SURVEILLANCE! NETWORKS! COMPUTER DEPENDENCY! INFORMATION!
PHYSICAL PROXIMITY IS NO LONGER A NECESSITY FOR COLLABORATION!

NET ART :

The advent of the internet created an unexplored territory. Unlike other unexplored territories, Jupiter for example, the internet has no definable boundaries, but like space, expands endlessly in every imaginable direction. Obviously creative professionals grew curious.

Internet art began with scientists who developed graphics on computers large enough to fill entire rooms, and has evolved to involve anyone with a handheld device and wifi. As telecommunication technologies progressed and became available to the modern consumer, our planet's population, especially those in industrialized nations, now know a connectivity never before experienced in the history of the world. Net Art began by exploring the structure of the web itself. Now, it is more common for existing platforms to be utilized and manipulated, pushing the boundaries of what the platforms are capable of. By using existing platforms such as vine, twitter, and facebook, artists are able to reach an audience far more easily than if they were attempting to pull in viewers to an obscure website. However, as internet art delves further into the exploration of these social media platforms, the definition of internet art itself becomes even harder to elucidate.

Internet art is made for screen viewing, not adapted for screen viewing. This defining characteristic of the medium makes it the most accessible art form of the modern day. Although fine art is able to be viewed through the web, it is not in its original format, but scanned or photographed and then presented in an alien context. In this sense, an abstract expressionist painting is not accessible through the internet, although a photograph of it is able to be located in seconds using a search engine. Internet art however, is available in its original format, in its intended context, to the general public regardless of physical location or financial status.

Net art has evolved as a term from its origins as net.art, which was a collaborations of artists who revolutionized the idea of what digital based art was early on. Joni.org is one such artist Now, the term net art refers to any art that uses the internet as its medium and cannot be experienced any other way.

Interactive works have helped the medium gain immense popularity and include more participants in artworks than ever before possible. Although performance and installation art can encourage viewers to interact with the work, it will never be able to involve as many people as internet art, which includes participants through the web instead of through a physical space. One such example of a work of net art that reached an absurd amount of people was the google logo on May 21st, 2010

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