

Loss of Aura

*Through mechanical reproduction
Concept of Walter Benjamin*

By: Michael Geraghty

“What, then, is the aura?”

inspiration

purpose



The authenticity of a thing is the quintessence of all that is transmissible in it from its origin on, ranging from its physical duration to the historical testimony relating to it – Walter Benjamin

Each brushstroke

A Unique Imprint

in Time and Space



“a mountain range on the horizon
or a branch that casts its shadow on the beholder is to breathe the
aura of those mountains, of that branch” - Walter Benjamin



The Most Elusive
Pieces of Art in the
World All Have One
thing in Common:

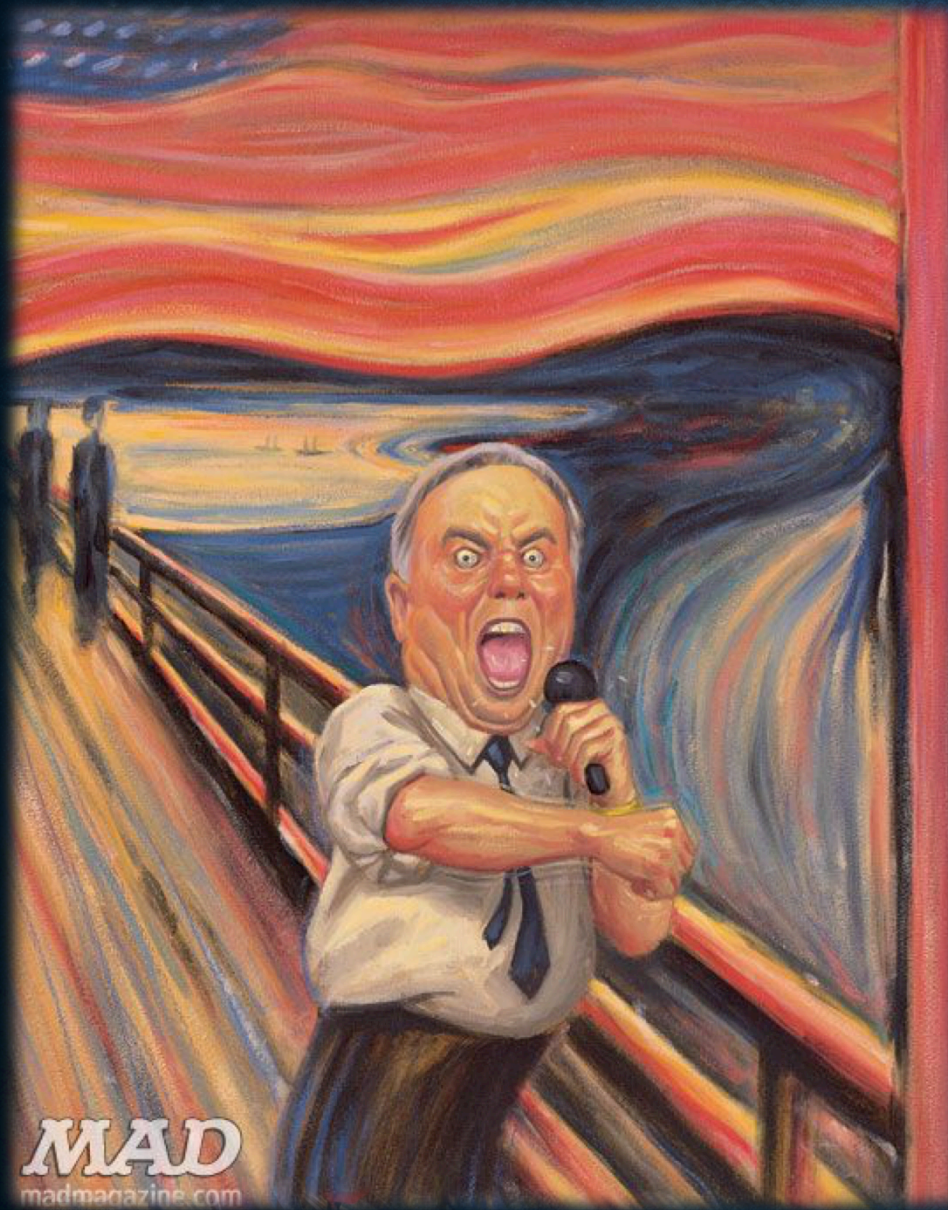
Authenticity

“The uniqueness of a work of art is
inseparable from its being imbedded in the
fabric of tradition” - Walter Benjamin

“The whole sphere of authenticity eludes technological-and of course not only technological-reproduction” – Walter Benjamin



Mechanical Reproduction Dominates in Today's World



Reproduction blurs the purpose and reality of that work of art.

Little By Little the Sphere of tradition surrounding the original is lost.

Reproduction Brings Destruction of The original.

“It might be stated as a general formula that the technology of reproduction detaches the reproduced object from the sphere of tradition.” — Walter Benjamin

Parody on "the Scream", by Edward Munch.
A landscape of the mind

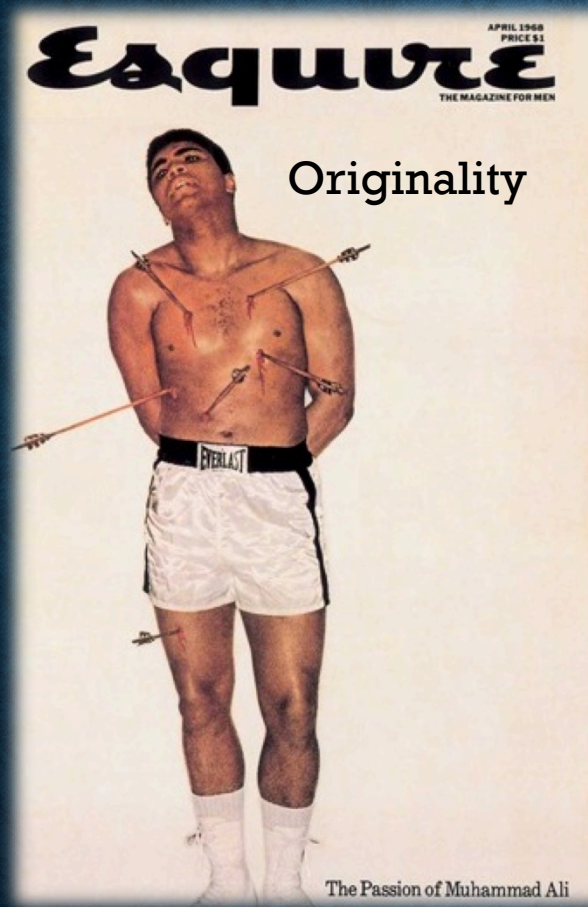
(“The Scream”, by Edward Munch)



“Arguably, though, the most stunning thing about The Scream isn’t its impact upon subsequent art, but the way it transcended art history to become a touchstone of popular culture.

The Scream has been ripped off, caricatured and lampooned so often that it is now far more famous, in its own right, than its creator.” — Alastair Sooke, BBC

George Lois-famous 1968
Esquire cover



Peter Paul Rubens, c.1614,
Oil on canvas, 200×120cm,
Staatliche Museen zu Berlin, Germany.

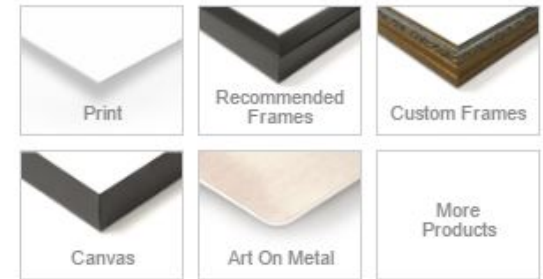


“By replicating the work many times over, it substitutes a mass existence for a unique existence. And in permitting the reproduction to reach the recipient in his or her own situation, it actualizes that which is reproduced.” - Walter Benjamin

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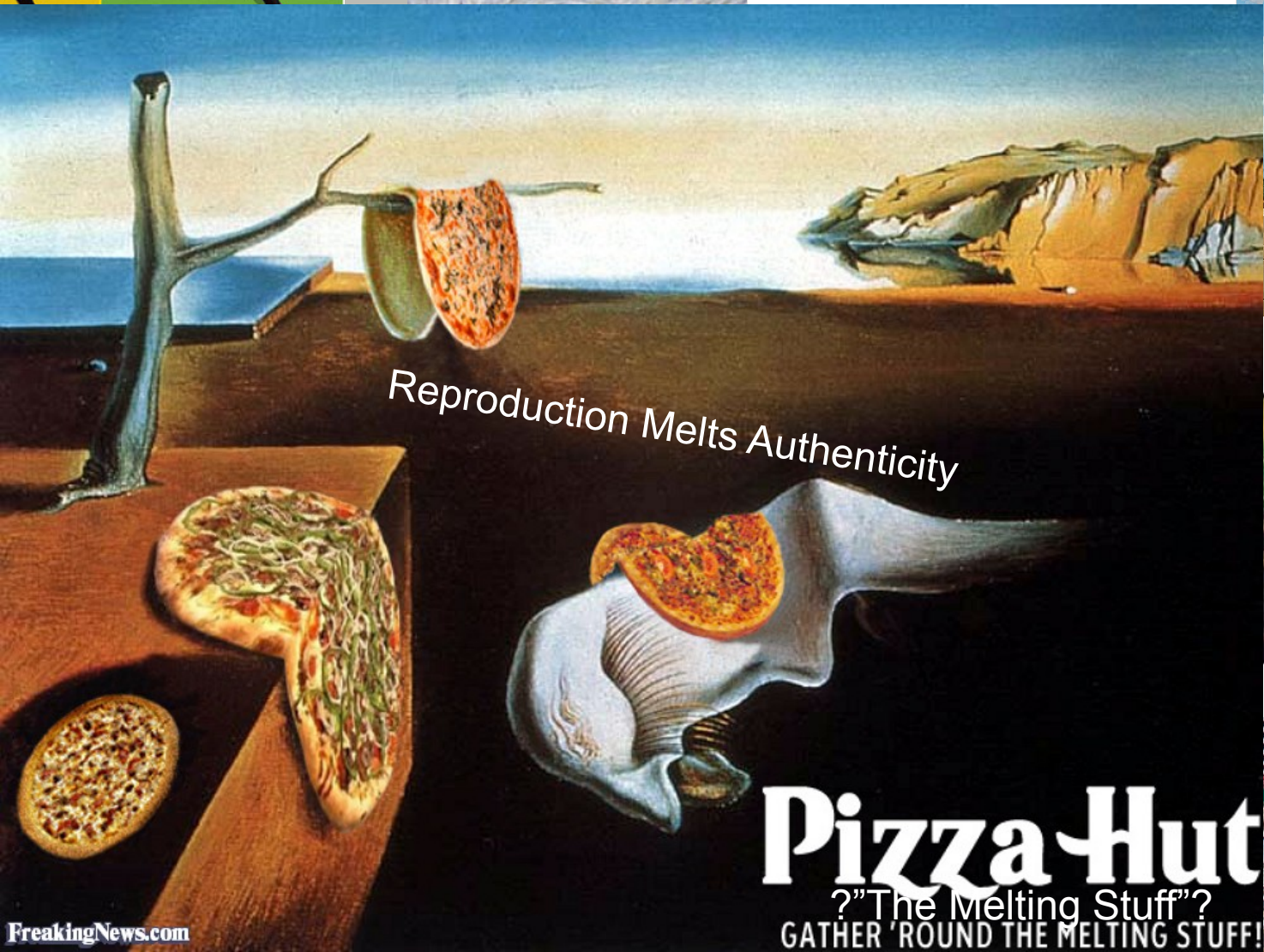
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“Since the historical testimony is founded on the physical duration, the former, too, is jeopardized by reproduction, in which the physical duration plays no part.” - Walter Benjamin



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Reproduction Melts Authenticity

Pizza Hut
?"The Melting Stuff"?
GATHER 'ROUND THE MELTING STUFF!

FreakingNews.com



By Thomas Hovina

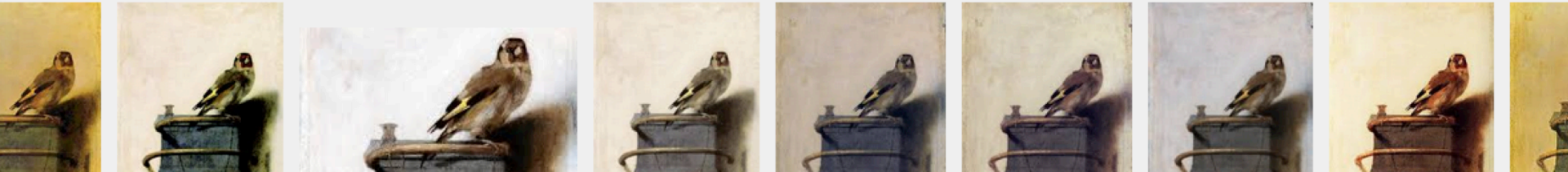


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The Result is Reproduction on a Scale Never Before Seen



Original VS. Reproduction

Reproduced Art Valued Over Original Art



The desire of the present-day masses to "get closer" to things, and their equally passionate concern for overcoming each thing's uniqueness by assimilating it as a reproduction." – Walter Benjamin

Without reproduction, Art Would be Inaccessible to many in the world.

Nascita di Venere (Birth of Venus), Sandro Botticelli, Florence, Italy



Netherlands



Walter Benjamin Understood that Original Art could only truly be appreciated when it was examined first hand.



The End