Digital Media Force Changes in Artists’ Work

By Eva Moy

Even art was featured at the Industry Summit held last weekend. The interactive session, “New Technology, and Business in the 21st Century,” described how rapid technological growth has and will affect art.

Recent developments in digital technology have facilitated the creation, recording, and distribution of art work. But they also raise questions of artistic control, intellectual property rights, and the relationship of the original artwork and its copies.

“The growing importance of digital media in the arts world, [there it] needs for new sorts of organizational structure,” both in terms of cataloging artwork and supporting artists, said William J. Mitchell, dean for the School of Architecture and Planning and chair of the session.

Digital imaging is less expensive than non-digital imaging, in terms of overhead, storage costs, and physical retrieval of the artwork, said panelist Michael Ester, professor of urban studies and planning.

In addition, digital images are “immune to subsequent deterioration.” On the other hand, some artists, said William J. Mitchell, dean for the School of Architecture and Planning and chair of the session.

Digital imaging will promote even more description of a work of art,” Ester said.

Government, industry play roles

The government and corporations complement each other in the support of artists and their work. The government can promote art through various methods, including tax breaks and grants. Corporations, on the other hand, can provide financial support through federally-funded grants which match the amount already raised through private means.

But in some countries, like Germany, corporations pool their money together to support these institutions, Schuster said. Perhaps they “didn’t feel they had the expertise [to sponsor] on their own,” but still wanted to make a contribution, he said.

Sometimes government agencies may create autonomous organizations to promote cultural events. These organizations are kept “at arm’s length from the government” to try to appear more attractive to private supporters who may otherwise be wary of the government’s use of the money, Schuster said. For example, the Boston 200 Corporation was created to raise money for Boston’s 200-year anniversary celebration.

---

Buy $30 Worth of M.I.T. Insignia Wear by Champion® and Get a Champion Brand 100% Cotton T-Shirt FREE!

You’ll find the widest, wildest, most colorful collection of M.I.T. Insignia Wear, anywhere, at The Coop at Kendall and The Coop at Stratton Center. Discover a wonderful world of Champion sweatshirts, sweat pants, t-shirts, tanks tops and lots more. Free Champion brand T-shirt in sizes L-XL. While supplies last.

Register to WIN $300 Towards Your Textbook Purchase at The Coop at Kendall!

Courtesy of Champion® Products.

No purchase necessary. Winner will be chosen at random from all entries received. Drawing will be held October 15, 1993. You do not have to be present to win.