

The Image of the Evolution NLDesign

The Web Report during Ars Electronica 96

This year's Ars Electronica Festival will have a separate report on the World Wide Web. Besides the usual information on the program and participants, the "Web Report" will do a web-specific, extensive "live" coverage of the events. This project will investigate new web-structures which could be used for covering this Festival, different from the ways newspapers, radio and television have done this in the past.

NL.DESIGN is a movement, based in Amsterdam, trying to define methods of avoiding the use of illustrating material. Design should be more than the combination of text and image. We try to find the rules of information design, without falling back into a classical "functionalistic" position. The designers of the future that are merely illustrating the current "digital revolution" will be out of work soon.

In accordance with this year's theme "Memesis: the Future of Evolution", we state that there is no picture of evolution. So we will not search for symbolism, like growing trees or plants. These metaphors are merely based on your historical understanding of this abstract idea. Evolution still resists any form that is imposed upon it from outside. It has no form and will never have one. Our picture of evolution only gives direction, we know that it functions. The image of evolution transports, is reproduced, changes its shape, is stored, but still has no truth. It only takes memory capacity and that's all we know about it. Its virtual existence [on a hard drive] leaves little space for the imagination.