



# TECHNOLOGICAL

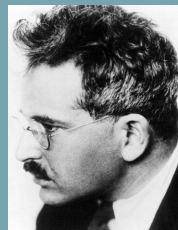
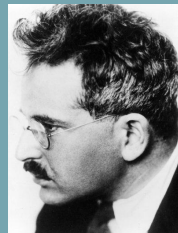
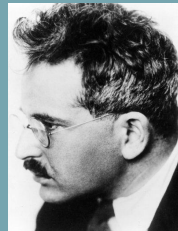
Film as a Social Construct

# REPRODUCIBILITY

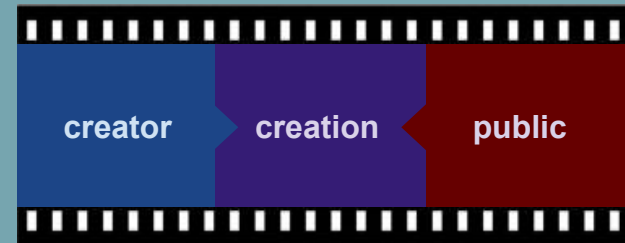
## HOME

"The most important social function of film is to establish equilibrium between human beings and the apparatus."

WALTER  
BENJAMIN



"The distinction between author and public is about to lose its axiomatic character."





# TECHNOLOGICAL Film as a Social Construct REPRODUCIBILITY

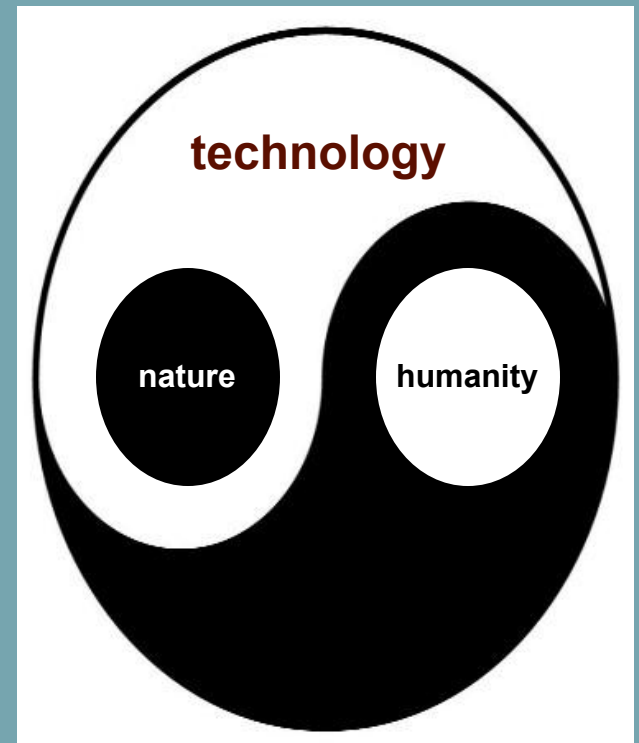
## FILM

### Art Imitates Life



"The film camera offers an experience that is not possible to see in real life."

"With the aid of certain processes, such as enlargement or slow motion, the camera can capture images which escape natural vision."





# TECHNOLOGICAL Film as a Social Construct REPRODUCIBILITY

## WALTER BENJAMIN



### Simultaneous Collective Experience Collective Dream

"By making many reproductions, it substitutes a plurality of copies for a unique existence, and in permitting the reproduction to meet the beholder or listener in his own particular situation, it reactivates the object reproduced."

"Film makes art accessible to mass audiences."

Walter Benjamin, cultural critic

The Work of Art in the Age of its Technological Reproducibility.



# TECHNOLOGICAL

Film as a Social Construct

# REPRODUCIBILITY

## MY POINT OF VIEW

### Film: Extension of the Imagination

I think film is a powerful social medium. It allows people to represent and interpret their reality. Film has a revolutionary presence in our culture. Anyone can make a film and reach an audience.

The future technology will enable more interactivity and availability and creativity. People will be able to portray unique experiences to touch the public in new ways.

As a tool I believe film can be a positive force that can entertain, communicate, and educate.



### Film Technology

- High Quality
- Accessibility
- Portability