viewers to discover what was interesting to them in a scene rather than having this choice dictated by the director. 24. Yumiko Yoshimura, Edward the theorist Andre Bazin said that Gregg Toland, cinematographer for Orson Welles among others, brought democracy to film-making by allowing

The Aesthetics of Disappearance

pair of scissors could become a poet.”Miles, Barry.

of which may be interesting and valid in their own right — cut-ups establish new connections between images,” and he felt that, “anyone with a

Michael Beigl. “Matching Information and Ambient Media,” Proceedings of CoBuild’99. Second International Workshop on Cooperative Build-


My AMA blend text and imagery with reactive sound and display (see

Dr. Mutz continues, “Americans

world is the first step to action, and while it might not seem like much,

Europe. In 1999, Jane Barnes described Ambient Media

people by surprise, often connected with some event.”15

Knowing what we have to protect should be simple. We Americans have become

looking, with greater potential of catalyzing social action to balance the apparent

Substituting “music” in Brian Eno’s manifesto above with the words media

works for AMA, especially when he elaborated that, “Dérives involve playful-

Ambient media art exists to be seen, but its juxtapositions

American interests, the conscious mind is not flagged and

Gerald Edelman, Nobel Prize-winner and a

of masking the awareness of it. In other words,

we no longer engage each other for

stimuli surrounding

Neural Darwinism explains human

to subtly display and communicate information

to have become impossible. The perceived world ceases to be deemed worthy of

Perceiving the

our individual and social well-being can easily take root with

weather outside from ambient cues such as light,

ambient sources. We may have a sense of the

In the past, we knew the weather from

if we resist

of the

To what end? To re-energize

Pruning doesn’t kill:

Ambient media art offers a new design for our lives. It allows us to

work allows a viewer the opportunity to struggle with issues and ideas,

constructive behavior and awareness of psychogeographical effects, and are

operate on the fringe, AMA works in the realm

Ambient Media

Depending on presentation, mediaDrifts include interstitial panels that

die off, go dark. This process is likened to a

We are natural spectators, caught in what Walter

For Walter Benjamin or Guy Debord, the modern

spectacle has become so much more efficient than its

ambience. We may have a sense of the

we’re getting ambient information from

ambient cues, change our behavior. This process

Amidst all the
growing number of

before (when we have), and simultaneously makes us feel

somehow in control when we feel we’re getting

yet, as Jonathan Crary

our individual and collective

sense of being alive and in control of our actions. How

online communities. Inside this virtual world

of our

fortification of our right to be deaf, dumb and blind. Perceiving the

These systems:

affect viewer behavior. More sound:more talk:more

are more ephemeral than

while we’re not.

Without ambient media art, we’re not.

it’s the place where we need to start, to loosen our self-imposed

to see. Yet, in spite of 24/7 media

and hear

[Image 375x668 to 562x795]

[Image 237x1295 to 568x4541]

[Image 403x980 to 570x1289]

[Image 465x4551 to 550x4858]