

Darwin Cruz

Matthew Lange

Communication Design Theory

When it comes to art and technology, it can either be a good thing or a bad thing. Not everyone is a fan of using technology as a way to create art. Some authors are against technology, while others use technology to make their projects. But these authors are against technology. As Aleksandr Rodchenko, Varvara Stepanova, and Aleksei Gan say, “Technology is—the mortal enemy of art. technology. . . . We—are your first fighting and punitive force. We are also your last slave-workers. We are not dreamers from art who build in the imagination: Aeroradiostations Elevators and Flaming cities” (Rodchenko 23). In this case, these authors are so against technology that they even view it as an enemy. Something interesting that the authors do is that they speak from technology’s point of view. They say, “we are your fighting and punitive force” and “we are not dreamers”. The authors don’t like that technology is involved with art because they view art as its own thing. When technology is involved with art, they believe that it’s not art anymore and just another thing. Technology doesn’t let art be as it is.

Throughout all the articles, each of the authors has their own way of expressing their own feelings towards different topics. However, one of the things that all the authors all agree on was the fact that they liked and admired how an artist’s mindset used to work. All of them agreed that, as time was continuing, art became more complex and the perspective of art was getting ruined. Whenever artists had an idea or a new creative thought, they could have done it. As authors Aleksandr Rodchenko, Varvara Stepanova, and Aleksei Gan say, “Someone who had

actually seen came and simply showed: A line Who saw: an iron bridge a dreadnought a zeppelin a helicopter everyone . . . and no one” (Rodchenko 23). People thought of these concepts, and actually wanted to make it into a reality. They “seen” it and wanted to “simply show” it. They had more freedom back then compared to now. More creative thoughts and more interesting projects. But as society was involving, and changing along the way, some reacted differently. As El Lissitzky states, “At the very beginning we said that the expressive power of every invention in art is an isolated phenomenon and has no evolution. The invention of easel pictures produced great works of art, but their effectiveness has been lost.” (Lissitzky 29).

One element that I believe that the text says that still remains true in the present is that use of books. The idea of books and reading the knowledge that is actually writing is something so impactful in human evolution. In fact, as El Lissitzky says that, “The book finds its channel to the brain through the eye, not through the ear; in this channel the waves rush through with much greater speed and pressure than in the acoustic channel. One can speak out only through the mouth, but the book’s facilities for expression take many more forms” (Lissitzky 29). Ever since, books have become a thing, along with reading and writing, it was a huge milestone for mankind. Just the idea of being able to pass on information from generation to generation, is incredible. We were able to pass down information such as history, culture, traditions, myths, and legends from way back then. And this idea of books has held up all this time. However, I believe that this element is also kind of problematic, in a way. In today's modern world, books are becoming more and more less common, now more than ever. According to El Lissitzky they say, that, “The book is becoming the most monumental work of art: no longer is it something caressed only by the delicate hands of a few bibliophiles; on the contrary, it is already being

grasped by hundreds of thousands of poor people” (Lissitzky 30). This is quite problematic because books can actually become extinct. With technology advancing more each day, and e-books becoming more popular among people, the idea, and magic of holding a physical book slowly faded away.