Record Nr. UNINA9910790224003321 Autore Goriunova Olga <1977-, > Titolo Art platforms and cultural production on the Internet / / Olga Goriunova Pubbl/distr/stampa New York:,: Routledge,, 2012 **ISBN** 1-136-62476-7 1-280-68411-9 9786613661050 1-136-62477-5 0-203-80214-4 Descrizione fisica 1 online resource (177 p.) Collana Routledge research in cultural and media studies;; 35 Classificazione SOC052000ART046000 Disciplina 700.285 Soggetti Art and the Internet Arts and society Internet - Social aspects Technology and the arts Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Cover; Art Platforms and Cultural Production on the Internet; Copyright: Contents: List of Figures: Acknowledgments: Introduction: Departing from an Art Platform; 1. Organizing Free-range Creativity; 2. Aesthetic Brilliance and Repetition; 3. Organizational Aesthetics, Digital Folklore, and Software; 4. Geeky Publics, Amateurs, and the Potency of Art; Afterword; Notes; Bibliography; Index "In this book, Goriunova offers a critical analysis of the processes that Sommario/riassunto produce digital culture. Digital cultures thrive on creativity, developing new forces of organization to overcome repetition and reach brilliance. In order to understand the processes that produce culture, the author introduces the concept of the art platform. An art platform is a specific configuration of creative passions, codes, events, individuals and works that are propelled by cultural currents and maintained through digitally native means. Art platforms can occur in numerous contexts bringing about genuinely new cultural production, that, given enough force. come together to sustain an open mechanism while negotiating social,

technical and political modes of power. Amateur and folklore work, aesthetic forms of organization and geeky publics, creativity, freedom, and humour are reinterpreted in the theoretical apparatus offered in this book and tested through case studies derived globally. Software art, digital forms of literature, 8-bit music, 3D art forms, pro-surfers, and networks of geeks are test beds for enquiry into what brings and holds art platforms together. Goriunova provides new means of understanding the development of cultural forms on the Internet, placing the phenomena of participatory and social networks in a conceptual and historical perspective, and offering powerful tools for researching cultural phenomena overlooked by other approaches. This book an invaluable resource for scholars of digital media and cultural studies, and a readership involved in every kind of network culture."--