

New Image Expression Brought by the Evolutions in Media Technology

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Abstract

In 1998, the world's first HDTV camera was installed in the space shuttle. This camera made it possible for us to extend the production platform in space, 550km above sea level. The images through the HDTV camera could make us experience the same feeling as astronauts feel in space. This "virtual presence in space" brings the same "Impression" as what people would get from the artistic expression. The evolution of the technologies extends the traditional media. The "Impression" is derived from new contents, which is created by this extended media technologies. The people of the next generation, who grow up in the new media environment, can see the future media lifestyle in their imaginations.

The Area of Expression Spread by the Evolution of Media Technology

In 1998, the images of the Earth taken by the HDTV camera mounted to the space shuttle widened the field of content creation to 550km into outer space, far from planet earth. Further, this widening is not merely physical, and these images proved that, as with the earth viewed from outer space, the more complex the photographic subject, the more the recreation of that complexity makes its presence felt to people. This is not simply listening to the words of the astronauts, however, but rather, more the

enabling of an actual sense of experiencing the same as the astronauts through the HDTV images. This virtual presence is one element that causes the same "emotion" as people get from artistic expression. Together with the increased development of media technology, the creation of content that maximizes the "expressive power of art". These media technologies enable to manifest create the same "emotions" as artistic expression and art.



(by courtesy of NASA/JAXA/NHK)

Removing Television Frames

To aim at creating content that spreads into new areas transcending the walls considered to be the limits as methods of television expression to date. Now images, sounds, and data are being taken into space by removing the frame (concepts) and physical television box, which are in front of our eyes.

Television receivers, which are intended essentially for watching television broadcasting programs, are configured as objects for artistic expression, and their uptake by an artist (Nam

June Paik) during the 1960s, who created art installations called “video art”, is still highly regarded to this day. Similarly, the highly colorful images and surround sound taken from the television frames can be projected onto wide spaces, buildings and nature, etc. Further, rollout to portable is also possible amidst this ubiquitous environment though alliances with diametrically opposing mobiles. The expansion of this flexibility enables the mechanism for new art expressions that were hitherto impossible to be brought to visual information media.

Changing Media Quality

Artists have traditionally created works by their own hands in order to express themselves. Further, in order to express their imagination, they have freely chosen which methods to use. In contrast, with works of art that use digital media, several issues have been raised given personal expressions and the occurrence of messages that the artist wants to communicate through their art work. The evolution of digital technology has brought high functions that enable creativity to be manifested, but the limited creative methods selection in software function cannot be avoided. The situation is that works of art end up simply being created by “expressions” within the scope of what is feasible, without ever entering into a creativity that puts into practice the artist’s own sensibilities amidst the general functions of the system. Compared to the process of creating sculptures and paintings by hand, which has hitherto been the activity of artistic expression, digital works of art, few of which are created with sufficient expenditure of time, are often evaluated as works of art configured using unrealistic images. The evolution of media can be said to have raised the level of artistic expression,

but the involvement of this technological evolution in a direction that makes use of the artist’s sensibilities and individuality is essential. Concomitant with changes in the media and society, the nature of people’s feelings with regard to art are also changing. For the media, a “community environment in which technology and artists collaborate”, and which supports creative endeavors in the field of art, is indispensable for art creation.

The Internet and Art

The internet has enabled the simultaneous access to content instantly and at any time from all around the world, and art expressionists can positively develop activities using their relationships with other people. In such a creative environment, being able to realize artist’s individuality and personal express as intended is not simply a case of involvement, nor is it without risk. Collaboration by artists through the media, however, enables new areas of expression that were hitherto unrealizable to grow. The evolution of broadband networks is gradually enabling an environment that supplies faster and higher quality images and sounds to artists as expressive media that transcends time and space through the numerous existing video networks.

Media and Interactivity

The important issue for interactive systems is the interface that exists for communication between people and the system. Interactive art expressions are completed by deliberate mutual

communications occurring between expressionists by evoking reactions in aficionados. This fact means that realization is possible not only in specific limited spaces, but anywhere in the general living space, and it is a new area of art expression developed by digital media. Designing spatial environments using digital media establishes some sort of communication between people through spatial expression and the environment that this creates. One example of this is that the alliance between digital signage and the media has led to an area of artistic expression with a new imaginative creativity called spatial design.



(@NAB show 2010)

Conclusion

“What today’s generation wants is completely different from what we wanted thirty years ago.” Young people, who have grown up in the current social environment in which the media has evolved to a high level, look at mature media such as today’s television with a consciously slightly detached feeling from themselves. Media content is said to be created starting with a message from one person to another. The next generation of people who have grown up in the new media environment will probably be able to supply a specific vision of “media and art” in ten or twenty years’ time by knowing how to form images. The need of the “media and art” depicted there is the power to raise the development of

these technologies. Further, this new imaginative creativity, which fuses technology and art by removing the conceptual framework held by the media to date, will lead the media to a new dimension.



(Spherical Gemotion Display @ ASIAGRAPH 2009 by courtesy of Prof. Yoichiro Kawaguchi/Tokyo University)

Given the creation of the country’s cultural values, together with the engineering approach to the visual information media, involvement by artists themselves in the creation of an environment that does not miss the wave of scientific and technical evolution through the creation of a situation in which the artists themselves stand on the front line of the technology is indispensable.

Acknowledgment

The author wishes to thank the NHK (Japan Broadcasting Corp.) for their valuable suggestions to my research.

Reference

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