

ZEITGENOSSEN

binary art site



A hallmark of contemporary (*zeitgenössische* in German) media art is the development of generated images, generated graphic sequences, and basically the very process of generation itself. Artists doing such work operate with phenomena of simulation and construction of reality. The basic elements of these applications are to be found primarily in binary code, which allows texts, images and sounds

to be converted into information than can be processed by computer. As a result, forms of expression can be interpreted according to identical standards as well as simultaneously. The consolidation of originally dissimilar media components into a single interface necessitates the fundamental acceptance of the equivalence of these forms, and leads to a reorientation in artistic questions, as well as, necessarily, to working processes that divide up the labor. In this connection, the concept of imagination seems to us to be the key. It calls attention to the freedom of use that is still inherent in the media, and that is doubtlessly employed as a matter of priority in the field of art. Imagination thus leads back to the work of art, though without relieving it of its claim to political relevance, as long as political art is not understood as a social-didactic exercise.

The informational architecture looming in the background of media artworks exerts a massive influence on artistic production in this area. Thus, the boundaries and limitations of the medium become an essential part of the encounter with the medium itself. The mode of perception changes to the same extent as the medial environment. The blending of forms of expression leads to heightened demands being placed upon the senses, which can now perceive everything parallel, and also makes it possible for the audience/users to (inter)actively intervene in this construct. What emerges from this is the imperative need for a dramaturgy of information. Correspondingly, our concept of a "Web dramaturgy" refers to the medial specificities of the World Wide Web: navigation, individual scenarios and their transitions are essential experiential elements of the overall phenomenon within the *Binary Art Site*. The individual art projects are consistent with these guidelines with respect to both form and content, and are linked with the "Imagination" section via the "Star" main level.

For more information on www.zeitgenossen.com, see the publication *Cyberarts 2000*.