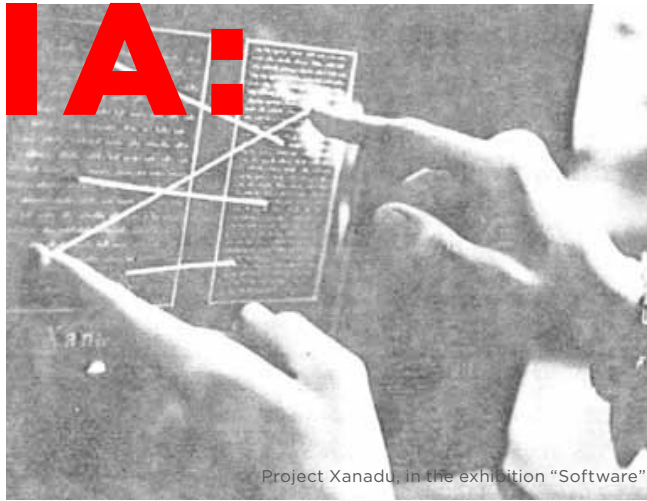


MEDIA:



Project Xanadu, in the exhibition "Software"

EXPRESSING IDEAS

"Many of the finest works in the Software exhibition are in no way connected with machines. In a sense they represent the 'programs' of artists who have chosen not to make paintings or sculptures, but to express ideas or art propositions."

- Software: information technology
Jack Burnham

"We are too prone to make technological instruments the scapegoats for the sins of those who wield them. The products of modern science are not in themselves good or bad; it is the way they are used that determines their value."

- The medium is the message
Marshall McLuhan

CELEBRATION



"Art by telephone", exhibited in the MCA

"Thus, with automation, for example, the new patterns of human association tend to eliminate jobs, it is true. That is the negative result. Positively, automation creates roles for people, which is to say depth of involvement in their work and human association that our preceding mechanical technology had destroyed."

- The medium is the message
Marshall McLuhan



Jack Burnham, in Software

REDEFINING ESTHETICS

"It may not be, and probably is not, the province of computers and other telecommunications devices to produce art as we know it; but they will, in fact, be instrumental in redefining the entire area of esthetic awareness."

- Software: information technology
Jack Burnham

ENZENSBERGER

"Those who manipulates media also manipulates consciousness."

OR

CONDEMNATION



Project Seek, in the exhibition "Software"

"It is not an exaggeration to say that the future of modern society and the stability of its inner life depend in large part on the maintenance of an equilibrium between the strength of the techniques of communication and the capacity of the individual's own reaction."

- Pope Pius XII

SUMMARY

McLuhan demonstrates that the distribution of power between user and system is not only a technological matter, but also social and political one. "Software" confirms these concepts underlining that new media will redefine the aesthetics and institutional structures of society.