

Gena Peditto - What are the mediums of public expression?

My background in art, art history, and museums pervades everything I see, so images of the Seoul DMC and History Unwired projects cause two lights to flash in my head: the crowd pleasing Blockbuster and the idea of the city as living museum. With this in mind, I wonder how technology has changed the mediums of public expression and what are the expectations inherent in those changes?

Signs, lights, electronic tools, innovative technology, et all, can be likened to temporary exhibitions in the sense that in their attempts to draw people to a particular place they (1) have mass appeal, but (2) need to be constantly updated - bigger and better - in order to satisfy and maximize returns. Constantly searching for innovation and profit, exhibitions don't just show people beautiful or provocative things, they shape peoples' perceptions and expectations for the latest must-see.