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