

Digital Choice

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Abstract

"Digital Choice" is a video installation with multichannel video work played in three tablet computers (no sound). Installation includes the tablet stands and a table. The use of digital media as technique is justified in the work in the transformation and moving image as the key element of expression.

The work presents a suggested reality where digital photomanipulation is related to make-up. In the work one person is turned with digital retouching into three different appearances. At the same time it shows how vague are the borders of the visual attributes we use to define the gender, age, ethnicity and native language of a stranger. This hopefully encourages not to draw the lines between "us" and "them" so eagerly.

The work also takes part on the current conversation about the digital retouching of published photographs. The use of Photoshop has been largely criticized, when used by bloggers or photojournalists. France legislated a new law demanding commercial photos to have a special sign, if the person in the image has been made thinner with digital post-production. It seems that the public discussion of digital manipulation lacks the knowledge how common the retouching is and how some level of manipulation is behind all the images

we see. There's digital retouching and manipulation not only in mass media, but in school photos, wedding pictures and in instagram feed.

This connects the work to the importance of digital art and visual and media literacy as part of art education.