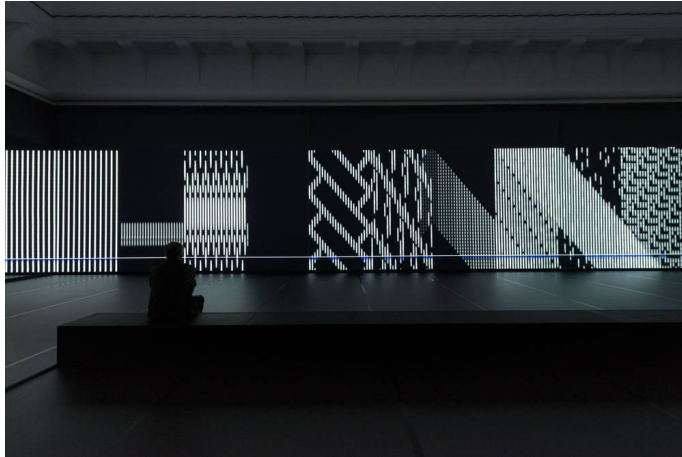


## Georgia Touliatou | Digital Audio-Visual Representations – An Introduction

The term **Digital arts** is used to describe the general use of digital technologies in the production of art. It is a work or practice that uses digital technology as an essential part of the creative or presentation process. In an expanded sense, "digital art" is a term applied to contemporary art that uses the methods and methodologies of mass production or digital media. It is an interdisciplinary field, so artists often collaborate with scientists and engineers when creating their works.

### Carsten Nicolai: Unitape, 2015



**Electronic art** is a form of art that makes use of technology and/or electronic media. It is related to **Video art**, **Multimedia art** and **Interactive art**. Electronic art has a much broader connotation, referring to artworks that include any type of electronic component, such as works in performing arts.

### Rugilė Barzdžiukaitė, Vaiva Grainytė, Lina Lapelytė: Sun & Sea (Marina), The Lithuanian Pavilion, Venice Art Biennale 2019

<https://www.youtube.com/watch?v=VlFYtNGhrE0>



The Lithuanian pavilion transformed into an artificial beach where more than 20 participants and singers brought a contemporary opera performance. From the mezzanine gallery, a viewer observes the vacationers in colourful bathing suits lying on their towels on the beach. Throughout the performance, characters begin telling and singing (whilst lying down) their stories and preoccupations. The topics range from trivial concerns about sunburn and plans for future vacations to some of the most pressing issues of our times such as fears of environmental catastrophe.

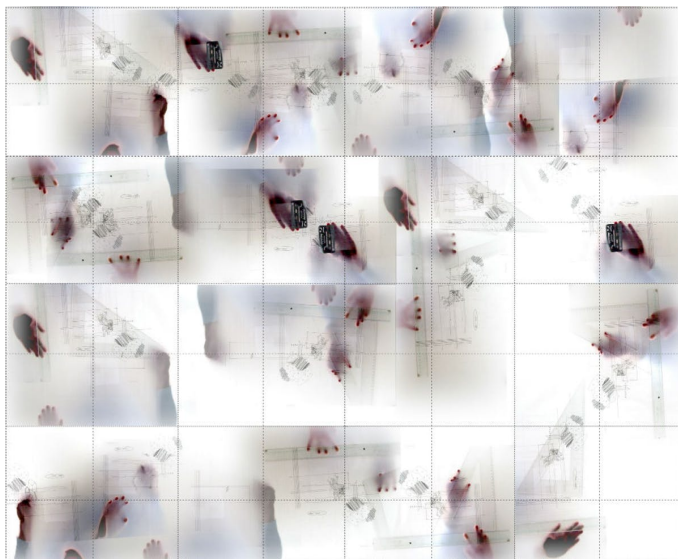
**Digital Installation art** is a form of audiovisual representation that involves the dimensions offered by a specific (in situ) or a not specific space. A **recorded presentation** may allow interactivity via a navigation system. A **live presentation** may allow the interactivity with the viewer via a navigation system or even only its physical presence.

**Noah Wardrip-Fruin: Screen, 2002-2005**



**Niall McLaughlin and Yeoryia Manolopoulou: Losing Myself, The Irish Pavilion, Biennale of Architecture 2016**

<https://archinect.com/news/article/149948738/dispatch-from-the-venice-biennale-glimmers-of-hope-beyond-the-banal-and-self-harming>



**Video art** is an art form which relies on using video technology as a visual and audio medium. It is presented in various forms, conveying numerous contents. Video art is divided into **analogue** and **digital** categories. Video art-works are usually recorded and played, displayed, or accessed by information content processing devices, such as computerized and electronic devices, but they can also be part of a live performance.

**Liisa Ahtila: The House of Prayer, 2006**



**Multimedia** refers to content that uses a combination of different content forms (i.e. **text, audio, stills, animation, video, graphics, interactivity**). Multimedia art-projects presentation can be **live** or **recorded**. Multimedia divided into **linear** and **non-linear** categories. Linear active content progresses often without any navigational control for the viewer such as a cinema presentation. Non-linear uses interactivity to control progress as with a video game or self-paced computer based training. Hypermedia (an extension of the term hypertext), is an example of non-linear content.

**Aileen Sage Architects, The Australian Pavilion, Biennale of Architecture 2016**



**Interactive art** is a form of art that involves the spectator in a way that allows the art to achieve its purpose. Some interactive art installations achieve this by letting the observer or visitor "walk" in, on, and around them; some others ask the artist to participate to the artwork. Works of this kind of art frequently feature computers and sensors to respond to motion, heat, meteorological changes or other types of input their makers programmed them to respond to. Most examples of Interactive art are highly interactive. Sometimes, viewers are able to navigate through a hypertext environment; some works accept textual or visual input from outside; sometimes a spectator can influence the course of a performance, or, they can even participate in it.

**Daily Tous Les Jours: 21 Balançoires, (21 Swings), various cities, 2011, 2012, 2013, 2014**



**Digital Installation art** constitutes a broad field of activity and incorporates many forms. It generally refers to video installations; particularly large scale works involving projections and live video capture. By using projection techniques that enhance an audiences' impression of sensory envelopment, many digital installations attempt to create immersive environments. Others go even further and attempt to facilitate a complete immersion in virtual realms. This type of installation is generally site-specific, yet flexible, meaning it can be reconfigured to accommodate different presentation spaces.

**Isaac Julien, Fiona Tan, Yang Fudong: Expanded Cinema. 2012 in EYE, Amsterdam**

