



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.