



Hybrid Culture

Japanese Media Arts in Dialogue with the West

Yvonne Spielmann

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Contents

Series Foreword vii

Introduction 1

PART I

- 1 Medial and Cultural Diversity 23
- 2 Hybrid Phenomena 37
- 3 Hybrid Conditions 49
- 4 Criticism of Media and Culture 67

PART II

- 5 Discourses on Hybridization 97
- 6 Interrelationships 117
- 7 In-between Zones—In-between Spaces 145

PART III

- 8 Interactivity and Virtuality 165
- 9 Aesthetics of Intervention 171
- 10 Positive Hybridization 183

ILLUSTRATIONS 199

Notes 247

Bibliography 259

Index 265

"The case for examining the unique contribution of Japanese media arts to the development of digital culture is compelling. Yvonne Spielmann's book proposes the rich notion of 'hybridization' to specify this contribution. The term refers not only to the combination of analog and digital media and the interdisciplinarity of digital media practices in Japan, but also to their transcultural dimension. *Hybrid Culture* insists particularly on the need to move beyond the rigid opposition and hierarchy between 'old' and 'new' media. Its case studies show media arts to be a privileged area of investigation of mixed realities, viewer-environment interactions, and anachronisms."

—Christine Ross, Professor and James McGill Chair in the History of Contemporary Art, Department of Art History and Communication Studies, McGill University

"*Hybrid Culture* is a pioneering study of contemporary creative practices in Japan under the influence of globalization and technological advances. It reveals the continued intermeshing of traditional crafts and skills and relevant 'cultural' rather than 'art' historical precedents in its visual culture. Spielmann's astute observations foreground Japan's specific position within globalization and in relation to western modernity and current transnational and transcultural developments. A must read for all who want to understand Japan's contemporary art and its international influence."

—Kerstin Mey, Professor of Fine Art, University for the Creative Arts, UK

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