Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

Dr. Eran Guter
Sammy Ofer School of Communications

On:

"Toward the Aesthetics of New Media Environments"

Tuesday, 04 January, 2010, 12:00 p.m., Room C-228, Arazi-Ofer Building

Abstract:

Recent years have seen a surge in scholarly interest in the philosophy of new media art. Interesting attempts have been made to define the essence of such art as well as the main categories pertaining to the understanding and appreciation appropriate to such artworks. Nonetheless, the so-called 'museum approach' to new media art is patently blind to the technological and practical continuity of such artworks with the myriad ways in which our lives are already ordinarily enmeshed with such technologies. Environmental aesthetics, another newly developed field of philosophic inquiry, affords a broader theoretical perspective on the subject. The aesthetics of new media environments posit the latter as a proper object of aesthetic appreciation. The sheer boundlessness of the infosphere as an aesthetic object and the fact that the appreciator not only is situated within it but also serves as a player and even creator within it require the re-orientation of basic aesthetic categories. The lecture will propose an outline of the aesthetics of new media environments and consider some of its epistemological ramifications.

Bio:

Dr. Eran Guter holds a Ph.D. in philosophy from Boston University. He is Senior Lecturer in philosophy and Director of the Honors B.A. Program at the Max Stern Academic College of Emek Yezreel and Researcher at the department of philosophy, University of Haifa. His book Aesthetics A-Z was recently published by Edinburgh University Press and by Columbia University Press. He has been teaching regularly at the Sammy Ofer School of Communications since its opening.

The lecture will be conducted in Hebrew