What is it?

Video is the name given to the entire electronic medium, of which "television" is the programmer we are used to seeing. As you can draw with a piece of paper, video art is the process and result of the medium as put to its potential by creative people for the fascination of electronic circuits. Video art today is still the domain of a relatively few men and women working alone, in small groups, or in experimental laboratories. There is little doubt, however, that over the next few years video art will emerge as a highly visible and influential component of the arts in the U.S. and Europe—and possibly as a small part of everyday life.

A Brief History of Video: The Medium is You.

The first thing to keep in mind when we begin to think about video in its enormous flexibility as a medium is that it is not only TV, but a standard piece of American living room furniture. It is also a material for making electronic graphics, a surveillance system in the neighborhood supermarket, the training tool that shows white-collar, blue-collar, and transit police how to spot the wear of a furtive445 man. Television was adapted to high-speeds, precise, poetic expressions of the new electronic tools that are still in their experimental phase, as well as in their final stage of refinement. Video art is the name given to the work of people who will talk back to the medium as put to its potential by creative people for the fascination of electronic circuits. Video art today is still the domain of a relatively few men and women working alone, in small groups, or in experimental laboratories. There is little doubt, however, that over the next few years video art will emerge as a highly visible and influential component of the arts in the U.S. and Europe—and possibly as a small part of everyday life.

The television walls that surround us, the small black boxes that broadcast the news and the corporation's message to us, are among the real pioneers of video art. They were interested in the nature of the medium, the way it affec~s us, both emotionally and intellectually. The creative potential of electronic tools reflects as well as informs our social and technological directions.

Still another group rejoiced away from the one-directional flow of broadcast TV, the way it streams day and night like the homes of people without providing the means for them to talk back.

The Art Market: Say It, But Don't Sell It.

Interestingly enough, at the same time that this reaction against broadcast television was going on, the established art world was feeling the same old visual ambiguities of its own. Many artists felt that the traditions of painting and sculpture had arrived at a cul-de-sac, and were searching for other meaningful expressions. During the same period (1960-1970) the commercial art world was involved in many visual and commercial developments. The creative potential of electronic tools reflects as well as informs our social and technological directions.

To collect tapes, hire curators, and organize exhibitions. To summarize: "art making" has occurred in video under electronic research and development systems, and other people still work with electronics, but the medium remains an interesting possibility. It is one that has fascinated us in a century of enjoyment of television and television production, which expand our ability to perceive our own lives in a high-technology environment.

Who are they?

The artists of this new world are, first and foremost, video professionals. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images. They are video professionals, for whom the medium becomes a tool, a tool for thought, a tool to express ideas, a tool to create images.