



We're happy to present two events with the Media Theoretician

Mark B. Hansen

[Duke University, USA].

Guest Lecture: "From Embodiment to Environment: the Challenge of 21st Century Media"
[Mo, June 24, 6-8 p.m., Cas. 1.801]

Workshop: "Issues in 21st Century Media." [Tue, June 25, 10 a.m. - 2 p.m., Cas 823]

For participation in the workshop, please register at
Herzogenrath@em.uni-frankfurt
by June 07.

Mark B. N. Hansen is Professor of Literature and Professor and Director of Undergraduate Studies at Duke University. Publications include *Bodies in Code. Interfaces in Digital Media* [2006], a study on the effects of the cyberspace on the civilization predicting an increasing virtualization of the human being, which won the Ars Electronica Book Prize in 2008, and also *New Philosophy for New Media* [2006]. In this book, Hansen defines the image in digital art in terms that go beyond the merely visual. Arguing that the "digital image" encompasses the entire process by which information is made perceivable, he places the body in a privileged position—as the agent that filters information in order to create images. By doing so, he counters prevailing notions of technological transcendence and argues for the indispensability of the human in the digital era. Hansen argues that the new "embodied" status of the frame corresponds directly to the digital revolution: a digitized image is not a fixed representation of reality, but is defined by its complete flexibility and accessibility. It is not just that the interactivity of new media turns viewers into users; the image itself has become the body's process of perceiving it. Through concrete engagement with the work of artists like Jeffrey Shaw, Douglas Gordon, and Bill Viola, Hansen explores the contemporary aesthetic investment in the affective, bodily basis of vision.

Recent Fellowships include the Mellon Fellowship in the Humanities at Stanford University and the Fulbright Research Grant for non-China Specialists. He is currently working on a project that develops a new speculative phenomenology based on 21st Century Media and the experiences that are afforded by these media phenomena.