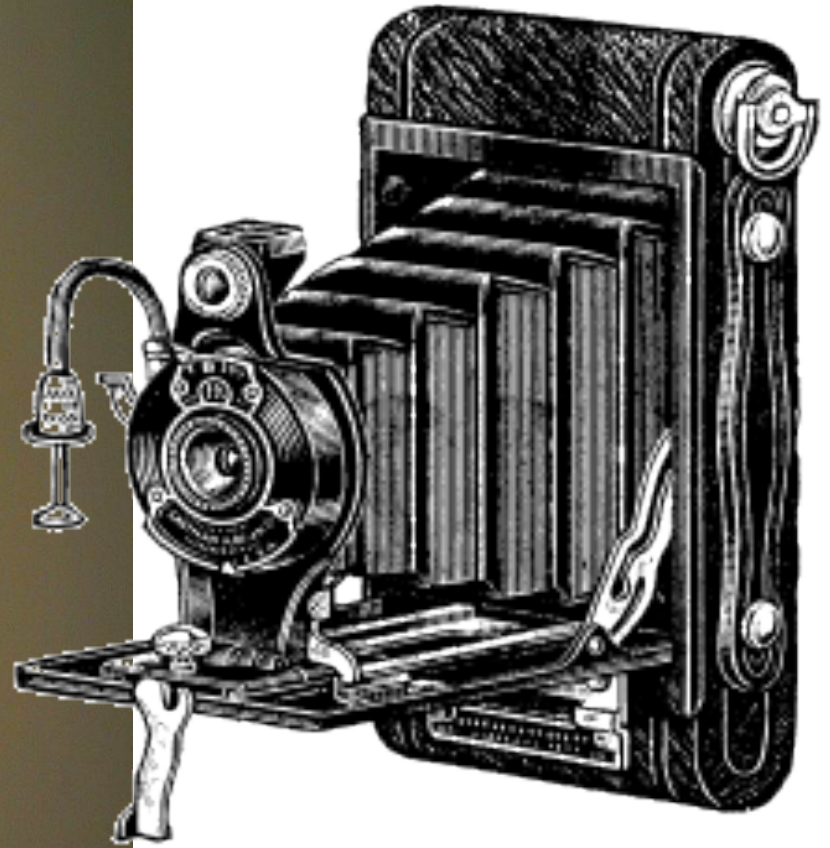
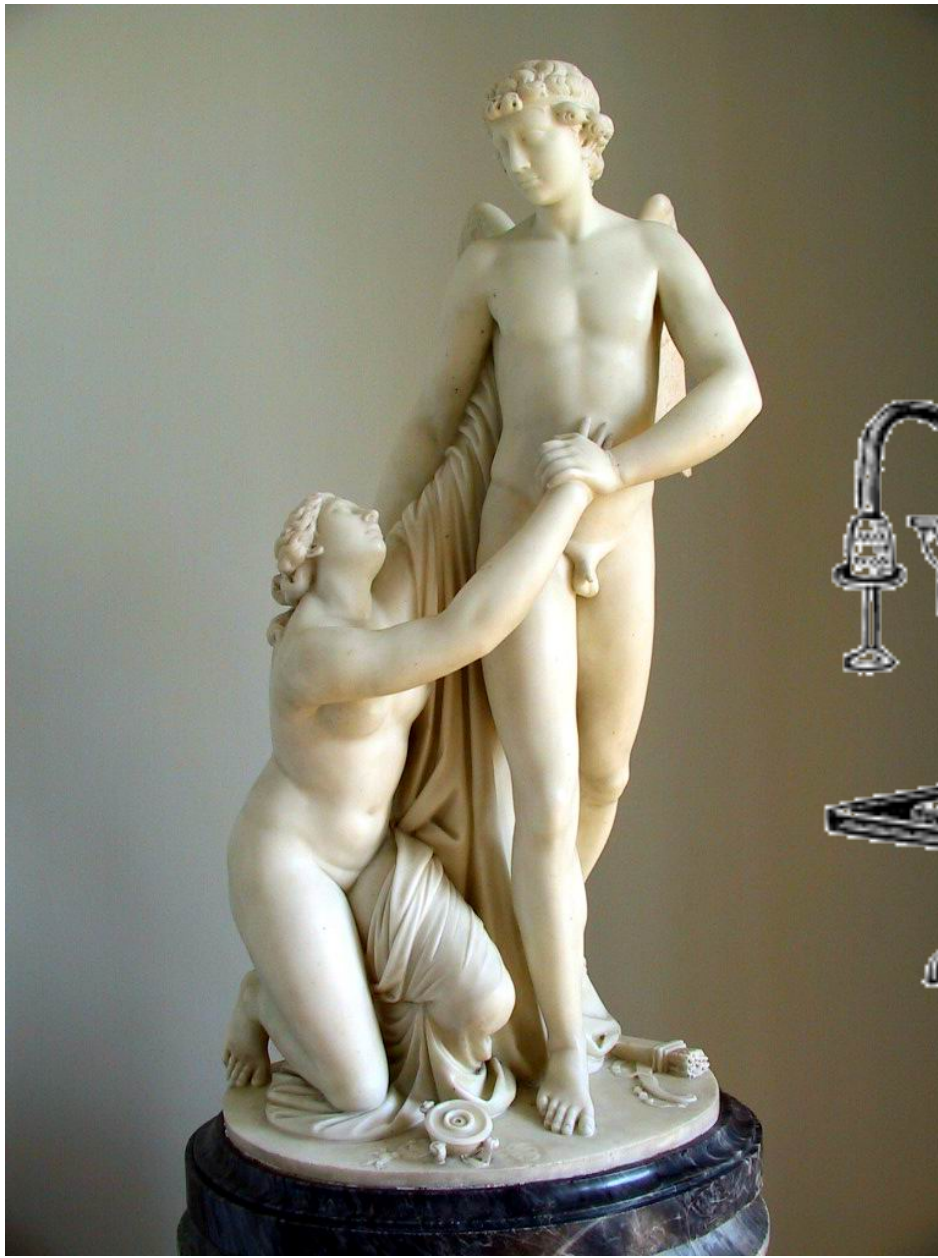




**The introduction of mechanical reproduction –film and photography— in the mid 19<sup>th</sup> century initiated a paradigm shift not just in image making but in the way people perceived images and perhaps the world beyond.**







LUMIÈRES  
CINEMATOGRAPHE  
AUGUSTE LUMIÈRE  
LOUIS LUMIÈRE  
SOLE AGENTS  
J. & F. TREWEY

This is a vintage advertisement for the Lumière Cinematograph. It features two portraits of the Lumière brothers: Auguste Lumière at the top and Louis Lumière at the bottom. The text is arranged in a decorative, ornate layout. The word 'LUMIÈRES' is at the top in a large, stylized font. Below it, 'CINEMATOGRAPHE' is written in a similar font. The names 'AUGUSTE LUMIÈRE' and 'LOUIS LUMIÈRE' are placed under their respective portraits. At the bottom, it says 'SOLE AGENTS' and 'J. & F. TREWEY'. The entire advertisement is framed with decorative flourishes and leaf patterns.





## A shift in the means of visual reproduction includes:

- self-representation is now something every person can own & produce
- It is possible to infinitely reproduce & distribute photographically based imagery
- There is a lowering of the threshold between amateur and professional image production
- And according to Walter Benjamin there is emerges a shift in how images are perceived by the broad masses



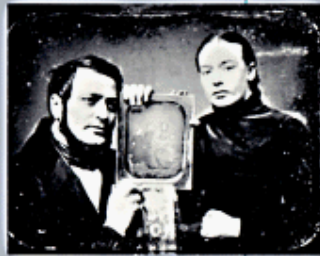








SUSAN  
SONTAG :



**ON PHOTOGRAPHY**

ROLAND  
BARTHES

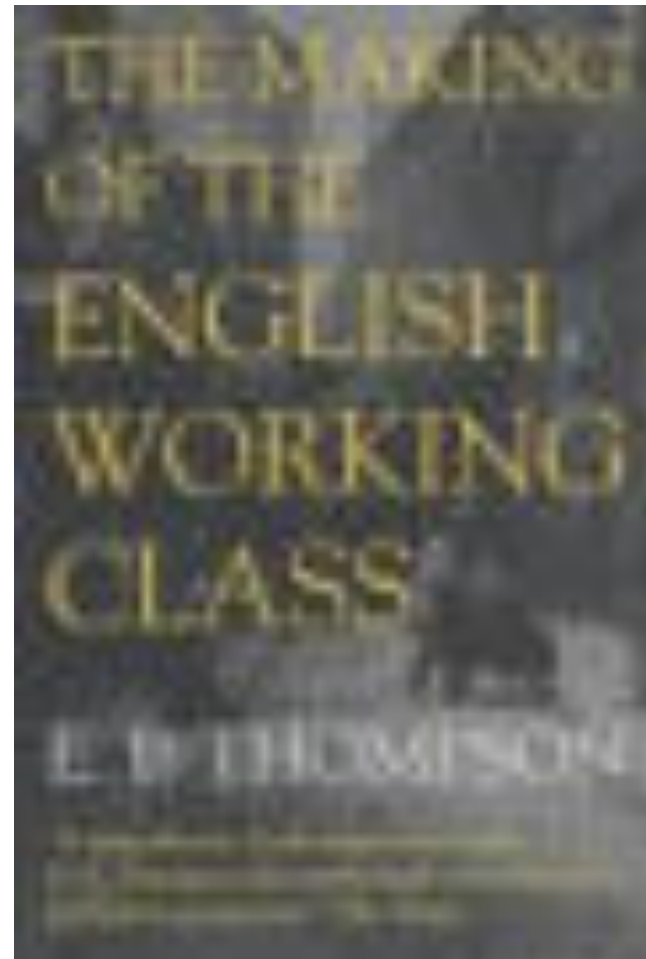
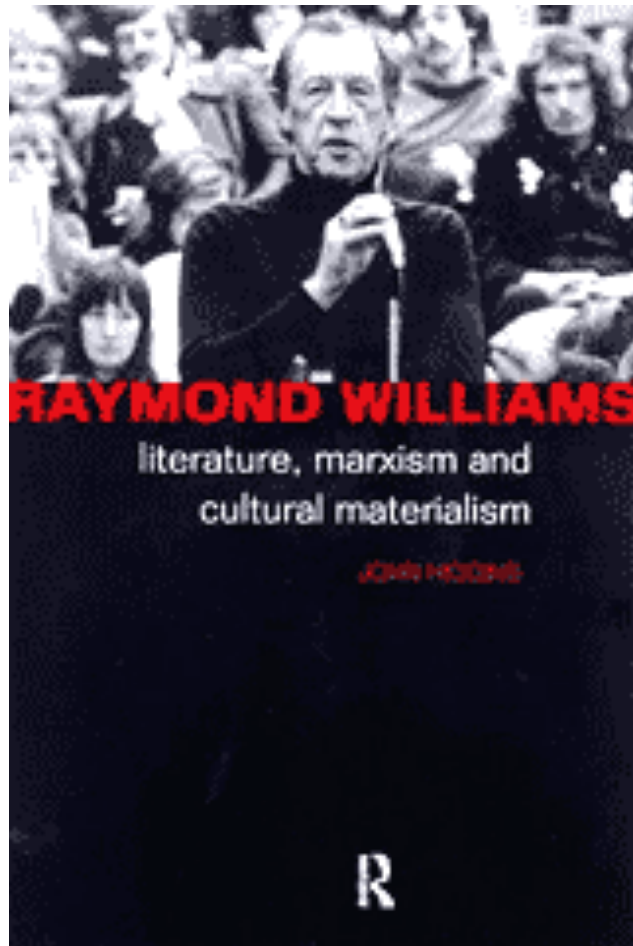
Camera  
Lucida



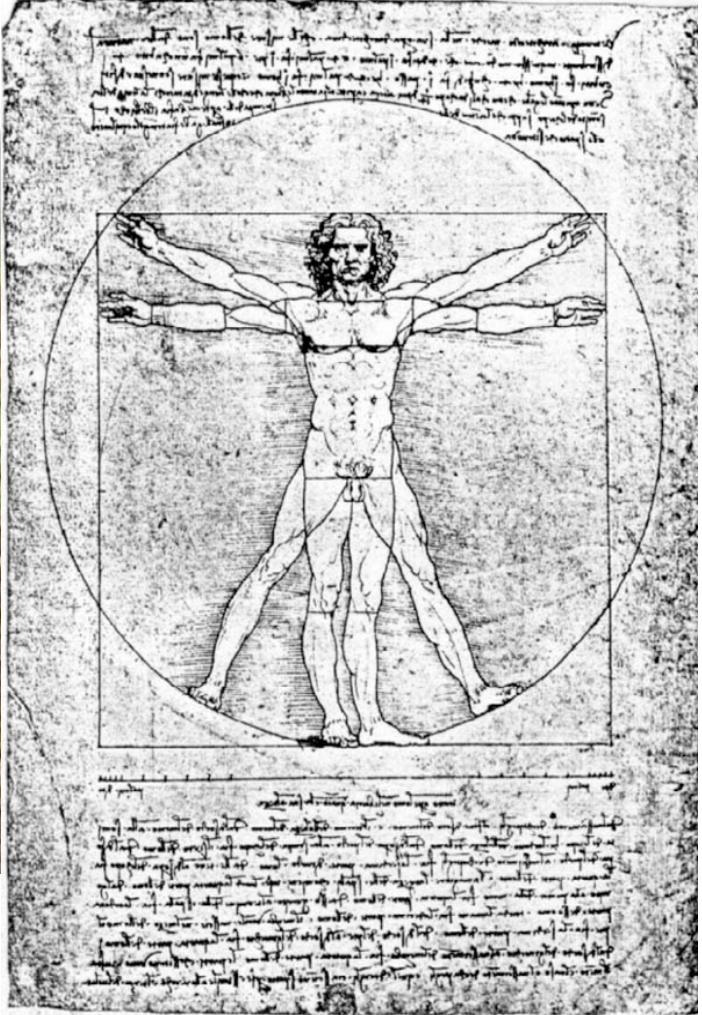
*Reflections on Photography*

TRANSLATED BY RICHARD HOWARD





- Williams: History of “culture” as a concept is multi-faceted thus flexible meaning today.





- Plato: artists cannot represent the “truth” either correctly or morally.



## Plato's Cave







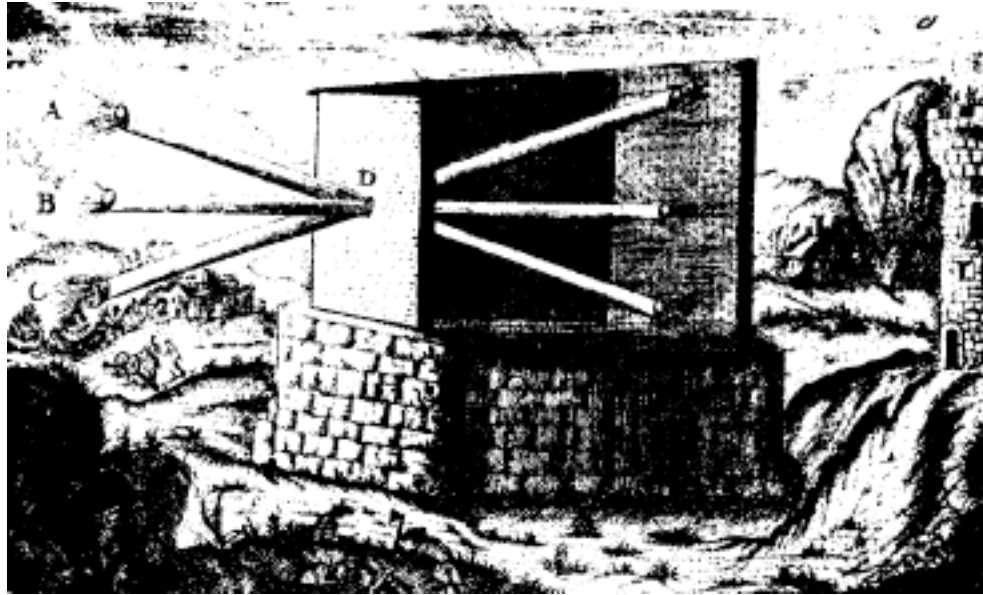


## **Marx & Engles: philosophers representation of world is upside down (re: camera lucida).**

- Materialism Vs idealism:
- Communism will right side up this view by focusing on reality, economics, politics not fanciful philosophical visions
- Base & Superstructure metaphor: man as product of economic production







Walter Benjamin: can shocking images & passionate emotions free anesthetized masses? (Surrealism, dada, photo-montage)



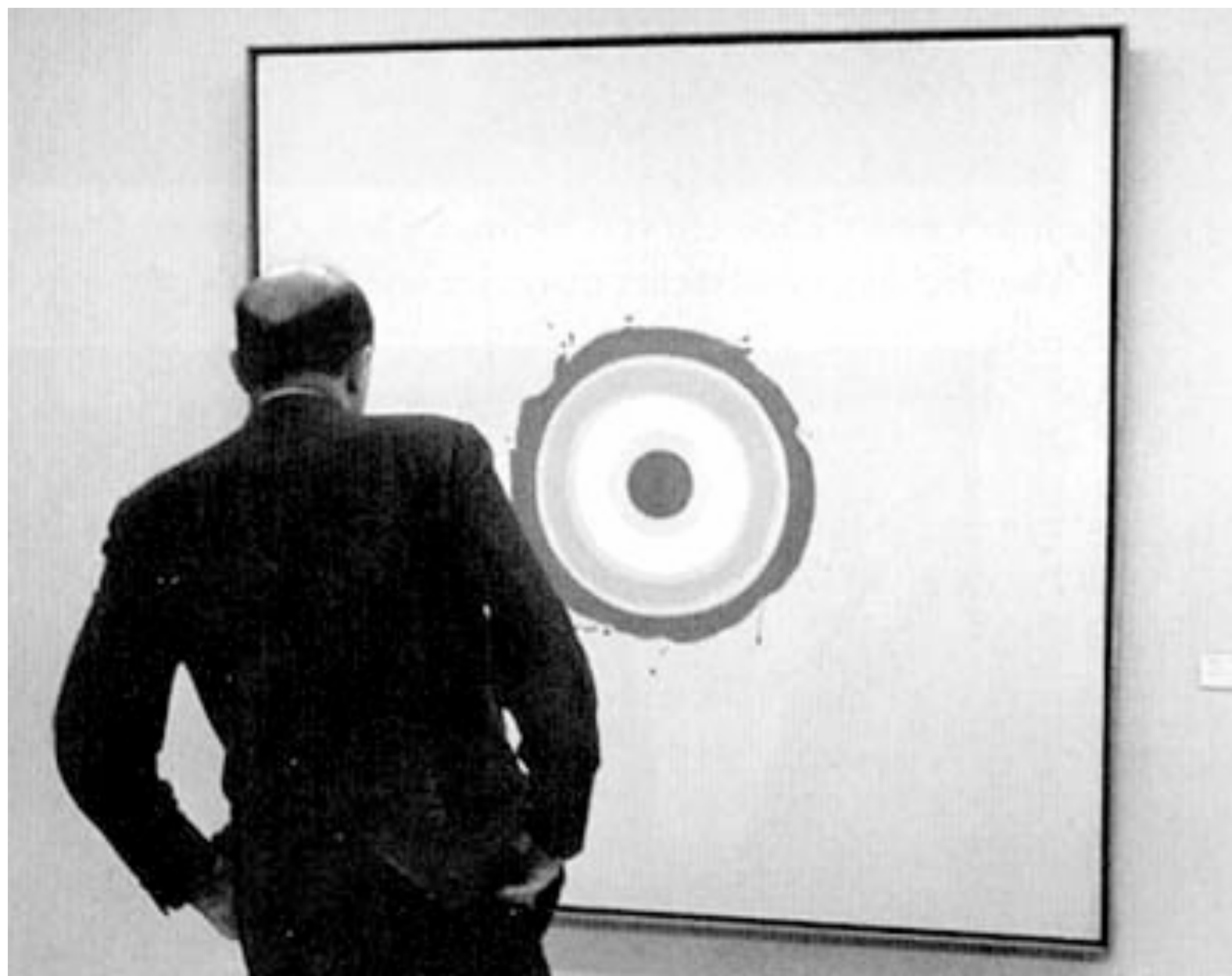
QU'EST-CE QUE LE  
**SURRÉALISME?**

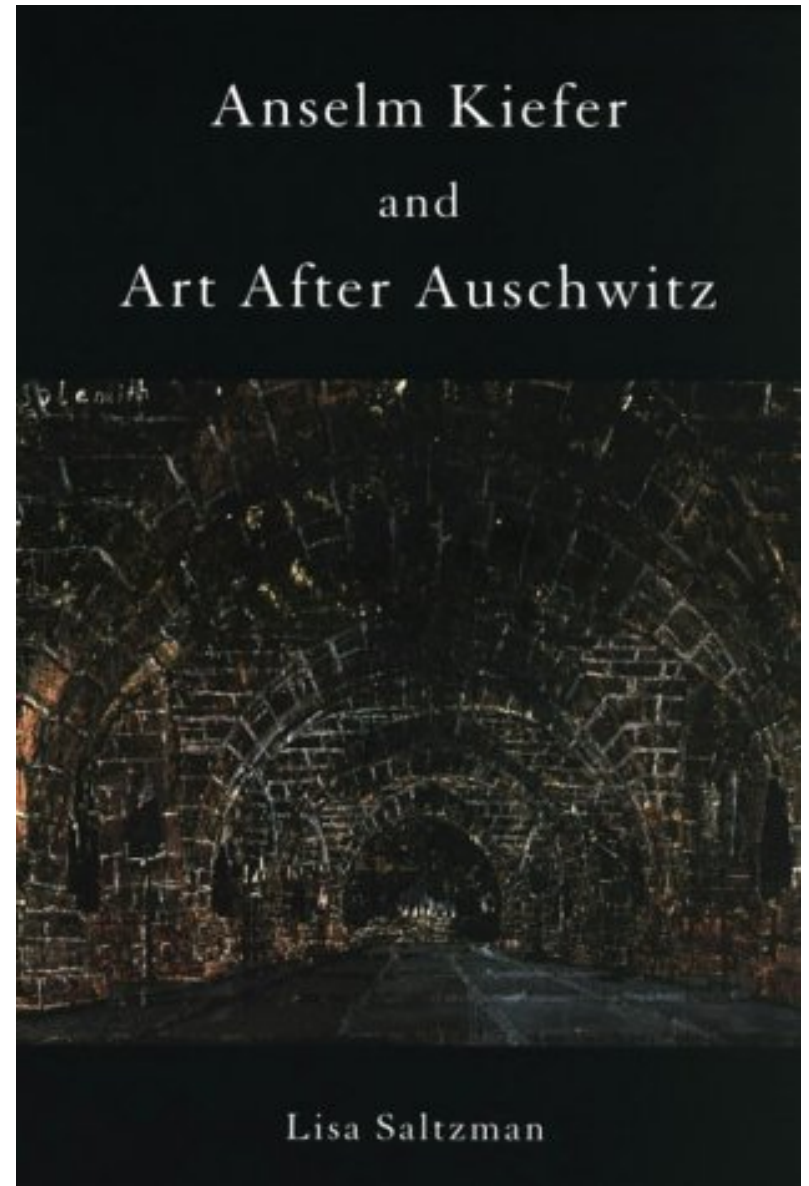
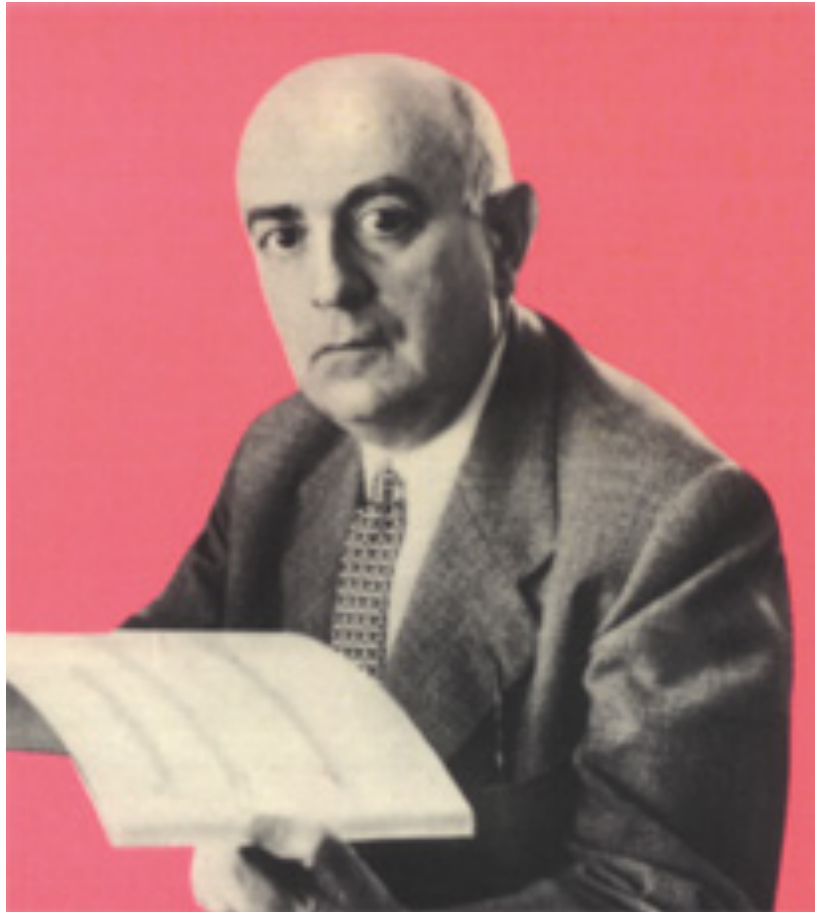




- Greenberg: the proper subject of art: its own specific conditionality: surface, color, line etc in painting. (modernism)
- Adorno: ‘art after Auschwitz is garbage’ – “blackness” is the painters response to a world such as ours. (modernism)







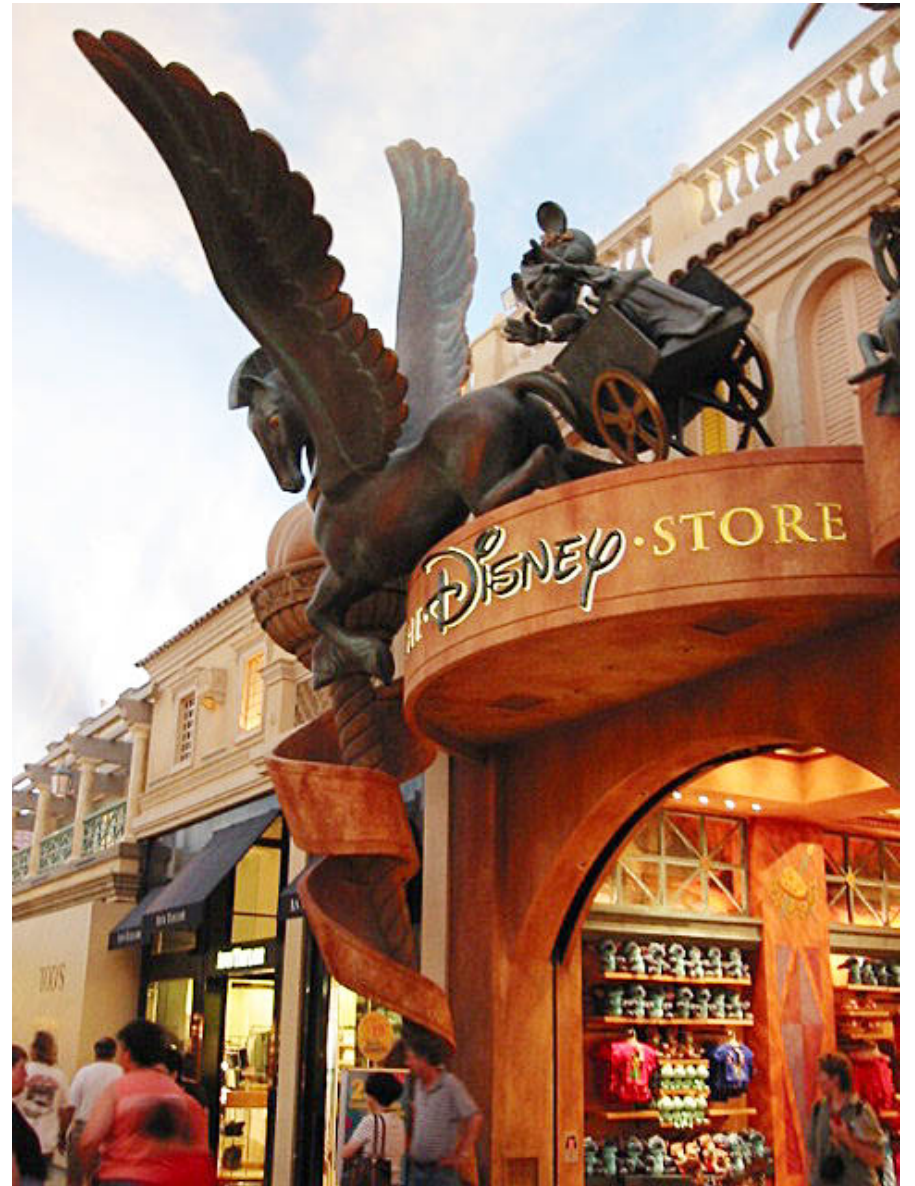


Jameson: post-modernism presents a depthless play of images (pastiche) that resembles chaotic juxtaposition of surrealism (montage) only minus the (Freudian) unconscious.

- Pastiche/Appropriation
- High & Low culture mixed
- Slipping of Signifiers







# POSTMODERNISM

OR,  
THE CULTURAL LOGIC  
OF  
LATE CAPITALISM



FREDRIC JAMESON





# LEARNING FROM LAS VEGAS

Revised Edition

Robert Venturi Denise Scott Brown Steven Izenour



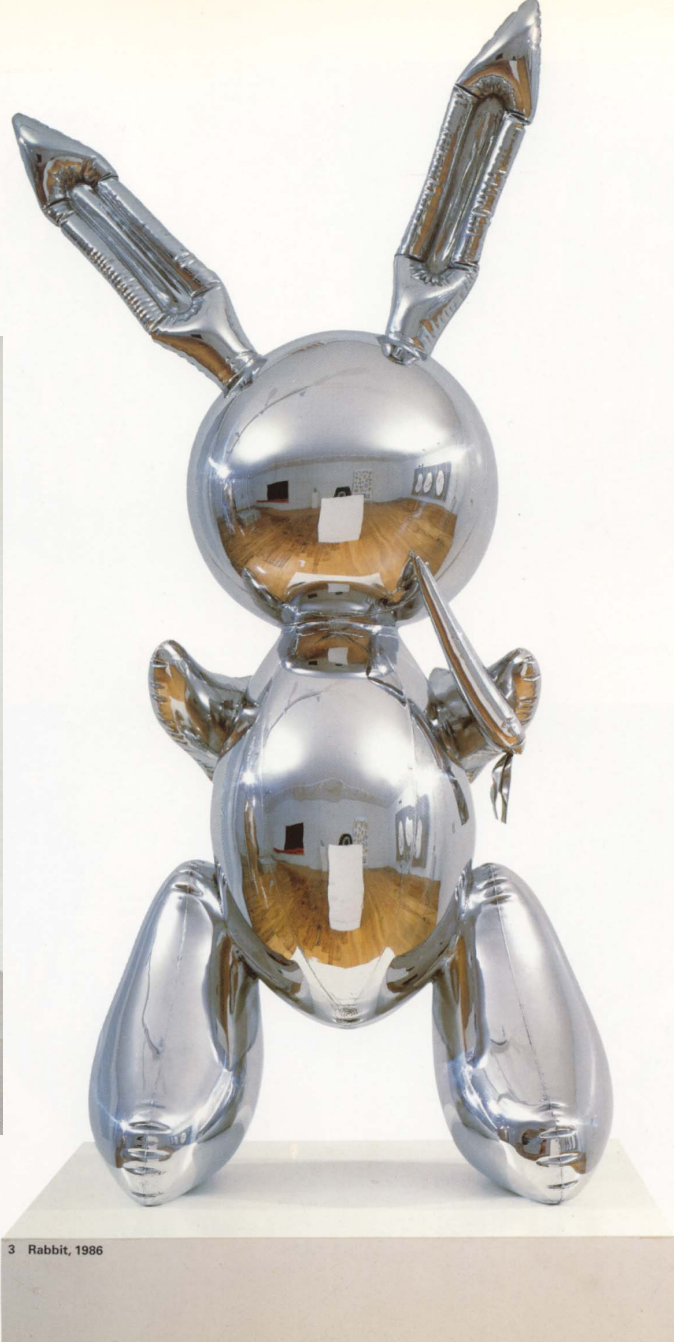












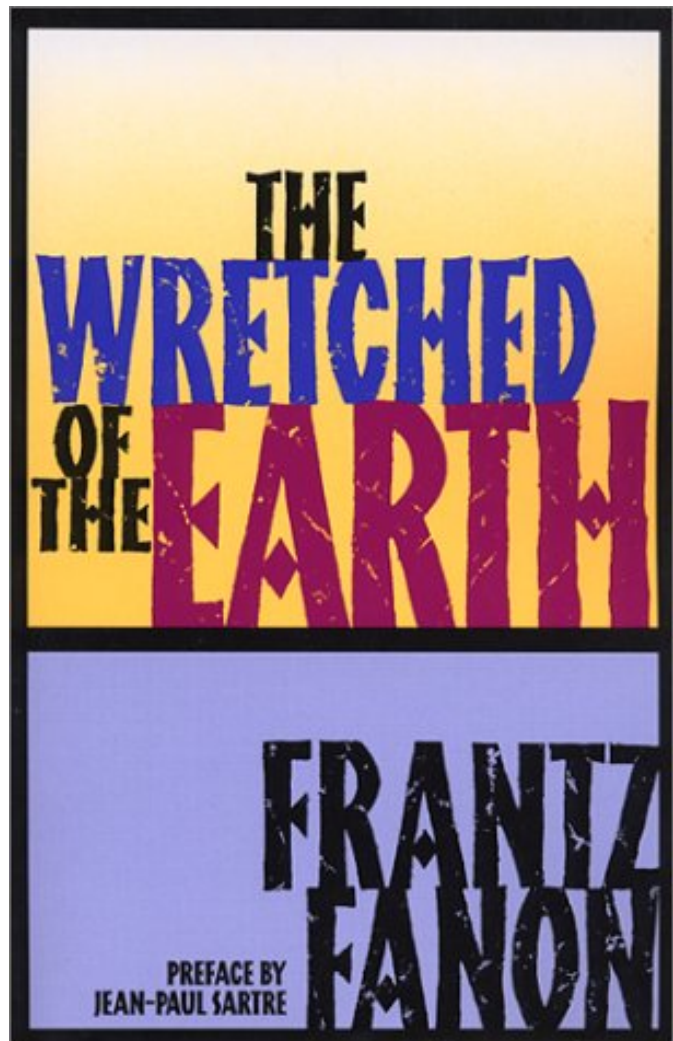
3 Rabbit, 1986

- Said: representation of “otherness” is inevitable but inherently violent.
- Fanon: the black, post-colonial subject embodies “otherness” and must represent self.
- Minh-ha: the “other” is also found in what appears the “same”, “the self”, “the normal.”
- Hall: ethnic “others” must abandon essentialist modes of identity for historically and culturally produced subjectivity (and representations).



*« En tant qu'homme, je m'engage à affronter le risque de l'anéantissement pour que deux ou trois vérités jettent sur le monde leur essentielle clarté. »*

F. FANON (1925-1961)









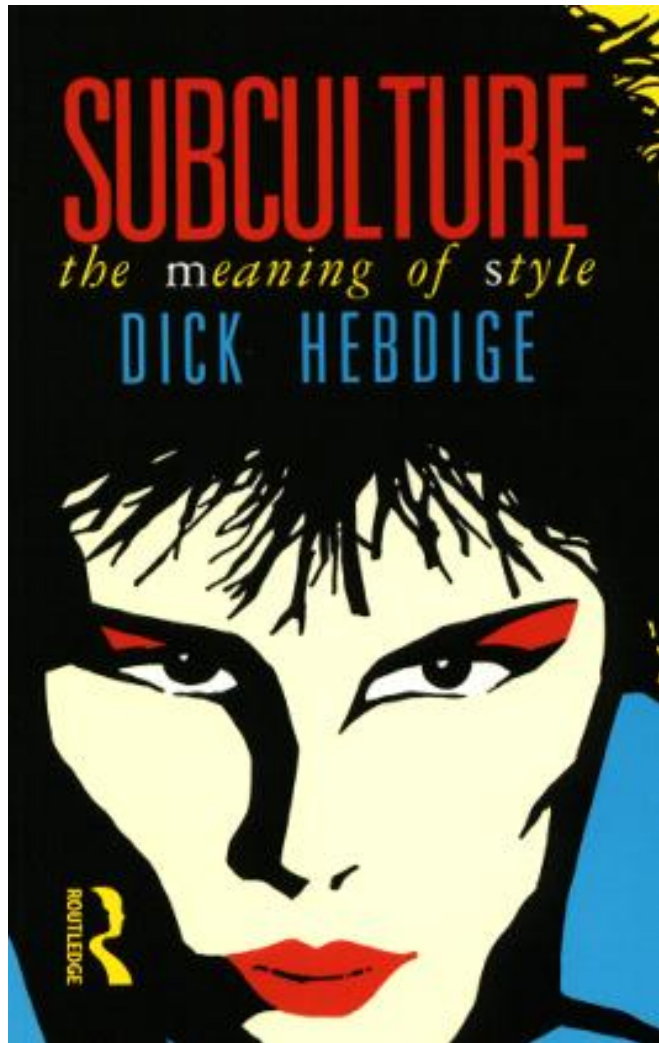
# SECESSION

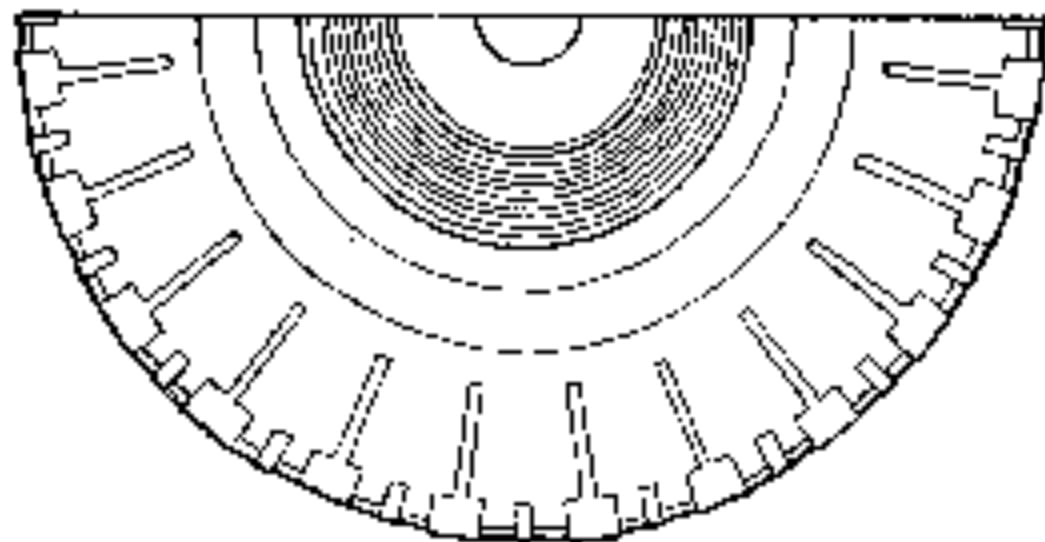
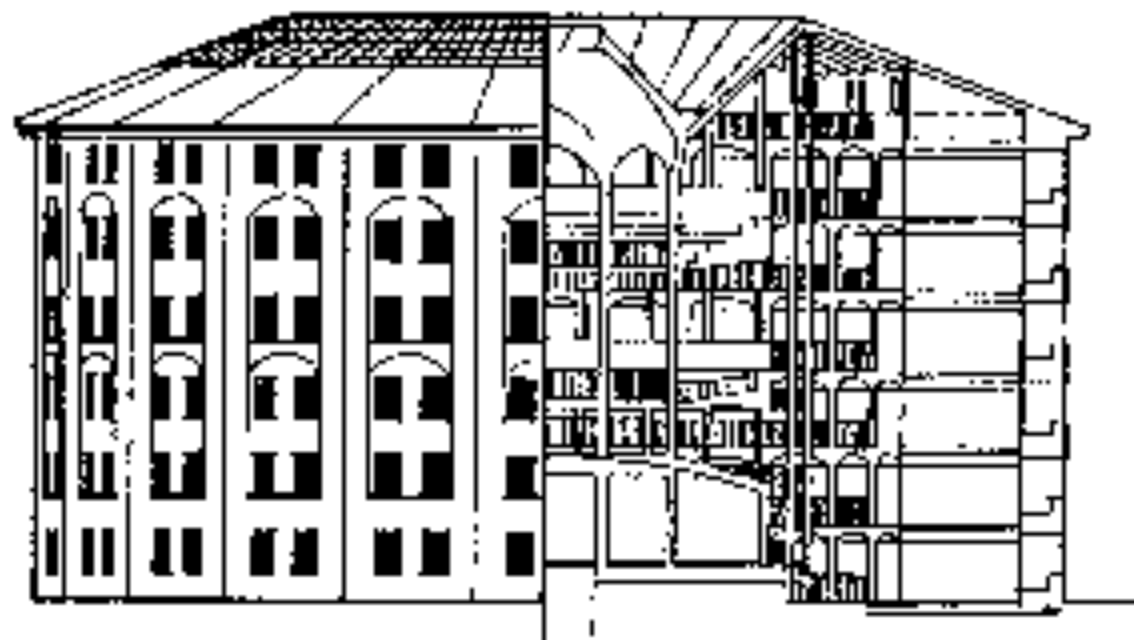


TRINH T. MINH-HA  
TEXTE/TEXTS

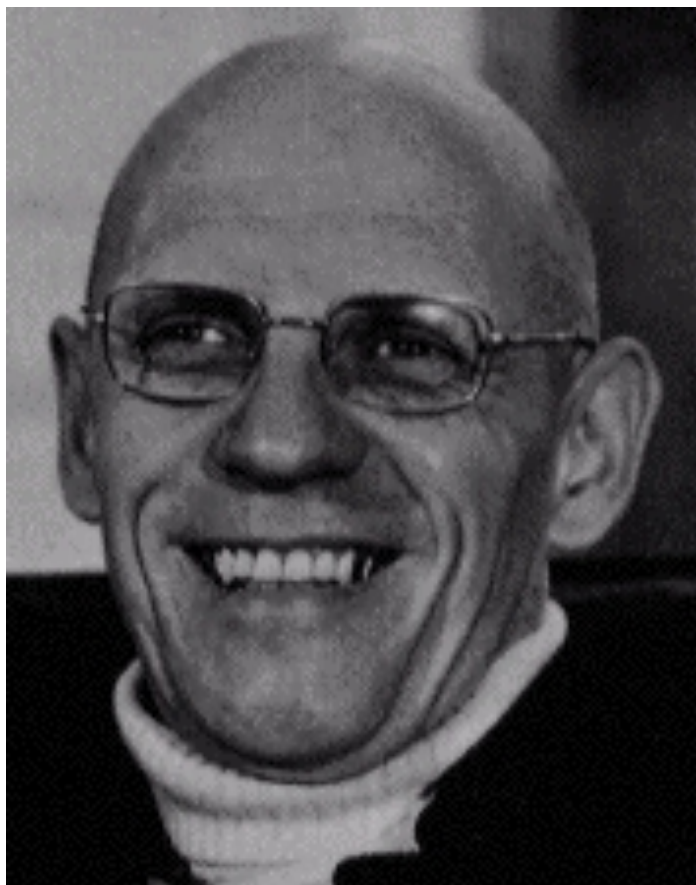






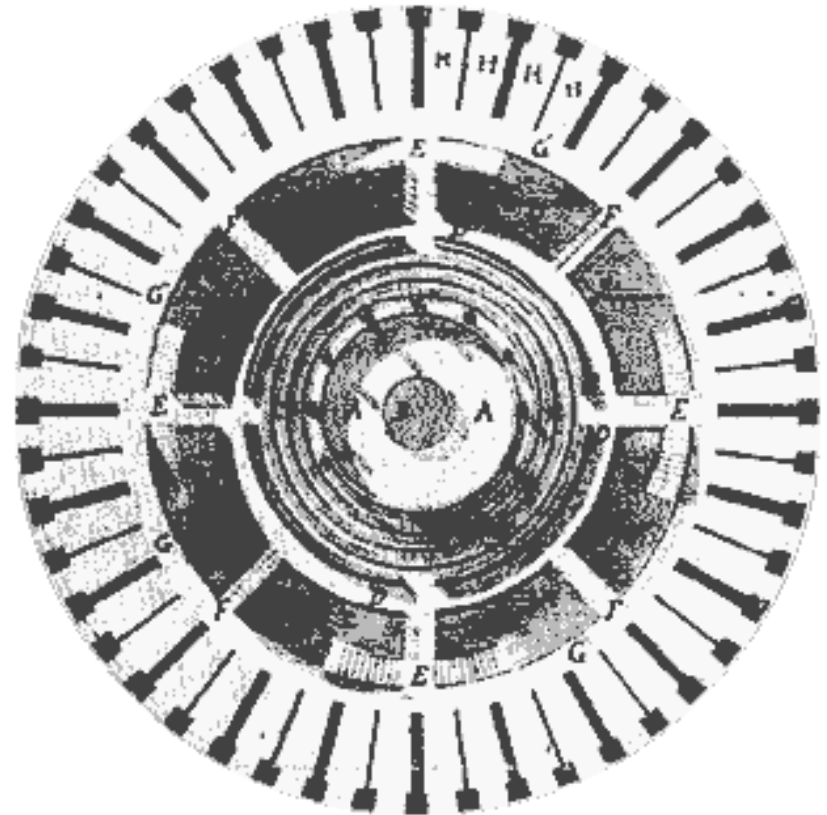












The Panopticon Penitentiary, 1791, Plan







Kike

Who needs personality  
when there's brand names?

Sale! 20%  
off!



Buy  
Me

- 60s Counter culture produced new, critical representations and ironies about “establishment” culture but quickly packaged as lifestyle. (commodified “dissent”)
- Brands and labels form a new visual landscape that is impossible to escape. (or almost?)





Questions:

Are some cultures and cultural forms dangerous?

Anti-Muslim Serbian poetry?

Religious genital mutilation

Wearing the burka in school?



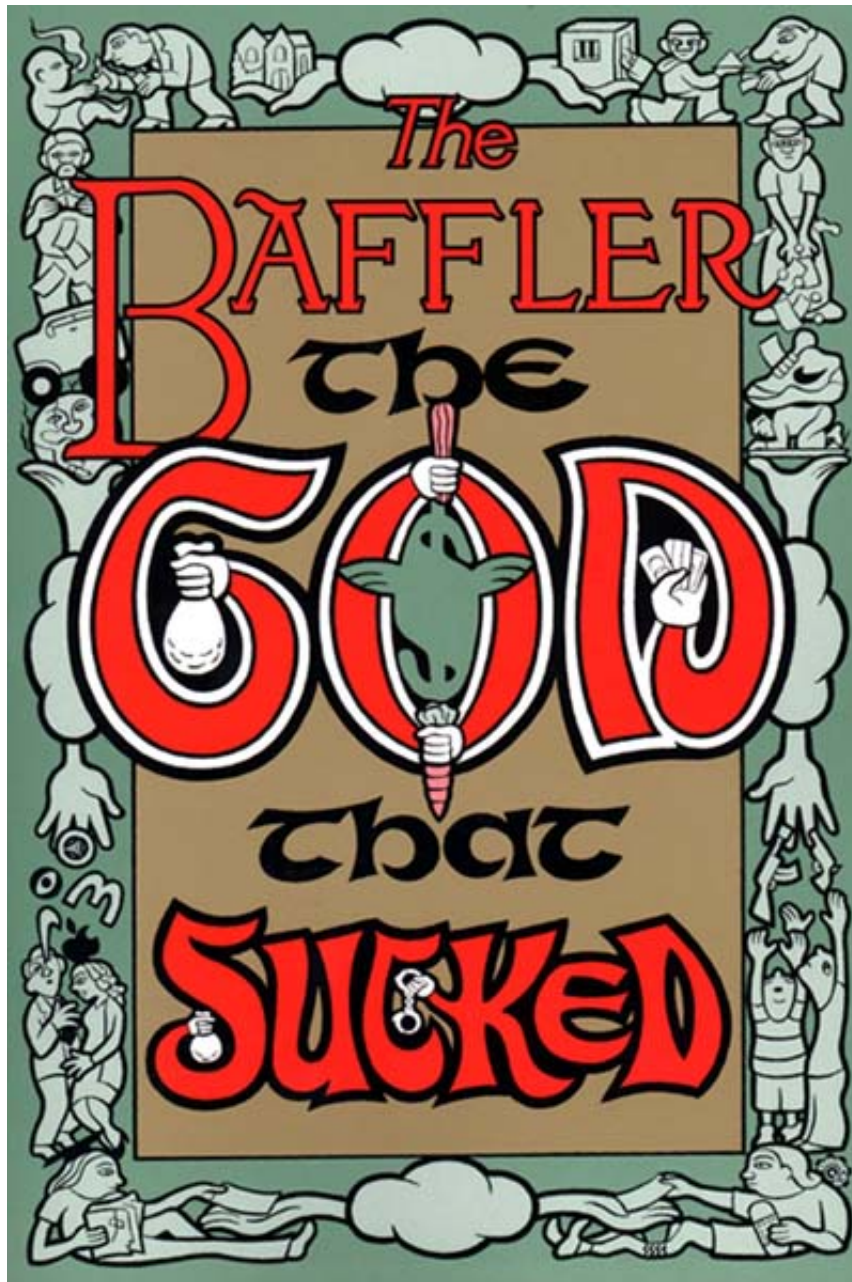
- Are artists dangerous?

Plato's prohibition on poets and painters who mimic "truth" and the moral danger of emotions swayed by a shifting and indeterminate mimicry of the real.

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Reverend Billy







R™ARK
100%

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**Andrei Codrescu, manager**

For reasons of situation, this high-risk fund has tremendous potential yields. The Media Fund is managed by Andrei Codrescu, who has consistently produced oppositional cultural dividends in various contexts from the poetic to the cinematic. His current position as commentator for National Public Radio completes his exceptional qualifications for this position.

To workshop a project in The Media Fund Forum, click on its JOIN button.

JOIN	FUNDS	US\$	NEED	DESCRIPTION
<div style="background-color: #008000; color: white; padding: 2px; font-weight: bold;">FOBO</div> <a href="#">Join FOBO list</a>	media <a href="#">health</a>	US\$300	workers funds	"To replicate successful US foreign aid on the home front, create and drop food bombs on impoverished areas of the United States. This project seeks private pilots as well as investors."
<div style="background-color: #008000; color: white; padding: 2px; font-weight: bold;">BLAWP</div>	media	US\$500	workers	"Distribute devices ( <a href="#">such as these</a> ) that





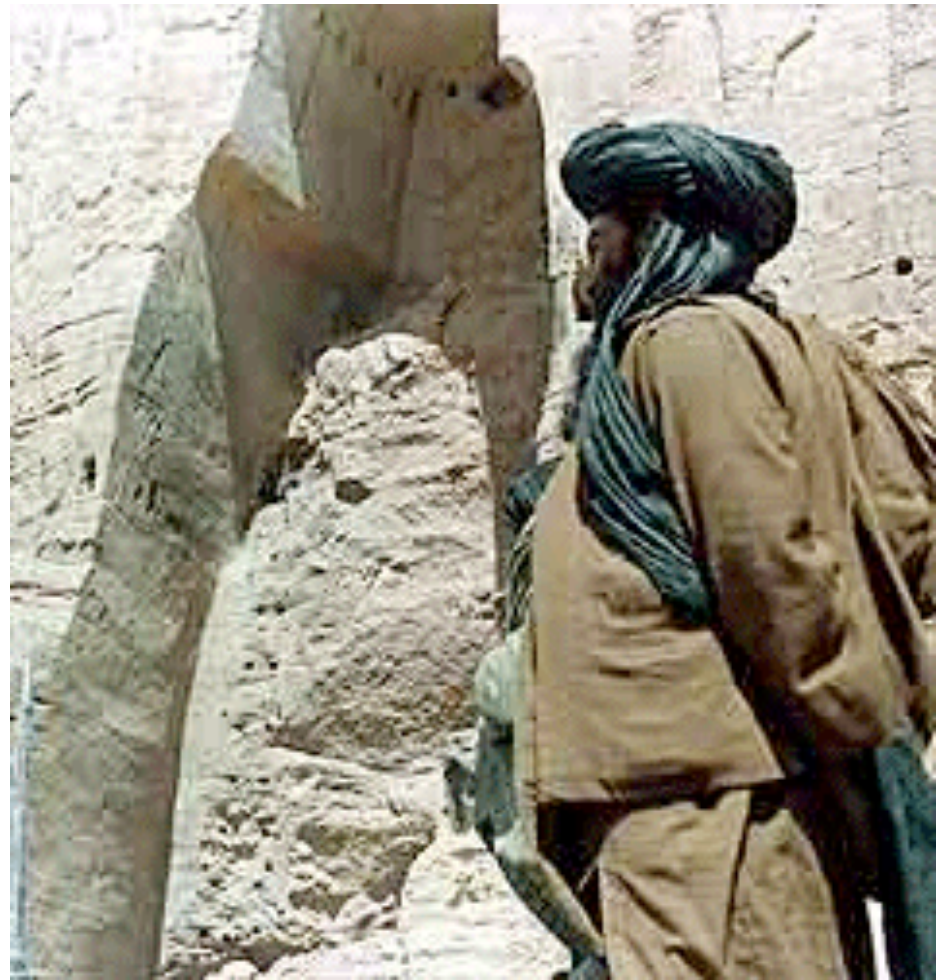
Are images dangerous?

Note the Taliban's prohibition on images.

Israeli attack on art in Sweden

Image of Janet Jackson's breast







# ICONOCLASM

CAN WE BUILD A WORLD WITHOUT RELIGION?

Is decoration dangerous? Some who gave birth to modernism thought so:

- Adolf Loos, tattoos as primitive
- Greenberg, lets get flat!
- Adorno: lets get black!









Is post-modern pastiche a depthless,  
schizophrenic response to capitalism as  
Jameson argues? Or is it:

Venturi: Just a more familiar form of art  
in a pluralistic democracy?

Lyotard: Merely another phase of  
modernism?



FRANKLY,  
BIFF, I'M  
BEAT!

BUT BOSS, SINCE  
SURREALISM,  
NOBODY GOES FOR  
THE CONTINUOUS  
STORYLINE  
ANYMORE!

DAILY  
STAR





Are dangerous images potentially liberating?

(Benjamin argues this about his notion of  
“profane illumination” in surrealist avant-  
garde art.)



The desire to “see the truth” in its extreme form

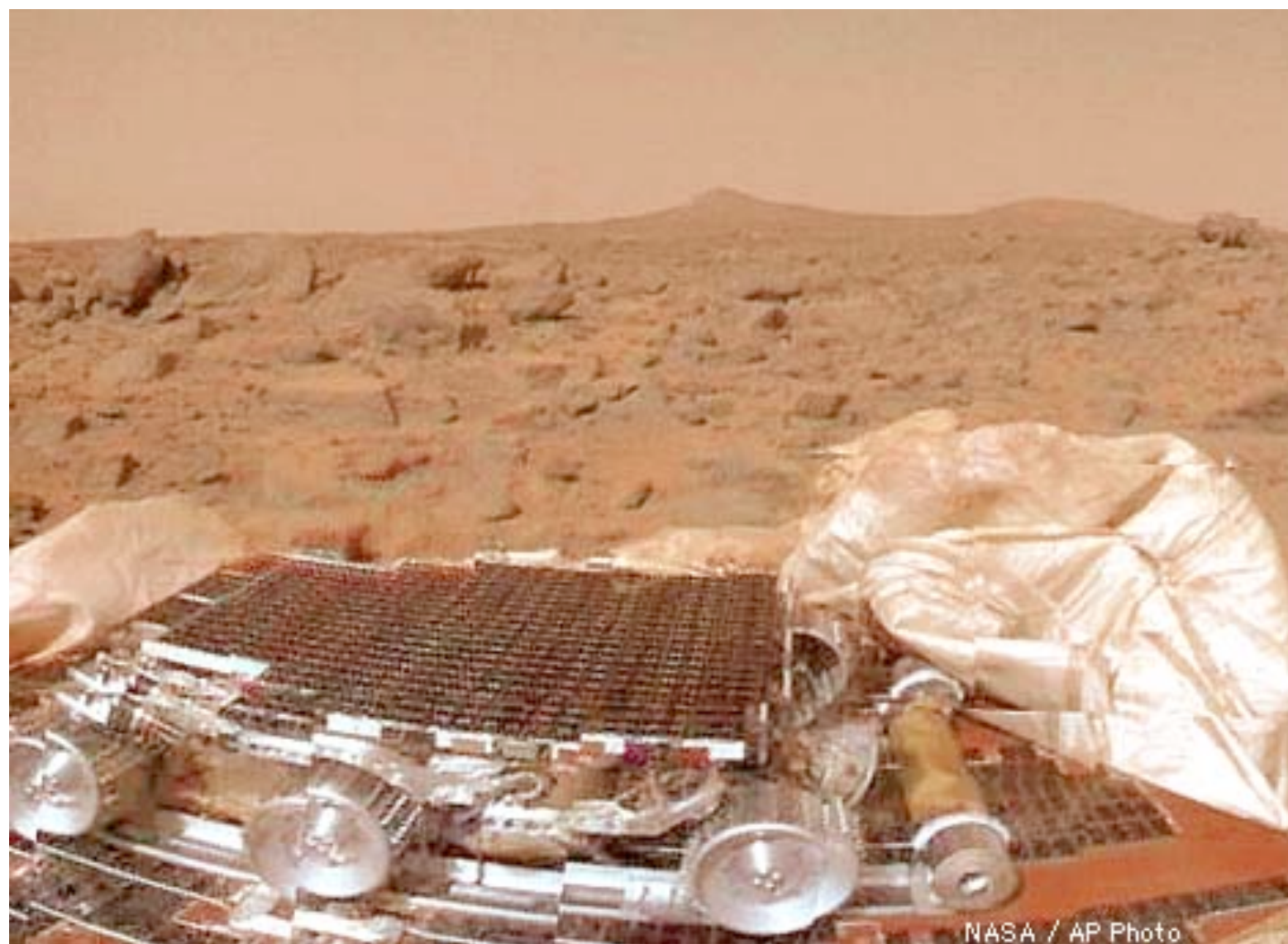
= **epistemophilia:**

The satisfaction of the **epistemophilic** impulse of people as a necessary condition for a positive knowledge sharing attitude in organizations

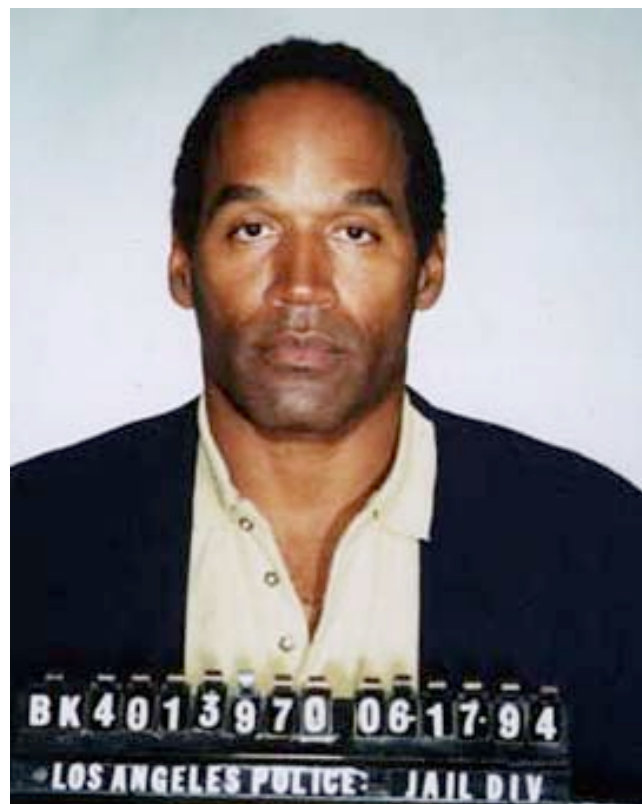
Visual pleasure in its extreme form

= **scoptophilia:**

Freud’s term for the sexualization of looking and being looked, also voyeurism/exhibitionism.







lush    wino    rubbydub  
inebriate  
alcoholic  
barrelhouse bum





CAMERA  
OBSCURA  
UNDER  
ACHIEVERS  
PLEASE  
TRY  
HARDER

Includes  
SUSPENDED FROM CLASS  
TEENAGER  
BOOKS WRITTEN FOR GIRLS  
KEEP IT CLEAN  
LET ME GO HOME  
and others



# Grupo del Banco Mundial

Nuestro sueño: un mundo sin pobreza

UN ALTRE MÓN ÉS POSSIBLE

GLOBALITZEM LES RESISTÈNCIES, GLOBALITZEM LA SOLIDARITAT

#### PROGRAMA DE FESTES

22-23 de juny: Conferència

23 tarda-nit: Revolta del Solstici a la Mar Bella

24, 12hrs.: Gran Manifestació festiva i unitària des de jardinet de Gràcia.

24, 18hrs.: Judici Popular a les institucions del capital, a plaça Catalunya

24 nit: "Una nit a la Borsa": sopar, pizzeria-party-festa i competició

25 matí: Visita Guiada a la Borsa per grup de 20.000. (aprox.)

DESPRÉS DEL BANC MUNDIAL, LA RESISTÈNCIA COTITZA A L'ALÇA

Web: [www.bancmundial.org](http://www.bancmundial.org)



# Barcelona 2001











Cherries & Raisins  
**70**  
PLN / KG

Cherries & Raisins  
**130**  
PLN / KG

Cherries & Raisins  
**1000**  
PLN / KG

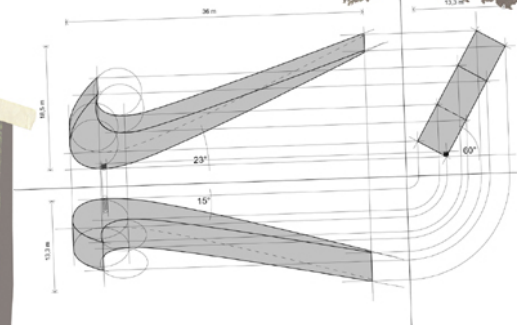
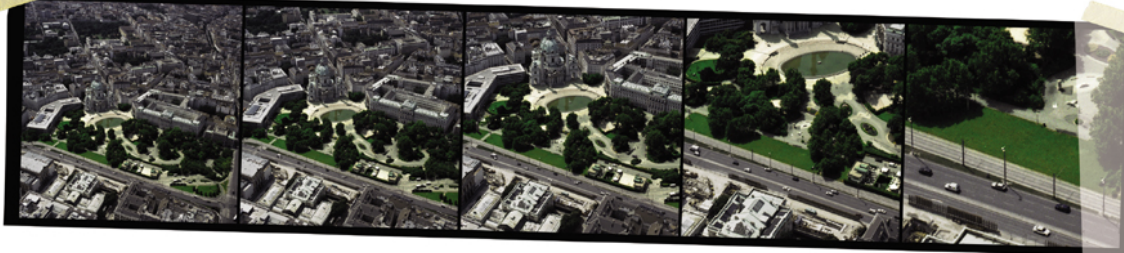
100

9.5





Nike Monument / Project for Nikeplatz (formerly Karlsplatz) / Vienna, Austria 2003



# Mecca-Cola

Ne buvez plus idiot,  
buvez engagé

10%  
لفلسطين

اشرب ملتزما - اشرب

10%  
Cherred  
Engagement

# Mecca-Cola

قريبا في الأسواق مشروبات مكة كولا الغازية  
تمتع بمكة كولا وساعد إخوانك في فلسطين  
10% من الأرباح تدفع لمشاريع خيرية بفلسطين

Mecca-Cola Classic, sur le marché, près de chez vous, dès le mois de novembre !

REVUE DE  
PRESSE

بداية

تعريف

المنتجات

الكبرى

الوكلاء

القطاعات

اتصلوا بنا













003/45/7844

**DIGITALLY ALTERED**

ISAT GeoStar 45  
23:15 EST 14 Aug. 2003





**You're done!**



- **Raymond Williams**
- **Plato**
- **Karl Marx and Frederick Engels**
- **Walter Benjamin**
- **Clement Greenberg**
- **Fredric Jameson**
- **Theodore Adorno**
- **Franz Fanon**
- **Edward Said**
- **Trinh T. Minh-ha**
- **Chris Marker**
- **Thomas Frank/The Baffler**
- **Gilles Deleuze**
- **Michel Foucault**
- **Slavoj Žižek**