

"COMPUTER HUMANIZATION"

SYNOPSIS

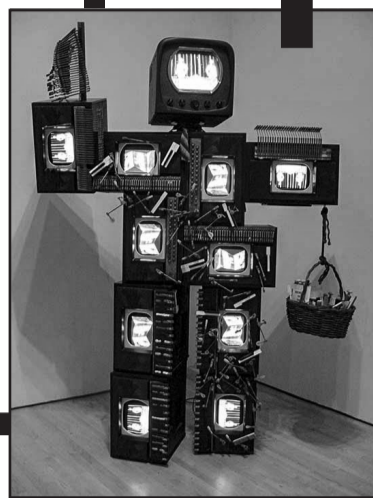
In the articles, "Cyberated Art" [3] by Paik and "From Computer Lib / Dream Machines" [4] by Ted Nelson, Cybernetics, new media and the responsive computing machines evolution allows the restructuring and illumination of humankind's mental life to face and deal with tomorrow's problems.

1. CYBERNETIC MEDIA

"One tendency of video art, since its beginning, has been to be **cybernetic**, to be **interactive**, to be **new media**. Another tendency has been to create an always-already history." [3]

"Cyberated art is very important, but art for **cyberated life is more important**, and the latter need not be cyberated." [3]

"CYBERATED LIFE IS MORE IMPORTANT"



[A]

CYBERNETICS

INTERACTIVE

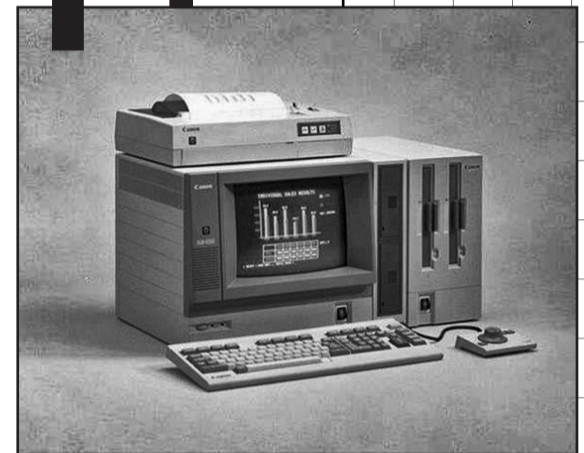
NEW MEDIA

2. COMPUTER STUFF

"Computers are simply a necessary and **enjoyable part of life**, like food and books. Computers are not everything, they are just an aspect of everything, and not to know this is computer illiteracy, a silly and dangerous ignorance." [4]

"Computers are catching hell from growing multitudes who see them uniformly as the tools of the regulation and suffocation of all things warm, moist, and human. The charges, of course, are not totally unfounded, but in their most sweeping form they are ineffective and therefore actually an acquiescence to the dehumanization which they decry. We clearly need a much more discerning evaluation in order to **clarify the ethics of various roles of machines in human affairs.**" [4]

"EVERYBODY SHOULD UNDERSTAND COMPUTERS."



[B]

COMPUTERS ARE A NECESSARY PART OF LIFE

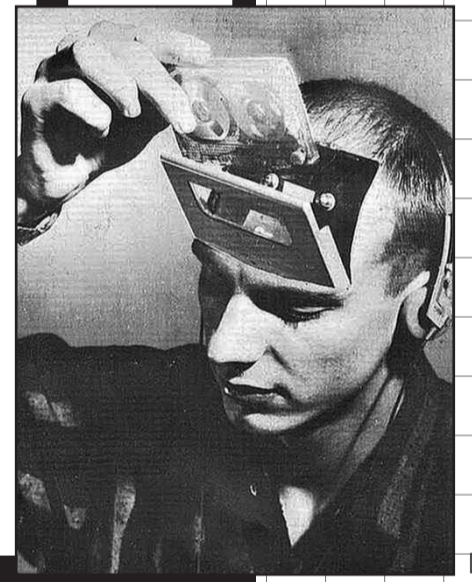
3. DREAM SYSTEMS

"I figure that the more you know about computers—especially about minicomputers and the way on-line systems can respond to our slightest acts—the **better your imagination can flow between the technicalities**, can slide the parts together, can discern the shapes of what you would have these things do. The computer is not a limitless partner, but it is **deeply versatile**, to work with it we must understand what it can do, the options and the costs." [4]

"The designer of **responding computer systems** is creating unified setups for viewing and manipulating things—and the feelings, impressions and sense of things that go with them. Our goal should be nothing less than **Representing the true content and structure of human thought.**" [4]

"**Responsive computer display systems can, should and will restructure and light up the mental life of mankind.** (For I believe computer screens can make people happier, smarter, and **better able to cope with the copious problems of tomorrow.** But only if we do right, right now." [4]

"THE TECHNICALITIES MATTER A LOT, BUT THE UNIFYING VISION MATTERS MORE."



[C]

DEEPLY VERSATILE

RESPONDING COMPUTER SYSTEMS

LIGHT UP THE MENTAL LIFE OF MANKIND

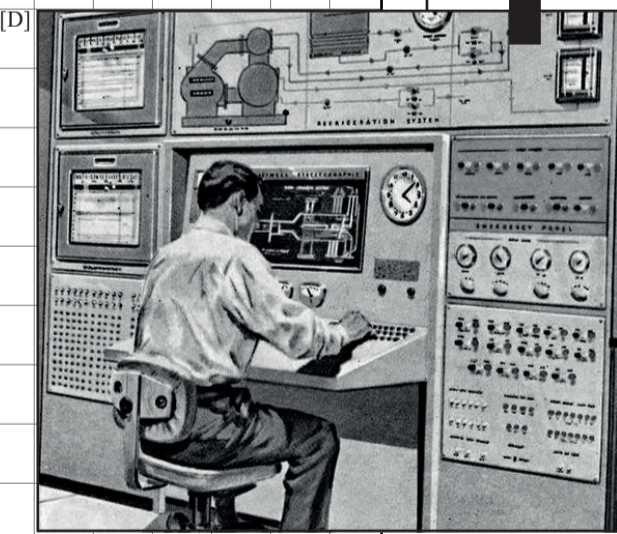
4. DESIGN THE NEW MEDIA

"(...) **we live in media, as fish live in water.** (Many people are prisoners of the media, many are manipulators, and many want to use them to communicate artistic visions.) But today, at this moment, we can and **must design the media**, design the molecules of our new water, and I believe the details of this design matter very deeply." [4]

"What people don't see is how computer technology now makes possible the revision and improvement — **the transformation of all our media.** It "sounds too technical." But this is the basic misunderstanding: the fundamental issues are **not technical.** To understand this is basically a matter of **media consciousness**, not technical knowledge." [4]

"WE LIVE IN MEDIA, AS FISH LIVE IN WATER"

MEDIA CONSCIOUSNESS



[D]

5. CONTROL

"The artful design of control systems is a deeply misunderstood area, in no way deconfused by calling it "**Human factors.**" There are many functions to be controlled, such as text editing operations, **views of the universe on a screen**, the heading of a vehicle, the tilt of an aircraft, the windage and adjustments of artillery, the temperature of a stove burner and any other controllable devices." [4]

"The human mind being as supple as it is, anything whatever **can be used to control systems.** The problem is having it be a comprehensible whole." [4]

"VIEWS OF THE UNIVERSE ON A SCREEN"

CONTROL SYSTEMS

VIEWS OF THE UNIVERSE ON A SCREEN

HUMAN FACTORS



[E]

REF.

[3] Cyberated Art, Nam June Paik, 1964. From Manifestos, p. 24. Great Bear Pamphlets. New York: Something Else Press, 1966.

[4] Computer Lib/Dream Machines, Ted Nelson, Self-published, 1974. 2nd ed., Redmond, Washington: Tempus Books/Microsoft Press, 1987.

[A] Nam June Paik - Beuys Voice 1990

[B] Computer.

[C] "KEEP IT IN MIND!" Brian Eno ad from circa 1980

[D] The Rise of the Machines

[E] Installation view of NAM JUNE PAIK's Electronic Superhighway, 1993, 47-channel video installation, dimensions variable, at the Germany Pavilion, 45th Venice Biennale, 1993. Photo by Mark Patsfall. Courtesy Carl Solway Gallery, Cincinnati.