

is art better off without technology?

art has come a long way since our humble beginnings; painting on cave walls and other primitive surfaces. we've travelled straight through the traditional connections of art entirely. way past paper, or canvas. even using paint. we now sit in an era where no material is needed at all. yes. we have tablets. iPads, Wacoms, Cintiq's and that's just in the last 10 years. art will only simplify itself further in the future. but what then? is art really better off getting less and less messy? perhaps we should just get rid of this technology, and return to classical art techniques. it's getting rid of the very soul of art. or should we? in this essay i will be looking at artists who have benefitted from this kind of art, and my goal is to determine how their art impacts the world for the better because of it.

What is A Digital Process in art?

A digital Process can be anything that incorporates the use of technology. you could scan in real world pictures and manipulate them digitally to create a new effect, or to parody the original work somehow. or create an entirely new and original piece using only the tools presented to you. it is a modern way of interpreting feeling and emotion into art. and has come about in the last 20 years, making it a very new era for art.

Here are a few artists to name a few that represent the technological community as a whole, Ranging from the movie industry, which informs the creation and conception of movie characters, scenes and emotions, to Web design, which is the expression of data, which can be used as a virtual gallery, that anyone can view whenever they want to. even down to hobbies such as painting, which parallels very close to the Very real version of the very same thing. contrary to popular belief, A lot of character can be found in Digital art, in that it can be used as you will see, to make commentary on certain things. to create intricate characters, to create pieces of art that matter.

SOURCES: <http://www.imdb.com/name/nm0424556/>  
<http://barryjohnson77.tumblr.com>

Barry Johnson is an artist that used technology for his artwork.

Mulan, Wreck-it Ralph, Frozen, And the lion king to name a few, Though he is known for MANY of his works. Barry Johnson is an American story artist who works for Disney.

## Known For



The Lion King  
Writer  
(1994)



Frozen  
Art Department  
(2013)



Wreck-It Ralph  
Art Department  
(2012)



Mulan  
Writer  
(1998)



One week until Moana. Maui iPad quick sketch

#my art #moana #Maui #disney animation  
#load sketch #apple pencil #ipadpro #disney  
fan art



Nov 17, 2016

Barry, Working in a modern age will be working with the most up to date movie technology to make his work for a film the best it can be. A benefit to technology for example is that it saves resources and provides a great platform for quick sketches and getting down ideas. an example of this would be a piice by Barry posted on the 17th of November 2016 on his iPad, A character from the new Disney movie Moana. this is important to note, Art has become very digitised and is very important to the art industries as a whole, and myself on a personal note. I've come to understand and relate this usefulness in my own work, being a digital user myself I find it very useful to be able to save paper, pens and only really spend money on something that will help me to produce content indefinitely. as long as electricity exists, this will exist! who knows if we will run out of real life paper and paint. the technology will always be available, and not only for convenience, it provided a smooth, even texture with neat and bold lines, also making mistakes are of no consequence, and rubbing out lines are a thing of the past, confidence is built up a lot quicker that way!

Petra Cortright <http://www.petracortright.com>



Petra forthright engages with technology in her art. Her pieces look like they were mixed with oil pants when in reality they are al composed on a computer. for me it feels as if i'm looking at a physical one. when looking at her website I am greeted with a lot of arrows. though when you reach the bottom you are shown "click here" spelled incorrectly. could this be a parody on real website building? In this technological age typing has become so easy, it's even easier to make mistakes. Typing and writing are two different things. just because you are good at one doesn't mean you are good at

the other. progressing onto the website im shown man badly rendered gifs from the old days of word document, and i feel like this site is a mocking version of a real one. This in itself- to me. feels like a piece of art. the website alone, a feat of technology, being abused by such satirical internet whimsey. It's well known on the internet that using badly rendered images and poorly presenting things is something of an aesthetic in itself. Ugly, yet self aware. almost making fun of itself. it would well be a social comment on website presentation, and our appearance online supposedly representing our best work to impress others. this could be Petra's way of turning it on its head.

it's a very interesting use of technology and we're only looking at the site here, onto the actual art. the art itself is mixed up between video pieces, flash videos. and seems to be more satire, which is another great use of technology.



David Hockney: -<http://www.bbc.co.uk/news/technology-11666162>

David Hockney likes to embrace new technologies. He has adopted iPad art and has begun shifting his attention to Apps that allow for drawing and painting. He believes that in this new day and age that drawing should be investigated no matter the media, and that digital is just as relevant and as real as physical art. He enjoys adapting and changing to fit the newest technologies, it represents the progress of the human race. This can be shown as he explains it as "Who wouldn't want one? Picasso or Van Gogh would have snapped one up," the artist David Hockney tells me at the opening of his latest show in Paris called *Fleurs Fraiches*, or *Fresh Flowers*"



Technology has highly changed his life in art, 20 years ago the process was very slow and highly frustrating as the technology as much less advanced than what we have today, as he has grown on, As has technology. it saves resources, He is able to save entire reels of paper because he doesn't use any. that goes for paints, Pencil. Mistakes are a thing of the past as you have an undo button in the software to revery any changes. that means no rubbing out marks.

Simon Stålenhag -<http://www.simonstalenhag.se>

Simon Stålenhad is a Sweden-based concept artists and demonstrates a rather interesting series of illustrations that would make for a striking movie setting. Technology has become important to his work because not only does he paint using digital brushes, you can see much of his work is influenced by sci-fi. The modern movie world that we live in is constantly talking about the endless possibilities brought forward by science fiction. Spaceships, Alien life and robots. his work as you





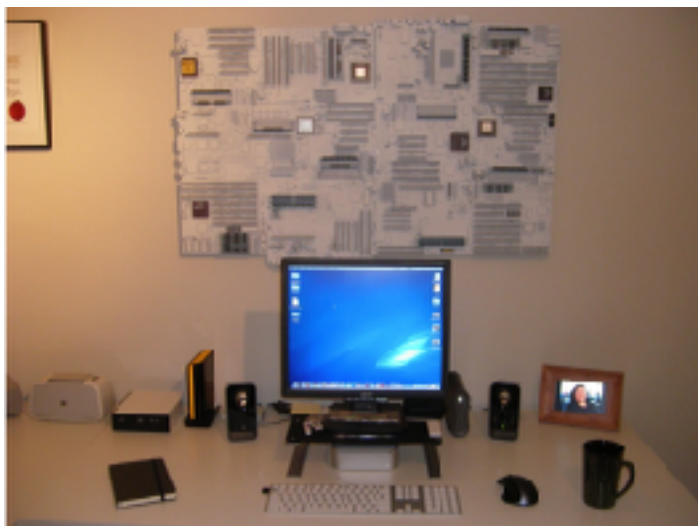
can see is heavily influenced by beasts and the mechanical manifestations that could take over. and the could very well be a prophecy, the future holds many chances for this kind of concept art to become a reality.

it is important to recognise that discovery of new technology inspires new and modern ideas, these brilliant sci-fi creatures didn't occur to us to think about or even draw 100-200 years ago. it is because we are presented with modern mechanics that we think to design things that could exist in the future. drawing the future is an eye into the future.



<https://>

[iamarenaissancegeek.wordpress.com/about/](https://iamarenaissancegeek.wordpress.com/about/)



board, gold and silver shine though from the white.

This isn't a highly circulated artist, however Ron G. Leblanc is very talented at converting old, unused technology into handsome wall art for any who might be interested. in the picture listed you can see a recolored motherboard mounted on the wall to suit the work area of a computer room or office. This transformation of old and unused technology is a useful feat of recycling as normally unusable computer parts are put to scrap because they take up space and serve no purpose. Technology isn't just useful, but it looks good too. taking a look at the motherboard you can see intricate designs, different levels of details are created by there different slots and ports on the

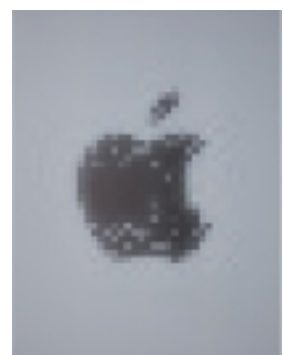
the art is leaning slightly more towards home decor but could as easily be seen in any art museum or gallery. it serves as a timestamp to technological times once gone. art that is preserved always represents the era, the things most important to us at the time, and the lives that we have lived. a motherboard is a time capsule for how far we have come as the human race and how far we have yet to go in terms of our advances.

Mark flood -<http://thisistomorrow.info/articles/mark-flood>



Mark Flood is an artist who is known for his diverse distortion of logo paintings, which in a nutshell simply pixelates and abstracts familiar corporate identities close to, but not quite past the point of non-recognition. Artsy describes Flood as a “prankster” adept at mocking American culture, how we adopt and expand brands far beyond what they originally represented, either through corporate greed or the changing of ideals if the business exchanged hands. what we knew as youtube 10 years ago isn't the same youtube we know today, wether that is a good or bad thing is up to you, the viewer to understand. but also

notes that works like his “lace paintings” demonstrate that technical prowess with which he creates. his use of technology is successful in our modern world because it visually represents how things can be distorted beyond recognition. he has used technological marvels such as the internet as his main draw of influence and has displayed it in such a way that it has developed a new meaning and the viewer can perhaps look at companies such as Facebook, apple, google, youtube, Twitter and see what they have become. if perhaps their morals and ideals have stayed the same, if they have changed for the better or if they have changed for the worse. we live in a different world where everyone is trying to stay current and relevant. these pieces of art, although very simple, so make us think about how they are tailoring their adverts and marketing and even the content ( through tracking users) that we are seeing on our screens.



Artist Ron G. Leblanc works with other technology, such as Floppy disks, an extremely out of date piece of equipment that has no real place in our modern world. he is starting hard drive art also. what all of these pieces have in common is that in a world where technology is constantly being updates and changed, our world is being filled more and more with plastic and scrap pieces of technology, Ron G. Leblanc is putting them to good use by turning them into art and creating something new.

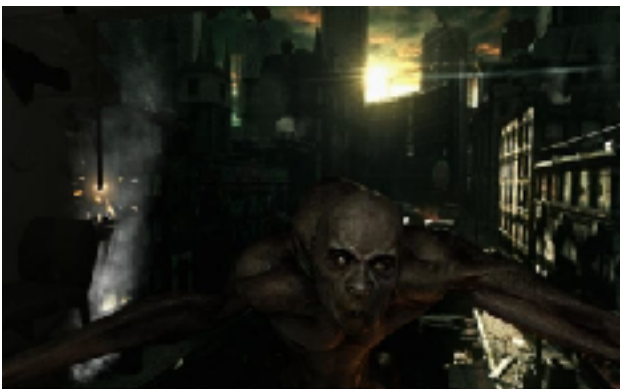
#### THE ARGUMENT AGAINST TECHNOLOGY and secondary research

I've cited a very interesting Conversation on  
“ <https://www.britishcouncil.org/voices-magazine/can-digital-art-be-called-art> “ Which debates the topic on whether or not digital art is real art. It has become apparent that some artists, and art critics alike believe that some forms of digital art either isn't in their tastes or they do not consider it to be art. one quote reads that it's “*not just having it on a screen or projected, but making it a bit more physical and tangible.*” this quote suggests that there is a bit more to art than just the organisation of colour and form. there has to be a certain grasping physicality to it. some people believe that this type of ( digital art) isn't necessary, or isn't art at all? well looking at that quote, and interpreting it from a traditional point of view, some believe that art is something that takes advantage of what mother earth provides us, whether it is natural resources or things that are left over by man, junk and the like. to make sculptures and paintings is to slave over something that has a personal meaning to you, blood sweat and tears go into some major pieces of art, and some would believe that digital art, drawn on a drawing platform has no place, as it lacks the same soul that real art has.

#### What about the uses of Technology in instillation?

I understand that going into A horror Attraction isn't entirely relevant, but if you strip it back to bare essentials. it's an Art instillation. Built to indulge the viewer with a particular feeling, due to being exposed to particular visuals, Atmospheres, And themes in a confined area. it has been done many times in Art galleries with Projectors and the use of light. So in my opinion, the use of a virtual reality headset to create a feeling of horror, can also be considered an art instillation. not to mention the environment was painted beautifully, which was art in its own right, so for the purposes of this primary research, and my investigation of technology, and whether it always has a place in

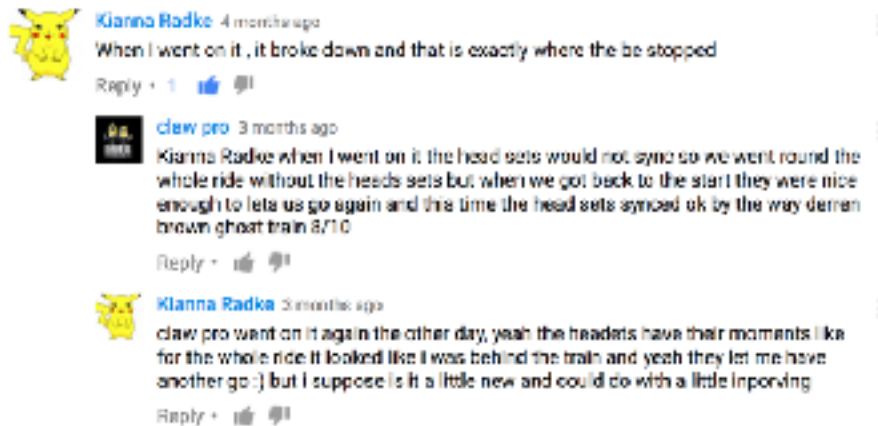
the world of instillations and art as a whole. there have been instances however where technology attempts, and much like physical art- has failed to act correctly in the name of art, where the mechanics simply do not keep up with modern expectation, and fail to act out their message due to technical difficulties. one such instance took place At Thorpe park, where they tried to Harness the Power of Virtual reality and to incorporate it into their Horror maze. The project was promoted as a Work of famed Illusionist Derren brown, and Having experienced this Instillation first hand, and as well as having seen this as a good and relevant peice of primary research. I feel it's my obligation to show my negative experience with technology, and acknowledge that sometimes it really doesn't have a place in creating an art of Atmosphere, tension and story. I have the utmost Admiration for Derren and his work. I Don't blame him at all for this really. Because this was not Derrens work. His face may have been on the front but It didn't feel like the same attention to detail he gives everything else. I had been on the experience last fright night, A Special Halloween themed day, organised by the park. Accompanied by my friends, who gave multiple accounts of glitchy mechanics, and No sense of Atmosphere to be found. The staff and actors Didn't care at all about the the world they were trying to create. and by this There was no sense of immersion whatsoever, Aside for the initial video you're met with, with Derren inside it, as a hologram, which was Genuinely brilliant. A good use of technology over traditional methods, He described how horror is subjective. and the sorts of sensations we ought to expect upon enduring this experience. dread, Apprehension, A feeling of uncontrollable anxiety. His introduction video brought forward feelings of excitement and nervousness for the journey ahead, only to be ruined by the actual experience itself. I've seen him live and I know what he's capable of. He's a Genius. He is able to manipulate entire crowds of people with only a few words. he can suggest any feeling on earth and make it feel real, despite not actually inflicting any real sensations. he is capable of so many manipulations of the mind yet was unable to do the same thing once technology was introduced. What was the difference? It was like a barrier was cast between the art and the viewer. I have a feeling he had this amazing idea for a Really good ride. There must have been some miscommunication or no communication at all, Because when handed over to them, Thorpe park/ Merlin entertainment didn't put in the funding, The Research or even understand the Engineering behind a true horror Experience or even an enjoyable experience that could be seen as art. I remember coming out, and you pass the next group about to go in. they shouted across the room of the instillation at me, asking what it was like, and i just slowly shrugged and shook my head. I Probably shouldn't have. But Me and my friends were sort of put out at that point. my exact recollection of the experience consisted of being glitched into the floor, and a few of my friends headsets didn't work at all. This wasn't very effective because it left us with no sense of



imagination or image to work with. you could hear everyone else talking on the "train" (the instillation took place on a decommissioned tube train which was a very interesting idea, though they didn't do much with the space) the audio levels on the headset were Severely incorrect, I couldn't hear what the main character in the story was talking about. there was a highly predictable jump scare- but again because of the audio levels, everyone on the train wasn't made to feel scared at all. This wasn't very effective as not being able to hear left us with no real sense of what was going on. if the point of the instillation was to be able to understand the

message through the sound, we were completely withdrawn from that. when the monsters were introduced, the Graphics were pretty Abysmal. The Textures were very visibly low quality. We live in an age of technological marvel. yet this company could not find the money to fund a decent 3D animator or CGI specialist. The monster not a believable creature at all .it had Visible sharp edges where they couldn't be bothered to include detail, due to a Lower Resolution being used. all the actors did was lightly brush your legs as the train progressed. No tension. No sense of apprehension. You were lead in, and lead out in a hurry. I Understand they have to get the next

group on but I felt so rushed through i didn't get any time to enjoy myself or even feel scared, Because i was so bored. the staff didn't seem to care. The actors seemed very half hearted. Here are some other examples of people who feel the same way, and that this Virtual reality, as an installation of art and the senses did not work:



I know of some Alternate reality/Virtual reality projects on the internet that are either low on budget or even none at all sometimes. Here is an example: <https://www.youtube.com/watch?v=v2EUMnjYfw> but they get it right. Just the bare basics like Game Mechanics and atmosphere. If these small companies can get it right, Merlin entertainment surely can too. I still have the highest Regard for Derren, What I can say was good was The Introductory video, the giant swinging train was brilliant, and the concept it was based on, which is Fracking (the process of injecting liquid at high pressure into subterranean rocks, boreholes, etc. so as to force open existing fissures and extract oil or gas.)<http://www.what-is-fracking.com> is a truly interesting idea to lead to a catastrophic and apocalyptic scenario ( not that it ever would lead to zombies and mutants running around everywhere, but it's a fun idea) it would make for a great horror piece of art, and an instillation. it truly would. especially in the art community, as MANY artists were evidently involved for making, and breaking this instillation. it has a long way to come yet. but its not past the point of no recovery in my opinion.

what do I believe in in regards to technology fitting into todays art world?

in my opinion there is plenty of room in our modern world for technology. we have proved time and time again by the examples above the the world is positively benefitted by the presence of technology, and while some things have a long way to go before they are deemed acceptable, there are plenty of things that technology can do that some even favour over traditional techniques. that isn't to say however hat technological means of creating art is superior, it is just different. and used to achieve a different effect, although it is by its nature flat and in some cases the lack of texture would be not as appealing to some people, (unless you count using motherboards as the art piece, in which case it isn't flat at all) it isn't always about texture to some artists, although texture is an important aspect of art, it is, by all means only an aspect. it is only one of many parts that makes up a piece, it isn't lost without it. having texture wouldn't turn an objectively bad piece of art objectively good all of a sudden. so why should it matter if a good pie of work lacks texture, as it exists in a 2 dimensional space?