

Title: Where Are We?

Author: Langley, Somaya

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Abstract:

In the current cultural environment, audiences engage with increasingly complex new media art as a direct result of advancements in technology. Audience members interact or immerse themselves in new art works and audience involvement is often fundamental to the work itself. While artists embrace emerging technologies in their creative work, they give limited thought to the longevity of their new media artworks, installations or performances, which often employ proprietary or custom-built technologies. There is, therefore, a danger at the cutting edge – the danger of being so “in the moment” that future audiences will be unable to experience these works.

As memory institutions, libraries and archives throughout the world are tackling the complex issues involved with preserving and archiving digital media. This paper highlights a range of these issues and discusses selected strategies and current thinking in the field of digital preservation, including persistent identification, encoding, emulation and online delivery mechanisms. Artists are required to carry out an active role in the documentation and preservation of artworks to enable future re-presentation.