Title: Hybridity in Contemporary Media Arts

I will discuss heterogenous forms of interplay in the digital that are considered hybrid because they no longer refer to distinct media but to already mediated elements that characterise our present time of digital media. I will also refer to approaches in media studies and in cultural studies where they agree that artists are the promoters of radical and critical hybridity as much as they reflect cultural-aesthetic multiplicity and difference and make us aware of the construction of meaning with and through media appearances. Because of the advanced developments with novel technologies in Asia, I will put one focus on examples of Japanese media arts that are also circulating within Europe, and will in comparison refer to examples of critical media arts from a European perspective that also reflects our highly saturated media environments. In this respect questions of connecting real and virtual location and the positioning of cultural context and the effects of effacing borders between fact and fiction are gaining importance. In light of these hybrid fusions, I wish to discuss the role of creative use of new technologies.

Short CV:

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