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From the Television

Kevin Cartwright, 2017.

An exegesis presented in partial fulfillment of the requirements for the degree of Master of Fine Art at Massey University, Wellington, New Zealand.

Abstract

On the Television is presented as an immersive digital video installation that seeks to draw the viewer into the dreamlike world of the televisual. Images derived from iterative practice-based works create metaphorical foci for sociocultural archetypes and a politic of the personal. Drawn from a biographical context and primarily relying on the visual icon of the balloon, this work tests the viewer's relation to the realm of the digital screen, and offers an alternative vision for a mass media of the individual.

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“The digital medium’s distinguishing features certainly constitute a distinct form of aesthetics: it is interactive, participatory, dynamic, and customizable, to name just a few of its key characteristics. However, the art itself has multiple manifestations and is extremely hybrid. It can present itself as anything ranging from an interactive installation with or without network components, virtual reality, software written by the artist, purely Internet-based art, or any combination thereof” (Paul 67).

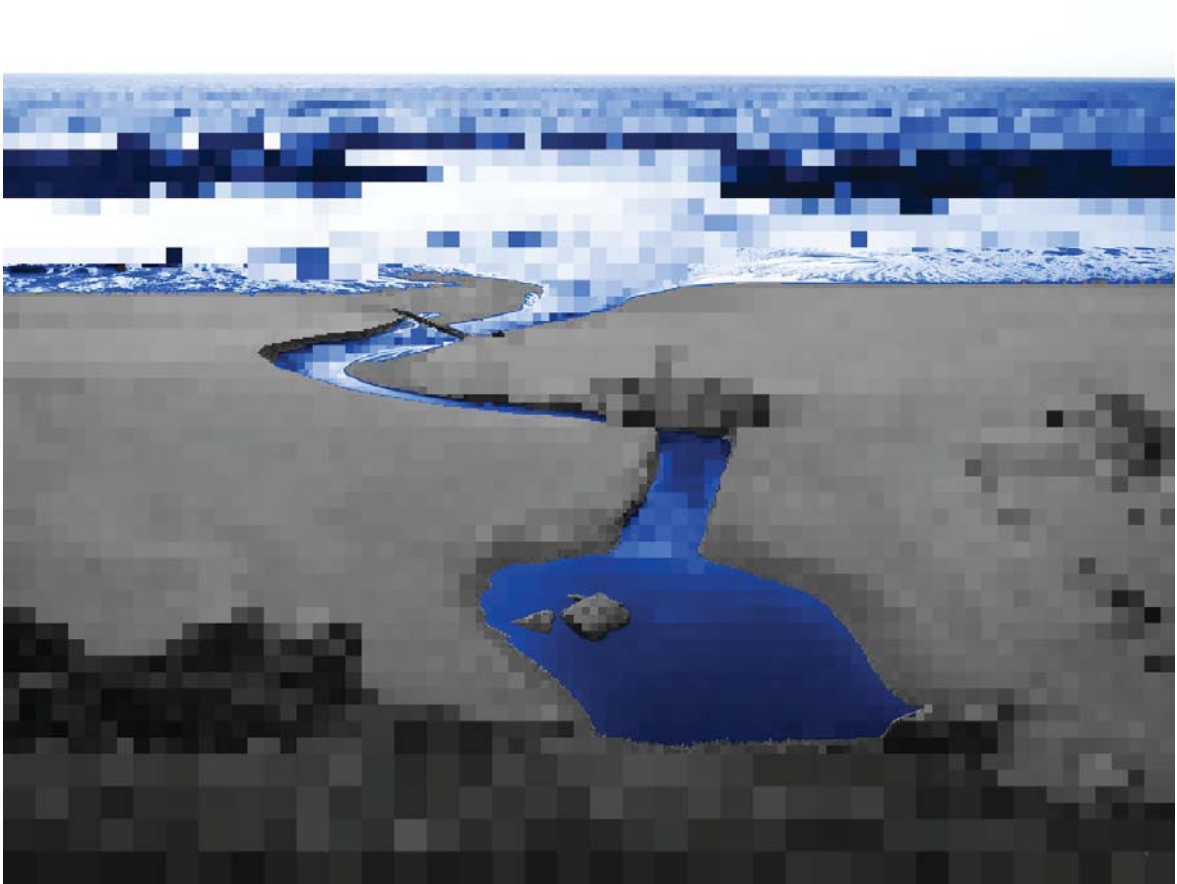


Fig. 1. Kevin Cartwright. *Te Hapu*. 2016, Digital Image.