

# INNOVATION

# MEETS

# IMAGINATION

The definitive guide to art  
in our technological world

## ENCYCLOPEDIA OF NEW MEDIA ART

The **Bloomsbury Encyclopedia of New Media Art** is the first authoritative reference on all aspects of new media art. Global in scope and exclusive to Bloomsbury, this expansive new collection on the Bloomsbury Visual Arts hub explores new media art from its birth in the 1950s to the present. In today's technological times, new media art has become a global cultural phenomenon, the fastest growing and most challenging form of modern art.

This landmark reference work examines an extensive array of artworks as well as mediums and technologies, integrating history, theory, practice, curation, and culture. It will be an indispensable and definitive guide for students and scholars of art history, new media studies, and related disciplines such as science and technology studies, museum studies, and applied arts.

The collection ranges across digital art, film and video art, computer graphics, computer animation, virtual art, internet art, interactive art, video games, computer robotics, 3D printing, performance art, and art as biotechnology.

### CONTENT HIGHLIGHTS

- Diverse international perspectives support the global study of new media art as a reflection of our changing understanding of the relationship between society and technology
- Discover the key theories and theorists, from cyberfeminism and posthumanism to Gilles Deleuze and Donna Haraway
- Explore the practices of new media art, from robotics and time-based art to multi-media performance, surveillance, and hacking
- Examine the challenges of curation, from exhibitions and immersion to archiving and collecting
- Understand the cultural contexts informing new media, from darknet and political activism to blockchain cultures and AI
- Trace artistic and technological developments from the 19th century to the present day through the complimentary Timeline.



### INTERESTED IN LEARNING MORE? GET IN TOUCH:

Please contact our Online Sales department to arrange a free trial or to purchase:

Americas: [OnlineSalesUS@bloomsbury.com](mailto:OnlineSalesUS@bloomsbury.com)

UK, Europe, Middle East and Asia: [OnlineSalesUK@bloomsbury.com](mailto:OnlineSalesUK@bloomsbury.com)

Australia and New Zealand: [OnlineSalesANZ@bloomsbury.com](mailto:OnlineSalesANZ@bloomsbury.com)

Photograph by Oxygen via Getty Images

BLOOMSBURY  
VISUAL  
ARTS



[www.bloomsburyvisualarts.com](http://www.bloomsburyvisualarts.com)