A Study about Media Structure of Image and Installation in Video Art
- Mainly concerning the Tendency of the Exhibition -

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Art started with human history. Mankind made art activities through their food, clothing and housing.

They expressed various feelings with song, dance and cave paintings. The aspiration for the unification of life and art has showed continuous development of media forms in contemporary art. Artists have intended to build an inseparable world between life and art. It has appeared as the unification of life and art to make the boundary of life and art ambiguous.

Considering video art with the content, you will have so many meaningless works. It will be still in confusion from technical point of view.

The technique is considered as a critical point to understand video art nowadays. But it’s not a problem from the technical point of view what’s the relation between human and technique in contemporary video art. In these days, the simple point of view like that technical point to study video art has been overcome for the most part.

The key to video art is not refined technique or formative innovation but philosophy. It’s the only base to construct self-identification of video art. The conception of media can be constructed concretely when the philosophy can be the foundation of the identification of video art.

McLuhan maintains that media is not neutral instrument but play a positive part to deliver some message in itself. Media can be the instrument for all activity of art. Its development has changed the conception and the style of art.