

Technological Heaven

The essay technological Heaven focuses on visual language, imagery of the advanced technological products, language of which for my opinion had a major role in success of these products, ways in which they facilitate products with general public.

At the first part of this essay I'll bring up some of the signs, symbols and functions of some software's, computer programs etc... and try to see which kind of visual "tricks" are introduced and which kind of visual language is used to communicate and connect with us. And in the second part I will try to explain why I think it is a symmetrical other to our profession - visual art.

And of course I had no alternative but to start with this logo:



I was thinking how clever this image is introduced, whole big archetypal human story within one simple image. Story such as Adam and Eve, three of knowledge and seduction by the knowledge articulated into new the reality. Where the seduction by knowledge has no longer negative, or dramatic connotation but in now a days reality is one of the most desirable and acceptable thing to do. where apple is more associates with healthy mode of life, very positive green ideology, ecological awareness etc...

so that brand is introduced as seduction by the knowledge, something forbidden but that can't absolutely cause no harm to the brand or somebody who is going to by it.. Shortly it connects most basic and common human story to the most advanced and contemporary situation that we live and reinvents and reuses the story in to a new life and all this into just simple image.

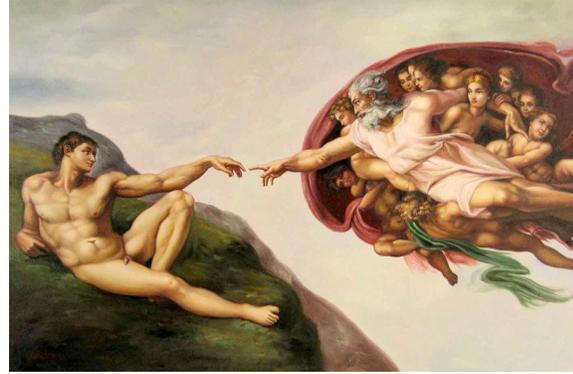
What is also important here (especially from the point of view of visual artist) that all the information that is encoded into this image communicates to you not on immediate level, you not necessarily thinking about all this information that I described before at the very moment you looked at it but it resides to your subconscious immediately you looked at it.

Take for example first version of apple logo I think first came up on 1979 or 1976.



Even though originally it portraits **Isaac Newton** under the apple tree on the first glance, visual information goes to the famous Eden tree of knowledge. On the second look only and when I red what was on the image I figured it was **Isaac Newton** sitting under the apple tree. Another famous mythology that is somehow connected to more older one except that Isaac didn't pay as much as his great ancestors did. He could get away with just one apple falling on to his head while Adam and Eve wore suffering from it whole life and in addition passed it on to whole world like a disease. Anyway it a different subject so we don't go there.

Let's go one image further. Touch screen technology.



see the connection? Here also something very archetypal is used but this time around with the flavor of western cultural heritage. but the main connector is still most common human perception and subconscious. Don't know exactly how it is expressed in English but in Georgian if you want to say that something is very easy to do you would say - you can do it with the tip of your finger. I'm sure there should be some English, or Dutch equivalents to this expression. And basically it offers that despite this very high-tech and sophisticated nature of the technology you use you can control it with just tip of your finger. Therefore you can be in control lot's of very important functions in your everyday life, multitasking with such ease as God was creating Adam as it is depicted on the famous fresco of Michelangelo. And this playfulness and easiness are the crucial elements how the technologies are offered and introduced now a days. And to proof how much role this easiness and playfulness plays in to technological innovations and how it's introduced let's take a look on the logos of IBM and MICROSOFT in contrast with some of the other logos.

Microsoft[®]
Your potential. Our passion.[™]

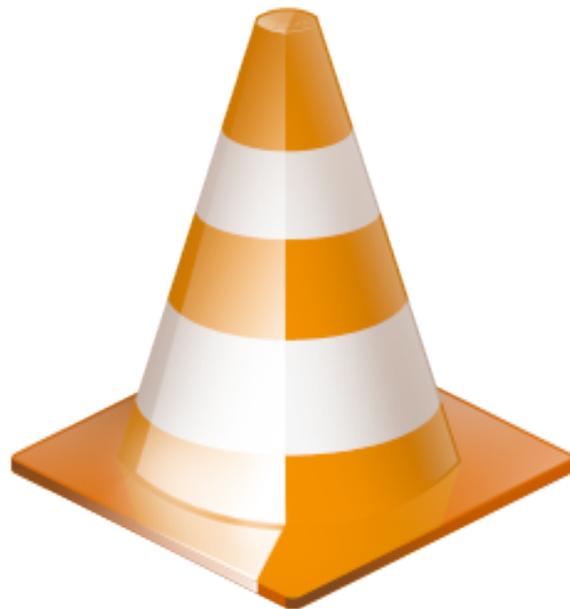


with just one glance you can distinguish immense difference for example with apple logo, or some of the others. This ones look absolutely technological. You have clear indication that you deal with very difficult and sophisticated stuff. Now if we go just one image further we can see generations of software's, computer programs and web servers operate now.

Take for example google logo:



This almost looks like something from the kids books. I'm sure we had a lot's of this kind of images in our schoolbooks. Take a look at some of the other examples of software's, computer programs, web browsers etc...

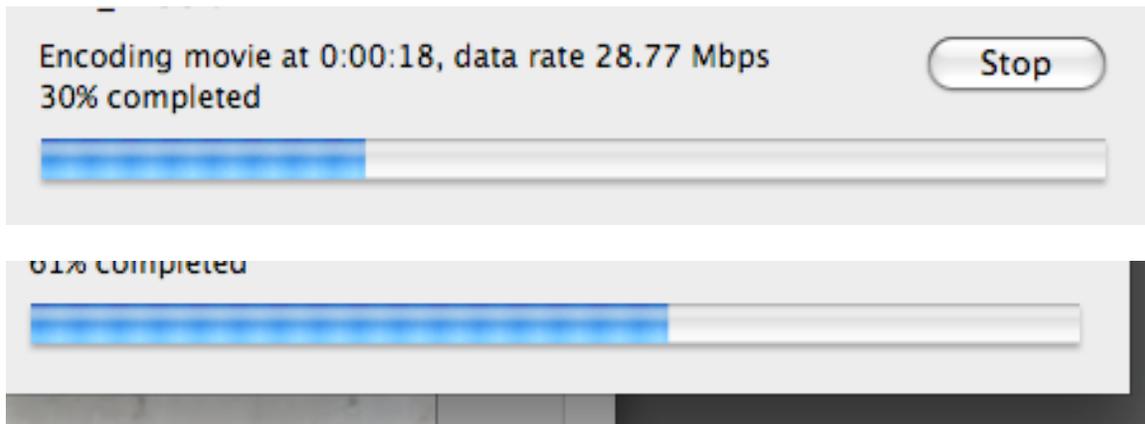


No need to write the names of them below the images, we all know them. On this images and many others, you can clearly see the way this programs has been introduced and communicated to us. It is clearly distancing from association with technological, difficult context. Offering playful, almost toy like imagery and appearance promising almost “Godly” easiness of dealing with them and same time giving opportunity of multitasking, be in control of everything on the daily bases, daily routine in your life.

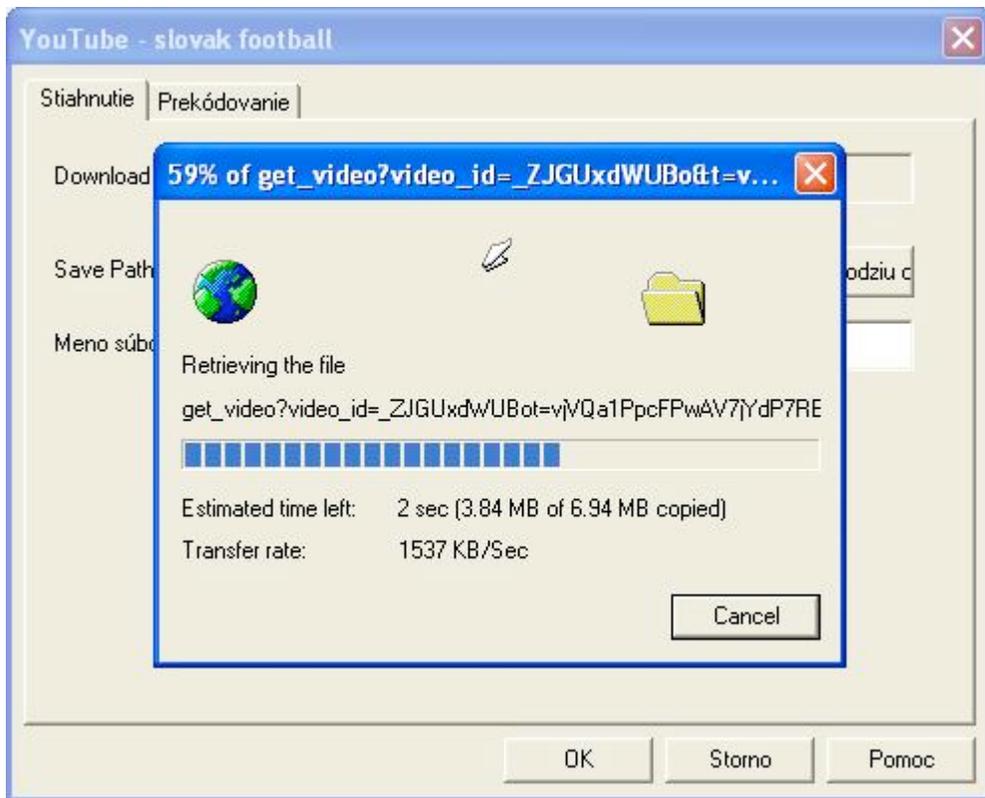
I think this is the feature that makes it so fits into our mode of thinking and that's why this kind of imagery (consequently the products) is so successful in becoming part of most necessary and unavoidable things for our lifestyle. It is as follows: hardworking, very focused on career, taking it as THE most important thing in the world but doing it in rather laid back, easy going manner. (that is perfectly reflected in fashion – you might have very official job and obliged to wear suit and tie but hair do should be little bit chaotic and spontaneous to give you more laid back and natural charm).

Just take a look how the most annoying functions over the internet such as downloading and scrolling up and down on the page is associated with stuff that we identify with more timeless and positive things.

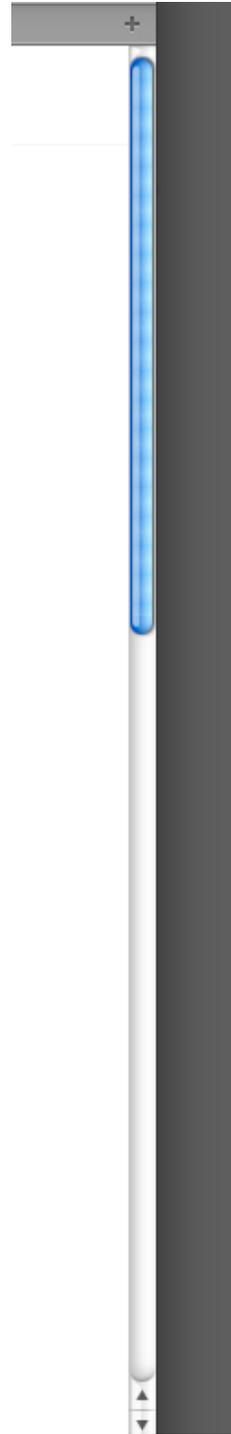
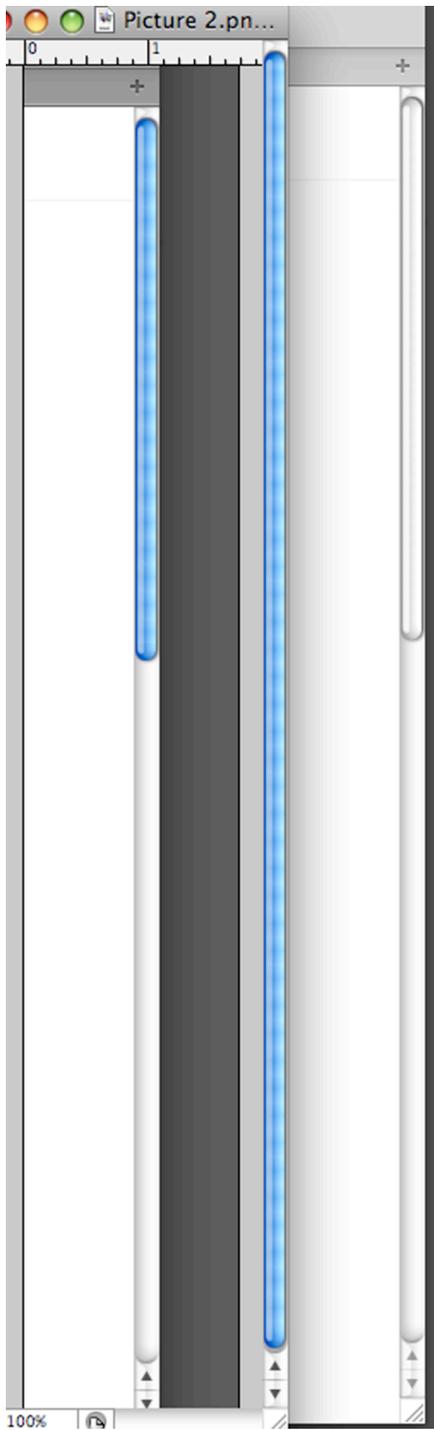
Downloading for instance:



how many of us has an experience of lying down on the green grass while camping and watching the blue sky? Almost all of us despite our "urban life", moments you don't care about time passing. And this should be identified with most annoying feeling of waiting. Look how much contrast there is with previous old imagery of the same function how much more heavy technicistic:



or the function of scrolling up and down the page.



It almost gives you a feeling of surfing over or diving something like this. Shortly, something rather enjoyable. not to even mention example of the Skype perhaps it is too much of a strait foreword connection:



and I'll stop and go no more into this poetry of skies and camping and staring at the skies etc... etc... and try to underscore:

1. by means of visual language technological brands communicating with us on the level of common and basic human knowledge often using very basic human mythology but in the connotation of the new modern life. Storing the information behind very simple symbol or logo that communicates to you not on explicit level but very implicit way on a level of immediate subconscious recognition.
2. distancing from the heavy technological associations, instead offering rather more playful and toy like tools and imagery and "Godly" easiness of using them But that same time gives a possibility of multitasking, to be in control of many things in your daily life.
3. Therefore by doing this perfectly fitting in our mode of life and lifestyle. In the mode of life dominated by hard work and career building but doing it in the very lied back and easy going manner.

Ok, but how is it connected to our profession, to visual art as it was promised in the beginning of the text? Do you remember on which examples the symmetry was explained to us in elementary school?

Perhaps, butterfly or leaf structure that one part is almost the similar than other. Something like this:



or maybe more modern and actual version is this:



I think our concepts and ideas that we develop are almost the symmetrical other of those designs and visuals that I described above. They both establishing things, render them perfect, simple and elegant way where there

is no place for such a things like something that you don't know, error etc... it doesn't fit's into mode of life of controlling everything be in charge of everything. Visual art as well as symbols signs and functions I was describing is in the position of asserting, establishing, founding. No mater for commercial reasons or not they both communicate to public in assertive way. Brands visuals are establishing products and our visuals are indeed establishing our concepts for this or that reason, that can vary form commercial to career, fame, name, celebrity reasons, anyway very much adapted in the mode of life and lifestyle of current ideology. I think example of plastic surgery on the nose is very symptomatic as well. There is no place of incorrect, irrational and imperfect appearances in this lifestyle and we as visual artists are perfectly understanding it.

For this reason I have to bring last example of this text and finish it with that.

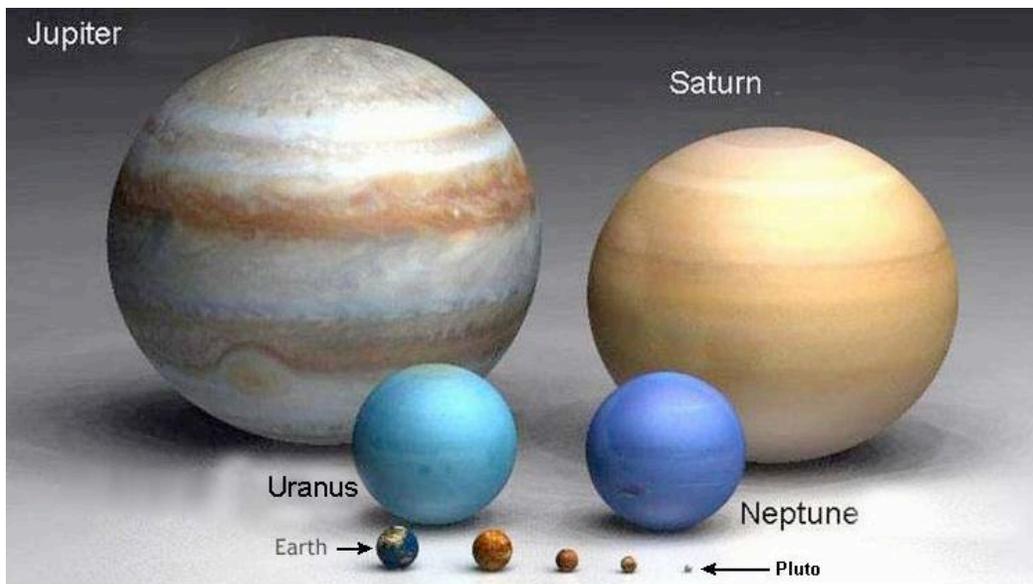
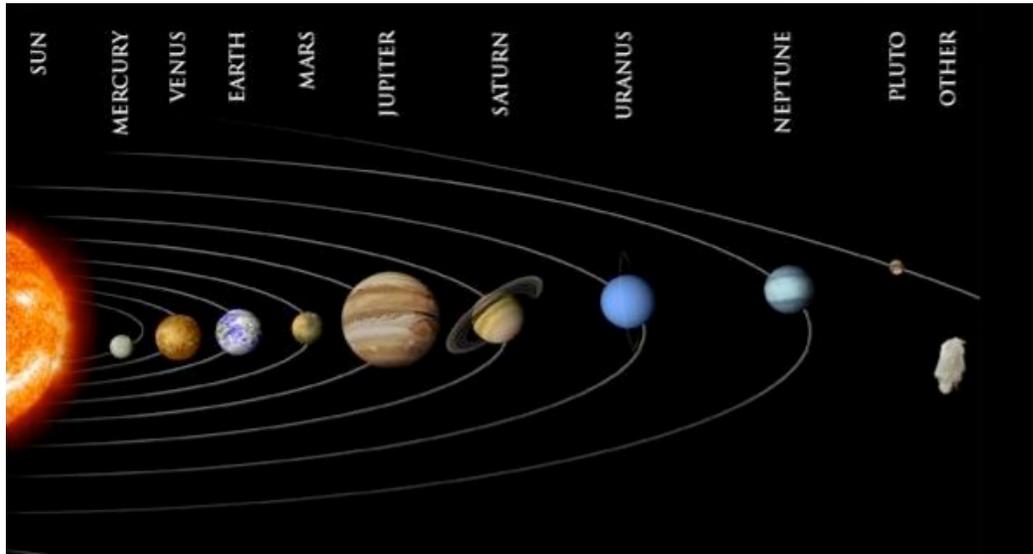


Scanned at the American Institute of Physics

Remember the meeting of great physicists at 1927 Solvay conference including Einstein and Niels Bohr on the conferenc that had to determine and finely give the logical end to the clash of the two great physicists Einstein and Bohr about a nature of atom. Einstein representing already classical way of physics demanding from any new theory very simple, elegant and certain rules of how this or that phenomena works in the nature.. Niels Bohr almost went in to scientific exile because of his conviction that it

is impossible by any exemplary means to give a definition of how the matter works on quantum level.

For the classical physics it was very necessary to have very clear and definite rules. Almost like a National geographic style using visualizations to explain very sophisticated ideas to a general public:



What Niels Bohr was fighting for was that it is impossible to describe the nature of the atom by this ways of simple rules and elegant visualizations and to give such a certainties as Newton physics was giving. Arguing that when you measure the speed of the atom you can't know exactly where it is

and when you know the place you can't know the speed. This sort of uncertainty was acceptable for classical physicists.

When I think as a visual artist, there would be hard for me to find person with such a determination and guts in whole of the art scene that can have guts similarly to Neils Bore to offer no certainness and clear concepts but inevitable ambiguity and no rightness of life.