



# *Art In the Age of Mechanical Reproduction*

*Walter Benjamin*

*By Sherona Gibson*

# *A Work of Art has always been Reproducible.*

*Founding*

*Stamping*

*Woodcut graphic*

*Engraving*

*Etching*

*Lithography*

*Photography*

*Film*



*Imitated by Men*

*The difference between the **Original** and the  
**Copies** are clear.*



*Around 1900 **Technical Reproduction** methods reached a **standard** that permitted it to reproduce all transmitted works of art and caused a most profound change in their impact upon the public.*

*Reproduction of Art Piece*



*The Art of Film*

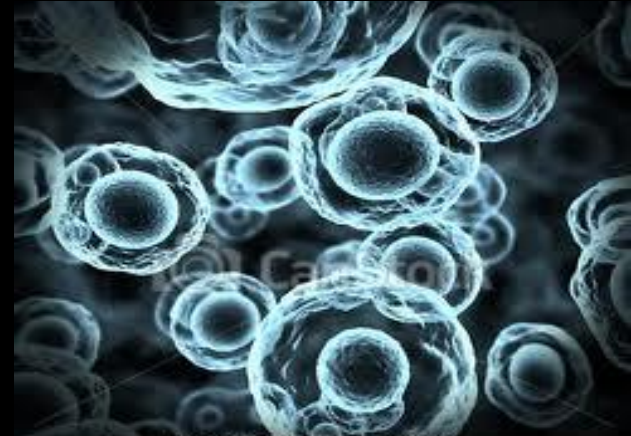


## *Process Reproduction*

*Can bring out those aspects of the original that are unattainable to the naked eye, yet accessible to the lens.*



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*With Certain  
Processes-Slow  
Motion, can  
capture images  
which escape  
natural vision.*



*Technical Reproduction can put the copy of the original into situations which would be out of reach for the original itself.*



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*In the Work of Art, the **Quality** of the **Presence** in the Reproduction is Always Depreciated-namely its **Authenticity**.*





*The **Authenticity** of a thing is the **Essence** of  
all that is transmissible from its beginning.  
The historically unique testimony.  
Simply put, its "**Aura**"*



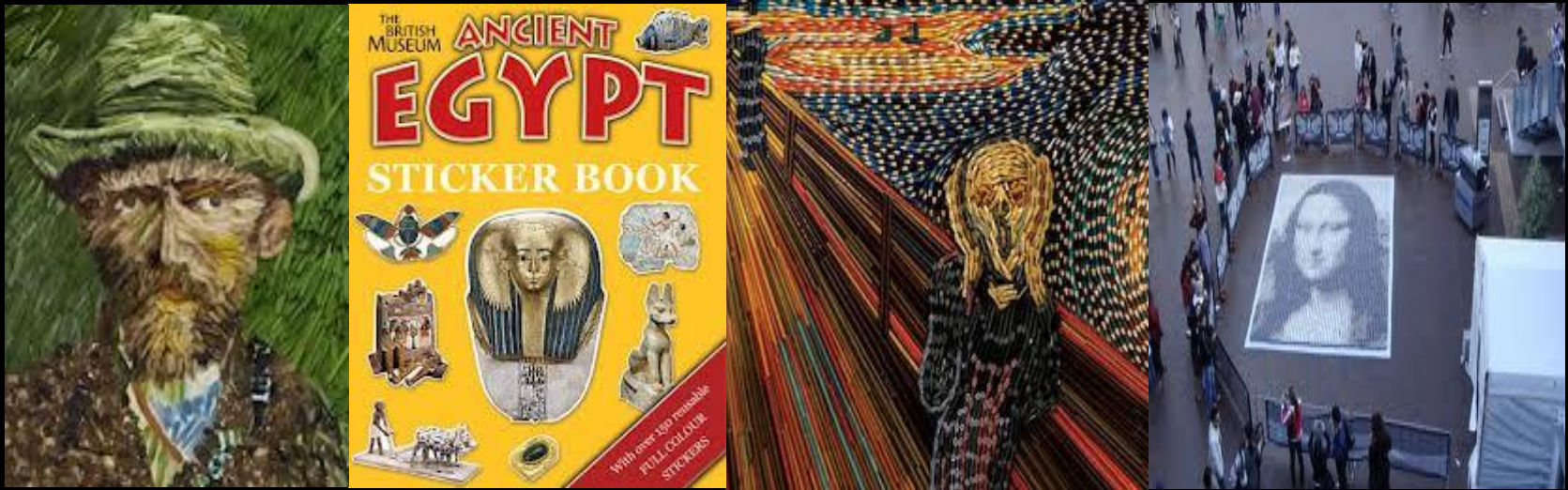
*The basis for the **Decay of Aura** is brought about by the **social masses** having the **Desire** to bring things "**CLOsEr**" spatially and humanly and the **Desire** for overcoming the **uniqueness** of reality.*



*The **Eliminated Element** or **Aura** in the reproduction of Art detaches the reproduced object from the domain of "Ritual" or "Tradition".*



*With the **Emancipation** of the various **Art Practices** from ritual, go the increasing opportunities for **Exhibition** of products.*





*Thank You*