#### Modern Communication & Digital Interaction Lecture 2 IML 499



# Reading Review

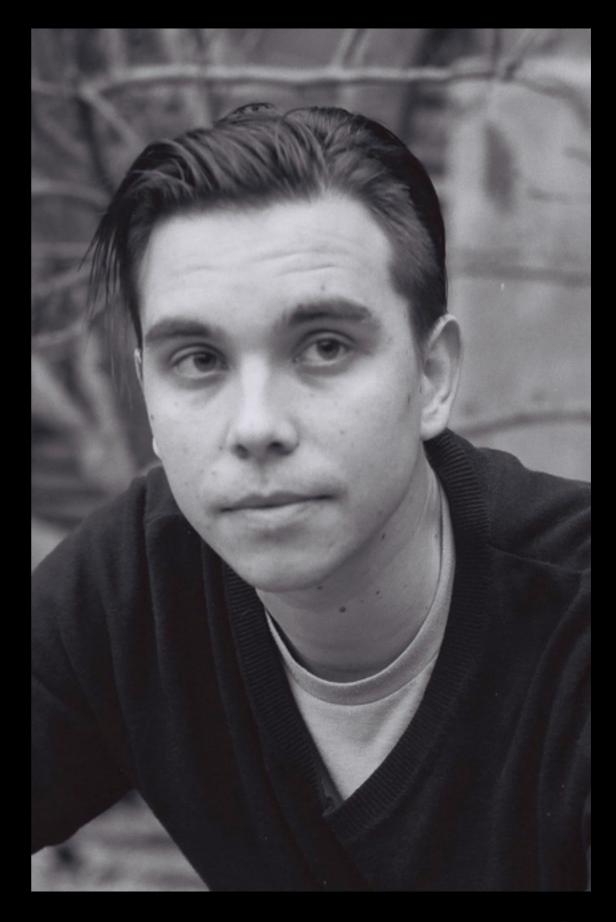
- One volunteer—lead discussion
- Take a few minutes to read the response posted on Slack
- What are the key takeaways you had after reading?



### Questions

- How does art differ from craft?
- Is art/design successful without craft? Is craft successful without art/design?
- How has the open-source movement impacted craftsmen? What about art?





#### A New Aesthetic for the Digital Age James Bridle

https://www.youtube.com/watch?v=z84EDsnpb4U

http://new-aesthetic.tumblr.com



## The New Aesthetic

- Term coined by James Bridle
- Refers to the blending of the physical and digital
- Became popular through a curated tumblr blog
- Propelled forward in mass culture by Bruce Sterling in a Wired Magazine article





#### An Essay on the New Aesthetic Bruce Sterling

http://www.wired.com/2012/04/an-essay-on-the-new-aesthetic/





## NA: The "Good"

- Telling the truth
- Culturally agnostic
- Comprehensible
- Deep
- Contemporary
- Requires close attention
- Constructive
- Generational



### NA: The "Bad"

- Gaudy, network-assembled heap
- Weak aesthetic metaphysics
- Design-fiction and a postulated creative position
- Collection and not a position



"The New Aesthetic is trying to back a modern aesthetic, instead of thinking hard enough and working hard enough to build one."

-Bruce Sterling



# Bringing it Back

- Think about machines in Marx's time vs. machines now:
  - Dependancy on human control, now "aesthetic" objects
  - Shift from tools to systems both aesthetically and functionally



### For next class...

- Create an aesthetic work in the vein of the *New Aesthetic.* Upload it to the *assignment-2* Slack channel.
- Read chapter 7 of *The Information: A History, A Theory, A Flood.* No response required, but be prepared to discuss in class.

