

Walter Benjamin

By Forrest Rucker



Traditional Art



Time and space
Authenticity
Idealistic


Ritual
Individual experience
Reactionary attitude

Mechanical Reproduction



Meets beholder halfway
Editions
Materialistic

Exhibition
Simultaneous
Progressive attitude



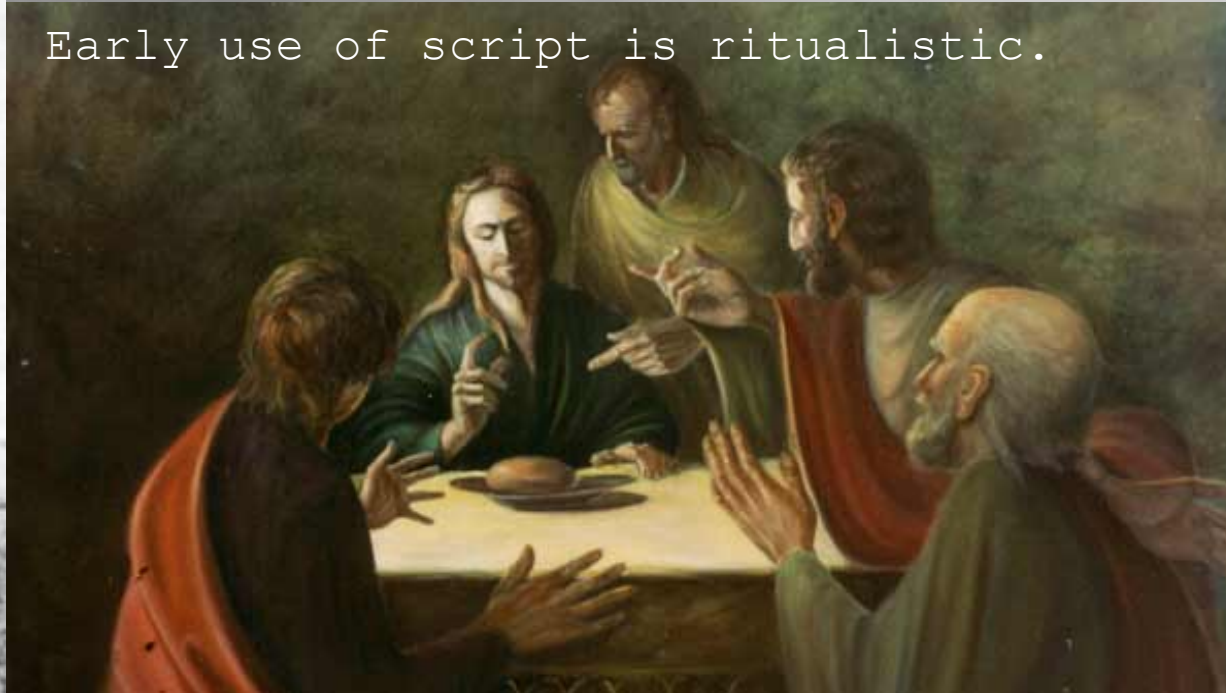
Traditional art is defined by Benjamin as having “aura”; “its presence in time and space, its unique existence at the place where it happens to be.”



When something becomes reproducible, it loses its aura in exchange for accessibility.



Early use of script is ritualistic.



Printed word had a time and a place.



The camera behaves like an external set of eyes that captures a reproducible viewpoint in time and space that breaks the aura.

TWINDAR
LENS



Film makes the impossible possible



“The audience’s identification with the actor is really an identification with the camera.”





“The film responds to the shriveling of aura with an artificial build-up of the ‘personality’ outside the studio.”

“It is inherent that in the technique of film... that everybody who witnesses its accomplishments is somewhat of an expert”



A photograph of a grand theater interior. The stage is covered by a large, closed, light-colored curtain. The ceiling is highly ornate, featuring several large, colorful murals in a classical style, framed by decorative architectural elements. The theater's seating area is visible on the right, with rows of red seats. The overall atmosphere is one of classic elegance and grandeur.

The End