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Space of Cultural Revolution

**LABORATORY OF NEW TECHNOLOGIES:
(A)MEDIALITY PROJECTS**

Laboratory of new Technologies is a non-profit organization dedicated to the research of new forms of cognition, neurointeractivity, and perceptual/electronic materials in media. Founded in 1994, it started as a video art center, which pursued the idea of autonomous media reality, as a basic factor in the fabrication of meaning in the sphere of mass communications. Today, LNT has become a multimedia institution organized on a dual platform of old and new media integrated in the framework of (A)mediality. It focuses on the artistic manipulation of mentality and reflexivity by means of peripheral/subliminal structuring of human perception and creates autonomous environments, with a capacity to interact with biosystems on all communicational and subcommunicational levels. Current projects of the Laboratory of New Technologies include: Perceptronic Materials, Pore, Subfauna and others.

2)Lecture (A)mediality.Towards Perceptronic Materials

Info:

Becoming of the electronic space of vision initially was connected with the dispersion of information, which presupposed that a certain nooconglomerate (invisible for masses by definition) has been formed as a controlling subpsychological ultramental constellation of hypercensored experience. TV as a first ray type electronic extension was directed to widen the horizon of cognitively accessible objects across the border of

physically accessible set of objects. It redirected the spatial constitutional factors of human mentality towards memetic references instead of physical basis of what we used to call a sign. Electronic consciousness became a self-transforming symbol spreading itself with a speed of high frequency transmission along the horizontality of meaning. Perceptronic materials is a theoretical experiment, which is aimed to investigate the formation of meaning within the framework of bioelectronic interaction.

abstract:

Any physical event, which was submerged in the electronic environment lost its semiotic significance to become a carrier of submental modulation: reflex became a new basis for the ideology of progress. As a matter of fact, with the development of technology, reflex as a counterthesis to mentality, became a formatting factor for the phenomenon of cyborg. outer space related system of semihuman-semimechanic units capable of reacting faster, then ordinary mentality can afford to evaluate or consider the necessary information The presentation of information was compressed to the blocks suitable for a reflexive reaction: mainly, pulsing modifications of perceptual submodalities formed the elements of the new conglomerate of meaning Born in the heart of military intelligence, the results of this research slipped out of hierarchical control into the deepest realms of ordinary consciousness, where they composed a new mythology of reinforced or technologically extended human organisms.

In fact, the field of this technological transcendence became an autonomous zone of meaning, independent both from its ignorant creators and military purposes. In military, electronic space still was converted into a suppressed conglomerate of functional support, which had to establish a certain level of concentration of perceptual resources in a certain physical location. Released as a mythologene, it started to form its own environment of reduction: and first of all, reduction of human factor. Anthropocentricity of meaning was the last step military could use to concentrate the mental power on the planet from globality to structural individuality. Cyborgs revealed their tekne-djani property of artificial spatial locators: as the charge of electronic meaning was transferred from the bodies of astronauts to the subliminal realm of mass communication.

Meaning itself started to be formed within the electro-bioextensions of human mentality: neurotransmitter networks faced the competition of chemically induced weak mental connections in psychology (on the micro level), as well as on macro level of electronic processing and decompression of information. Specific types of noises and electronic turbulences started to interact with subliminal zones of human consciousness, which seemed to be rudimental since the first technological revolution took place in the western world. The property and intellectual charge of image had to face this recall in the conditions of mass media The image could not refer to an event as a sign any more, but still preserved its position in the "noise-signal" dichotomy paradigm. On both sides of this paradigm there was an event: autonomous electronic event in the sphere of noise and autonomous physical event in the sphere of signal. The mentality had to emerge again, and form a new meaningful triad of electronic space Of course, it could not be the same, but only analogous to the previous anthropocentric reality of meaning.

Objects in the electronic space follow the paradigm of virtual content in the same way, as information follows the electric current in a chain. They perform a function of mediators, but mediate within the reach of their own transcendence, and hence, acquire virtual flesh of nooautonomy instead of a phenomenological transparent dependency on the reference content. Being embodied in the process of nooelectronic spatiali-

ty expansion, they perform three main roles: dispersion, amaterialization, and subanthropologization.

Antiepistemological multiplicity introduced with the development of media as many to many model of informational deployment, layered the monoreality of language. Onedimensionality of discursive man was splintered into the omnidimensionality of bio-informational location. Perceptronic materials is a theoretical experiment, which is aimed to investigate the formation of meaning within the framework of bioelectronic interaction.

Amaterialization principle is closely connected to the emergence of electronic space as a type of noogenetic environment. Because of the increased speed of informational processing, it overcomes the limits of perception and cognition, and converts semiotic structures into subliminal messages. The carrier of sign loses its material flesh, which causes selforganizing processes on the semantic level of informational structure. Pore is a good example of a research project in this framework. The synthetic meaning itself suggests an alternative relationship with the informational complexes, which instead of being reduced to the cognitively accessible sets of facts, form the electronically holistic organisms. In accordance with their structure, electronic complex systems send and react to the informational modes, to which a human system can react only through transcending the textuality of its cognition. Pore is based on the plasticity type of interaction, in which spatial location in the room becomes a trigger of the perceptual peripheral transmission of information from an electronic complex to a bio-receptant. As such, both systems become spatially linked not only on the level of motion, but on the level of the peripheral thinking plasticity. Interacting with each other, complex electronic and biosystems form a new type of virtual material, which can be understood as a basis for a synthetic noospacial knowledge system.