



CENTERVIDEO

Film, Video, TV and Telecommunication

1968-1981

at the Center for Advanced Visual Studies
Massachusetts Institute of Technology

C.A.V.S./M.I.T.

Otto Piene with Elizabeth Goldring and Vin Grabill (editors)

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JAN.06,81 14:01 *
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ATTN: MR IENE

PARIS, 6 JANUARY 11981

CONTACT AND EXCHANGE BETWEEN CREATIVE INDIVIDUALS IS ESSENTIAL TO THE CONTINUED EVOLUTION OF ART AND THE CREATION OF CONTEMPORARY CULTURE, AND THIS EXCHANGE NECESSARILY TAKES PLACE AT THE LEVEL OF INTERPERSONAL CONTACT. IN THIS EXHIBIT OF THE CENTER FOR ADVANCED VISUAL STUDIES AT THE AMERICAN CENTER, THE ELECTRONIC MEDIA ARE BEING USED TO AUGMENT THIS KIND OF HUMAN CONTACT RATHER THAN ACT AS A SUBSTITUTE FOR IT.

TELEVISION IS THE IRRISH

TELEVISION IS THE FIRST MEDIUM OF MASS ONE-TO-ONE COMMUNICATION TO BE DEVELOPED. WHY THIS IS SO IS NOT CLEARLY UNDERSTOOD, EVEN BY THE SPECIALISTS THAT MAY EMPLOY IT, ALTHOUGH THEORIES ABOUND. THE FACT THAT THIS IS THE NATURE OF THE MEDIUM IS, HOWEVER, WELL UNDERSTOOD BY MANY, PARTICULARLY BY MOST OF TODAY'S SUCCESSFUL POLITICIANS.

NONETHELESS, VIDEO WILL NEVER BE ABLE TO REPLACE DIRECT PERSONAL INTERACTION AS THE BEST MEANS OF COMMUNICATION, PRIMARILY BECAUSE THE MEDIUM DISTORTS AND FILTERS THE MESSAGES THAT ARE SENT ACROSS IT. HOWEVER, WHEN THIS IS UNDERSTOOD, COMPENSATED FOR, OR PLAYED WITH, THE STRENGTH OF A MESSAGE CAN BE ENHANCED AND THE PSYCHOLOGICAL MODE OF THE COMMUNICATION REMAINS ONE-TO-ONE FOR THE VAST AUDIENCES IT CAN REACH. THUS, WHILE VIDEO CANNOT REPLACE HUMAN CONTACT, IT CAN ENLARGE IMPORTANT ELEMENTS OF IT AND PUSH IT TO NEW DIMENSIONS. BECAUSE OF THE NATURE OF THE MEDIUM-- ITS INTIMACY, THE DIRECTNESS OF THE COMMUNICATION AND THE APPARENT REALNESS OF THE SITUATION--WE PSYCHOLOGICALLY RECEIVE INFORMATION

FROM THE MEDIUM DIFFERENTLY, CERTAINLY

MORE EMOTIONALLY. WE TEND TO TAKE UP THAT COMMUNICATION VERY PERSONALLY. THE ADVERTISER'S OR DICTATOR'S DREAM. OVER THE LONG TERM THIS HAS A GREAT IMPACT ON OUR MEANS OF PERCEPTION, HOW WE RECEIVE AND PROCESS INFORMATION, BUT WE MUST ALWAYS ASK OURSELVES THE QUESTION--WHERE DOES ALL THIS INFORMATION COME FROM?

UNTIL NOW THIS VAST NETWORK OF COMMUNICATION, INCLUDING THE TELEVISION IN FRONT OF YOU AND THE LINES WE ARE USING BETWEEN BOSTON AND PARIS, HAS BEEN EXCLUSIVELY IN THE HANDS OF SYSTEMS, LARGE ADMINISTRATIVE, POLITICAL OR ECONOMIC ENTITIES, MULTINATIONAL CORPORATIONS, STATES, ETC.. NEVER IN THE HANDS OF INDIVIDUALS. ARTISTS, BY MOVING INTO THIS FORBIDDEN AREA, ARE IMPLEMENTING A 'SOCIALIZATION' OF THE MEDIUM, MASTERING THE MEDIUM AT THE HUMAN LEVEL, AND MAKING IT A TOOL FOR THE INDIVIDUAL RATHER THAN JUST THE CORPORATE INSTITUTION OR NATIONAL STATE. THROUGH THE GROWTH OF THIS MOVEMENT THE MESSAGES CARRIED ACROSS THE NETWORK WILL BECOME GENUINELY INTERPERSONAL, NOT JUST SEEMINGLY SO.

PLEASE FEEL FREE TO EDIT AND/OR CHANGE WORDING AT YOUR DISCRE-
TION. TOMORROW: NEWS FROM VIDEOTHEQUE, BALADI, FRENCH TEXT.

REGARDS,
FORESTA

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NOTE NOTE NOTE NOTE TELEX TO ATTENTION OF

MR OTTO PIENE REPEAT OTTO PIENE

NOTE ON TYPOS:

WILL LEAVE YOU TO CORRECT THE OBVIOUS THINGS -- BE AWARE THAT
I'VE REVERSED A AND Q SEVERAL TIMES / SAME WITH W AND Z PERHAPS.

LINE 9 OF TXT IS FALS START FOR 2ND PARAGRAPH SO DISREGARD.

^{2,4}
NDM I TG RAPH CAM
KILL 'MAY' IN 'MAY EMPLOY' LINE 3

3RD GRAPH LINE 1 READ ' ABLE TO REPLACE'

NOTE ABSENCE OF 'E' OFTEN IN WORD 'THE'

ALSO ABSENCE OF 'T' ' SAME WORD TO MAKE IT READ 'HE' SHOULD
IN FACT READ THE (T-H-E)

LAST GRAPH TXT LINE 3 READ 'HANDS OF SYSTEMS...'

THAT'S ABOUT IT / YOU CAN FIGURE REST YOURSELF / SORRY SO
MANY TYPOS

RGDS --TLX OPERATOR

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TELEXT TO THE ATTN OF MR OTTO PIENE

BYE.

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RCA JAN 08 0442z
MIT CAM

TRUIDEO 203675F

PARIS 8 1 1981

ATTN : OTTO PIENE

FRENCH TEXT FIR CATALOGUE

LES CONTACTS ET LES ECHANGES ENTRE LES ARTISTES DE TOUTES DISCIPLINES SONT INDISPENSABLES A L'EVOLUTION CONTINUELLE DE L'ART ET DE LA CREATION DE CULTURE CONTEMPORAINE, ET CET ECHANGE S'ETABLI IMPERATIVEMENT AU NIVEAU DES CONTACTS HUMAINS. DANS CETTE EXPOSITION PRESENTEE PAR LE CENTER FOR ADVANCED VISUAL STUDIES A L'AMERICAN CENTER, LES MEDIAS ELECTRONIQUES SONT UTILISES POUR COMPLETER CE GENRE DE CONTACT HUMAIN ET NON POUR SE SUBSTITUER A CELUI-CI.

LA TELEVISION EST LE PREMIER MOYEN DE COMMUNICATION QUI EST PERSONNEL ET DESTINE AU GRAND PUBLIC EN MEME TEMPS. BIEN QUE LES THEORIES NE MANQUENT PAS, CECI N'EST PAS ENCORE CLAIREMENT DEMONTRE, MEME PAR LES SPECIALISTES QUI L'EMPLOIENT. IL EST DE FAIT QUE L'IMPACT DE CE MEDIA SUR LE GRAND PUBLIC EST NEANMOINS BIEN COMPRIS, EN PARTICULIER PAR LA PLUPART DES HOMMES POLITIQUES D'AUJOURD'HUI.

IL EST CERTAIN QU'EN CE QUI CONCERNE LES INTERACTIONS ENTRE INDIVIDUS, LA VIDEO NE POURRA JAMAIS ETRE CONSIDEREE COMME LE MEILLEUR MOYEN DE COMMUNICATION, PRINCIPALEMENT PARCE QUE LE MEDIUM DEFORME ET FILTRE LES MESSAGES QU'IL DIFFUSE. CEPENDANT, QUAND CECI EST ASSIMILE ET BIEN AGENCE, LA FORCE DU MESSAGE S'EN TROUVE ACCRUE ET LE MODE PSYCHOLOGIQUE DE LA COMMUNICATION RESTE BILATERAL POUR LE GRAND PUBLIC QU'IL EST CENSE TOUCHER. AINSI, BIEN QUE LA VIDEO NE REMPLACE PAS LE CONTACT HUMAIN, ELLE PEUT METTRE EN VALEUR D'IMPORTANTES ELEMENTS ET LUI DONNER UNE NOUVELLE DIMENSION. EN RAISON DE LA NATURE DU MEDIUM, SON INTIMITE, L'ASPECT "DIRECT" DE LA COMMUNICATION, ET L'APPARENTE REALITE DE LA SITUATION, D'UN POINT DE VUE PSYCHOLOGIQUE NOUS RECEVONS DIFFEREMMENT MAIS PLUS EMOTIONNELLEMENT L'INFORMATION DIFFUSEE PAR LES MEDIAS. NOUS NOUS APPROPRIONS FACILEMENT LA COMMUNICATION ... REVE DU PUBLICISTE OU DU DICTATEUR. A LONGUE ECHANCE, CELA EXERCE UN IMPACT IMPORTANT SUR NOTRE PERCEPTION, MAIS NOUS DEVONS TOUJOURS NOUS POSER LA QUESTION D'OU VIENT CETTE INFORMATION.

JUSQU'A MAINTENANT, CE VASTE RESEAU DE COMMUNICATION, COMPRENANT LES TELEVISEURS ET LES LIGNES DE COMMUNICATION ENTRE PARIS ET BOSTON, A ETE EXCLUSIVEMENT AUX MAINS DE SYSTEMES ADMINISTRATIFS, POLITIQUES, ET ECONOMIQUES, DE SOCIETES MULTINATIONALES, D'ETATS, ETC.....

JAMAIS AUX MAINS D'INDIVIDUS. DES ARTISTES, S'EMPARANT DES MOYENS AUXQUELS ILS NE POUVAIENT PAS AUTREFOIS AVOIR ACCES, METTENT AU POINT UNE VULGARISATION DU MEDIUM, EN CREANT AINSI UN OUTIL POUR L'INDIVIDU PLUTOT QUE POUR L'INSTITUTION OU POUR L'ETAT. C'EST AINSI, QU'A TRAVERS CE MOUVEMENT, LES INFORMATIONS

DIFFUSEES PAR LE RESEAU VIDEO/TELEVISION DEVIENDRONT AUTHENTI-
QUEMENT HUMAINES.

BALADI WILLING TO DO PROJECT. WOULD NEED ROUND TRIP AIR TICKET
PARIS/BOSTON/NY/PARIS. WOULD ARRIVE TWO DAYS BEFORE EVENT.
WOULD HOPE TO HAVE TIME TO WORK ON MACHINE.

VIDEOTHEQUE STILL UNREACHABLE. WILL CALL THE MINUTE THERE'S
NEWS.

BORDEAUX INTERESTED IN CAUS PROGRAM AFTER COLOGNE, MID-MARCH.

DON FORESTA

EEE ATTENTION : NE PAS ALLER A LA LIGNE DANS LE 4EME PARAGRAPHE
APRES D ETATS, ETC..... JAMAIS AUX MAINS

@@@ATTENTION AU 3EME PARAGRAPHE, A LA FIN, UNE PHRASE OUBLIEE
REPRODUITE CI APRES :

.....
UN IMPACT IMPORTANT SUR NOTRE PERCEPTION, COMMENT NOUS RECEVONS
ET "DIGERONS" L INFORMATION, MAIS NOUS DEVONS TOUJOURS NOUS
POSER LA QUESTION D'OU VIENT CETTE INFORMATION.

.....
VEUILLEZ NOUS EXCUSER MERCI

@@@@@

MIT CAN

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