



## UvA-DARE (Digital Academic Repository)

### Glossary

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**Talking Back to the Media (TBTTM)** An event that took place in Amsterdam in 1985. The concept was developed by artists David Garcia and Raúl Marroquín. The aim of *Talking Back to the Media* was to show work by artists who were making use of one of the mass media and who attempted to deconstruct the 'reality' it evoked or commented on that media in some other way in their work. TBTTM consisted of numerous events, such as a photography exhibition, artist-conservations, a theatre play, a film festival, a publication and local television broadcasts. Aorta, Stichting De Appel, Kriterion, Shaffy Theater, Time Based Arts and VPRO radio also participated in this event. On the last day, interviews, lectures and a round table debate on mass media were held.

**Techno** An electronic music style from the 1960s and 1970s, which in the 1990s became the collective name for different electronic music forms. Early techno arose from electro in combination with minimal music and this characteristic remained. Techno music is mostly minimalistic and does not include singing.

**Telepresence** Is the real-time simulation, through technological means, of the presence of a person in a real space in which this person is not physically present. Examples of technology able to perform this type of simulation range from robotics (by the use of an entire mobile device remotely controlled by the person in order to interact with people from the distance) to holographic techniques and various advanced audiovisual technologies for videoconferencing.

**Teletext** Refers to systems enabling the possibility of displaying text and graphics on a television set through a traditional broadcast TV signal. Standards used to code text information within a TV signal have existed since the 1970s, and have been used to add to the video signal information like subtitles, but also TV schedules, news or weather reports, which can be decoded by a compatible television set and navigated through on the form of a series of pages (making these systems is sometimes regarded as an early anticipation of the Internet). The most famous standard of teletext is the WTS (World System Teletext), which was widespread in the 1980s and still in use until the 2000s.

**Time Based Arts (TBA)** An association that supports video artists in the Netherlands by distributing their work and organising small exhibitions and events. TBA was established in 1983 on the initiative of De Appel and the Vereniging van Videokunstenaars (Association of Video Artists).

**Today's Art** Started in 2005 as an annual festival in The Hague. The festival originated from a pilot-festival called Sound/Vision, held in 2002. It has now grown into a platform for the exchange of creative practices. It is at the intersection between daily life and art and brings together international and local artists as well as other thinkers and the audience.

**Tone** Started in 2016 by STEIM as a platform for the presentation of sound art and to provide a place for experiments with music and sound. Tone is meant to show sound art more publicly and to stimulate artists working with sound.

**Transmediale** A yearly Berlin-based festival and cultural organisation that facilitates critical reflection on and interventions into processes of cultural transformation from a post-digital perspective.

**U-Matic** Professional analogue video format introduced by Sony in 1969. U-Matic tapes and their derivatives, BVU (Broadcast Video U-Matic) tapes, consist of ¼-inch-wide magnetic tape

enclosed in a cassette – an innovative feature at the time, since most professional video formats had been on 'open reel' tapes since the 1950s. Shortly after the introduction of portable video devices with the famous 1965 Sony Portapak and its ½-inch open-reel tape, U-Matic was the first professional format suitable for portable devices allowing outdoor reportage, making it the most widely used format for professional video and broadcast for over a decade. Its popularity in the video industry meant it was still commonly used until the late 1980s, although Sony had introduced newer professional formats in 1983 with the Betacam.

**V2\_Lab for the Unstable Media** is an interdisciplinary centre for art and media technology in Rotterdam. V2\_ presents, produces, archives and publishes research at the intersection of art, technology and society. Founded in 1981 in 's-Hertogenbosch, V2\_ offers a platform for artists, designers, scientists, researchers, theorists and developers of software and hardware from various disciplines to discuss their work and share their findings. V2\_ creates a context in which issues regarding the social impact of technology are explored through critical dialogue, artistic reflection and practice-oriented research.

**Van Abbemuseum** Established in 1936, the museum is named after its founder, Henri van Abbe (1880–1940). Besides his modern art collection, the museum contains one of the largest El Lissitzky's collections in the world. Since the second half of the twentieth century, it developed into one of the most renowned museums for contemporary art internationally. The current director, Charles Esche, has pursued a more geographically diverse collecting policy, similarly to Jean Leering (1934–2005), a previous director, who was known for his experimental approach towards art's role in society.

**Variable Media Network (VMN)** The Variable Media Initiative, a non-traditional, new preservation strategy, emerged in 1999 from the Guggenheim Museum's efforts to preserve media-based and performative works in its permanent collection, and later spawned the Variable Media Network (VMN), which proposes an unconventional preservation strategy based on identifying ways in which artworks may outlast their original medium.

**Vertical Cinema** A series of fourteen commissioned large-scale, site-specific works by internationally recognised experimental filmmakers and audiovisual artists, presented on 35mm celluloid and projected vertically. The programme, an initiative of Sonic Acts was started in 2013 and has travelled to museums and festivals around the world.

**VHS** Non-professional analogue video format widely used for home video between 1978 and the early 2000s. The standard, introduced by JVC, originally stands for 'Vertical Helical Scan' but was later renamed officially 'Video Home System', and uses ½-inch magnetic tape in a cassette enclosure, with noticeable fragility and instability in time due to its low-cost mass production for the consumer market. Although other higher quality consumer formats had been introduced over the 1970s and 1980s (such as LaserDiscs), VHS stayed the most popular video format of the market for over two decades, only decreasing in use in the late 1990s with the expansion of DVD-video.

**Video tracking** (see also: motion detection) Refers to a position-finding operation performed by video data analysis, in order to locate and follow the track of a moving object captured by a video camera. Video tracking has been largely researched and developed in the field of video

surveillance for its capacity to automatically detect and follow the movements of a specific individual recorded by video devices.

**Video Vortex** An online platform founded in 2006 to provide a research network for online videos. It was a response to the foundation of Vimeo and YouTube, a way to investigate research about online videos. It is a platform for artists, researchers, film and video makers and it has held different conferences, workshops and exhibitions in and outside Europe.

**Vimeo** A website for video sharing and viewing, founded in the United States in 2004 by Jake Lodwick and Zach Klein. It is still active to this day, and is the main competitor to YouTube, with the specificity of being ad-free. It was the first video streaming website to support high-definition video in 2007, emphasising a strong dedication to including visual artists in their users community.

**Virtual Reality (VR)** Refers to technologies dedicated to simulating the physical presence of a user inside an artificial computer-created environment, providing an immersive experience and often involving interactivity between the user and the virtual space. The experience of this virtual space is generally based on the manipulation of different senses, mainly sight and audition via video and auditory feedback through technological means such as head-mounted displays. Depending on the device and the technology, the user can be given the ability to move within the virtual space and interact with elements from the environment.

**Virtueel Platform (Virtual Platform)** has been the sector institute for digital culture from 2007 to 2012. The institute promoted and strengthened the digital culture sector in the Netherlands and abroad. In Virtueel Platform's practice, digital culture had at its heart the fairly recent disciplines of interaction design, game design, media and electronic arts, social media communication and other forms of born-digital culture. It also included practices from more traditional cultural disciplines such as architecture, film, performing arts, etc., which are deeply influenced by the adoption of digital techniques. Virtueel Platform was an independent foundation subsidised by the Dutch Ministry of Education, Culture and Sciences. In 2013, it merged with the Netherlands Institute for Design and Fashion into Het Nieuwe Instituut.

**Vjing** A real-time visual performance by a VJ (video jockey). The manipulation and selection of visual images by a VJ, always in combination with audio/sound.

**VLC (VLC media player)** A media player software application, free and open source, developed in France by VideoLan in 2001. It is currently one of the most widely used media players, due to its ability to support a very large range of audiovisual file formats, its availability for free, and its compatibility with computer operating systems as well as mobile phone systems.

**W139** A project space in the center of Amsterdam. It was founded in 1979 when a group of young artists occupied the former theatre at Warmoesstraat 139 with the goal to create an alternative to the existing museums and commercial galleries to show their art and that of their peers. Constant Dullaart was appointed interim director when Ann Demeester left her position in 2006 and before Gijs Frieling assumed the position.

**Waag** An organisation in Amsterdam composed of research groups that work with both grassroots initiatives and institutional partners across Europe, which places itself at the intersection between art, technology and electronic media.

It started as a society for old and new media in 1994 and is a platform for public research and public events on public, social and scientific aspects of old and new media, as well as a Fab Lab and a development platform. The managing director is founder Marleen Stikker.

**Wearables/wearable technology** Refers to various technological devices that a user can wear on his or her body, generally 'smart' objects (microcomputers integrated into common objects) designed to track everyday life activities, assist the user in various tasks or enhance certain perceptual capacities. Common wearables include smart glasses or head-mounted displays (used in augmented reality), smart watches and activity trackers such as wristbands for health monitoring. They generally rely on interconnectivity with other technological objects such as smartphones and collect data on everyday life activities of the user.

**Web 2.0** (see also: World Wide Web) Refers to the changes in usage and functionality of the World Wide Web appearing gradually during the 2000s, and began to be formulated in the mid-2000s to point out the evolution of the web into an increasingly participatory and social-interactive-oriented network, as well as a simpler and easier system to use than it was in the 1990s thanks to the evolution of web design. It generally symbolises the expansion of user-friendly websites, simplified ways of creating content on the web for the general public and the significant development of social media and content sharing platforms such as video streaming websites, with websites such as Facebook, Twitter or YouTube all appearing between 2004 and 2006.

**Web browser** Software application designed to access and navigate through the World Wide Web, based on the capacity to research web resources locations on the network with the use of URLs (Uniform Resource Locator). Web browsers are a key component of the World Wide Web, and the first browser created simultaneously with the web itself, by Tim Berners-Lee in 1990. Historically popular early web browsers like Netscape Navigator, created in 1994, and Internet Explorer, in 1995, largely influenced the uses and functionalities of the web.

**Witte de With Center for Contemporary Art** Founded in 1990 in Rotterdam, Witte de With Center for Contemporary Art presents and discusses the work created today by visual artists and cultural makers, locally and internationally. It organises exhibitions, commissions art, publishes and develops educational and collaborative initiatives.

**World Wide Video Festival** An annual International Media Art Festival in Amsterdam. From 1982 to 2004 World Wide presented 22 editions of its media art festival. The festival included all forms of media art: single screen (video, film, net art, cd-rom) and performance art. The exhibitions and presentations took place at various locations, such as the Gemeentemuseum Den Haag (now Kunstmuseum Den Haag), the Stedelijk Museum Amsterdam and the Melkweg Amsterdam. World Wide continues to be a platform for media artists to present their work.

**World Wide Web** A network of information relying on a large-scale network of interconnected computers across the globe (the Internet). Created in 1989 by the scientist Tim Berners-Lee, it gives access to resources via connection to the network through which one can navigate by using dedicated software programs: web browser. Resources are identified by specific locations on the network where they can be found, called Uniform Resource Locators (URL), and can

generally be navigated through with hyperlinks – links referring to specific data accessible to the reader by clicking on it.

**Worm** A foundation for experimental, avant-garde and grassroots art with an emphasis on music and film, located in Rotterdam.

**YouTube** A website for video sharing and viewing, as well as a social network, created in the United States in 2005 by Chad Hurley, Steve Chen and Jawed Karim, and bought by Google in 2006. It is to this day the largest video sharing website and can be considered the second largest social media in the world, only surpassed by Facebook.

## Colophon

A Critical History of Media Art in the Netherlands:  
Platforms, Policies, Technologies

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