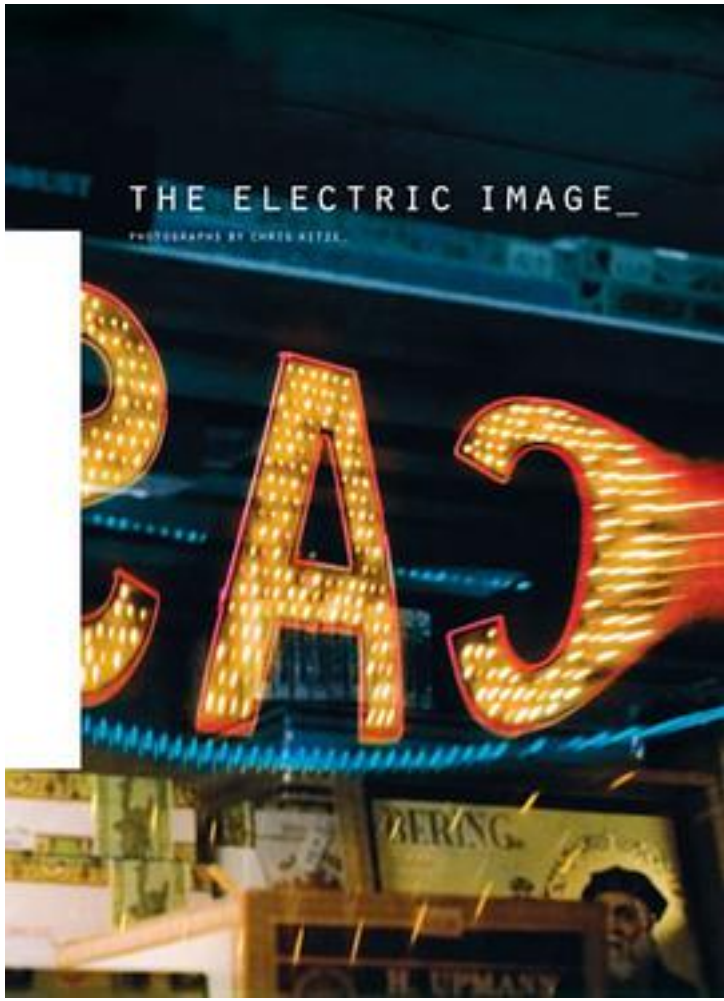


The Electric Image



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出版者:powerHouse Books

出版时间:2008-03-04

装帧:Hardcover

isbn:9781576874387

In The Electric Image, Chris Kitze explores the transformation and globalization of culture by digital technology. Investigating urban centers where store windows and

monumental advertising images are a worldwide phenomenon and a part of modern mythology, Kitzé reveals how the numerical representation of imagery makes it possible for everything and anyone to be everywhere.

Although Kitzé is fascinated by digital forms, he does not apply the technology to his work. Instead, he allows these objects to reflect and collide with one another, creating an improvisational mise-en-scène replete with unintended meaning and full of ambivalence. Questioning the new realism of digital media and its manipulation of desire and fear through the use of familiar icons and archetypes, *The Electric Image* exposes how easily one can appropriate, manipulate, and distribute the digital image, challenging photography’s traditions of originality and authority. What emerges is a new visual mythology not unlike software, which is malleable in the hands of a user and transformative of cultures.

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