

Contents

List of Illustrations ix	Preface xiii
Acknowledgments xix	

PART ONE : IMAGES

1. Vital Signs | Cloning Terror 5
2. What Do Pictures Want? 28
3. Drawing Desire 57
4. The Surplus Value of Images 76

PART TWO : OBJECTS

5. Founding Objects 111
6. Offending Images 125
7. Empire and Objecthood 145
8. Romanticism and the Life of Things 169
9. Totemism, Fetishism, Idolatry 188

PART THREE : MEDIA

10. Addressing Media 201
11. Abstraction and Intimacy 222
12. What Sculpture Wants: Placing Antony Gormley 245
13. The Ends of American Photography: Robert Frank as National Medium 272
14. Living Color: Race, Stereotype, and Animation in Spike Lee's *Bamboozled* 294
15. The Work of Art in the Age of Biocybernetic Reproduction 309
16. Showing Seeing: A Critique of Visual Culture 336

Index 357

Illustrations

BLACK-AND-WHITE FIGURES

1. Still from *Videodrome* (1983): Max and the television screen xv
2. Barbara Kruger, *Untitled (Help! I'm locked inside this picture.)*, 1985 xvi
3. Dolly the sheep 12
4. World Trade Center under attack, 2001 12
5. "Thanks, but we've got it covered." 18
6. Ed Shay, proposal for rebuilt World Trade Center, 2002 24
7. James Montgomery Flagg, Uncle Sam, World War I 40
8. German recruiting poster, ca. 1915–16 40
9. Uncle Osama 41
10. Warner Bros. poster for *The Jazz Singer* 41
11. Byzantine icon 42
12. Jean-Baptiste-Siméon Chardin, *Soap Bubbles*, ca. 1733 43
13. Théodore Géricault, *Raft of the Medusa*, 1819 43
14. Barbara Kruger, *Untitled (Your gaze hits the side of my face)*, 1981 45
15. Diego Velázquez, *Las Meninas*, 1656 51
16. William Hogarth, title page, *The Analysis of Beauty* (1753) 60
17. William Blake, title page, *The Book of Thel* (1789) 60
18. William Blake, "The desire of Man being Infinite" 62
19. William Blake, "Despair must be his eternal lot" 62
20. William Blake, "I want! I want!" ca. 1825 62
21. William Blake, *The Dance of Albion (Glad Day)*, ca. 1803/1810 64
22. William Blake, illustrations to the *Divine Comedy*, 1827 64
23. William Blake, "The Ancient of Days" 65
24. William Blake, "Plague" 65
25. Anne-Louis Girodet-Trioson, *The Origin of Drawing* 67
26. Still from "Moviemakers" commercial (1998): satisfied adman 79

27. Still from "Moviemakers" commercial: slug on window 79
28. Still from "Moviemakers" commercial: "Image Is Nothing" 79
29. Still from "Moviemakers" commercial: "Taste Is Everything" 79
30. Still from "Moviemakers" commercial: Sprite bottle 79
31. Nicolas Poussin, *The Adoration of the Golden Calf* 102
32. "The Dinner in the Mould of the Iguanodon," 1854 103
33. Jeff Koons, *New Hoover Deluxe Shampoo Polishers, New Shelton Wet/Dry 10 Gallon Displaced Triple-Decker*, 1981/87 112
34. H. Merke after Rowlandson, *An Artist Travelling in Wales*, 1799 119
35. *My Wife and My Mother-in-Law* 119
36. Dennis Heiner defacing Ofili's Virgin, 1999 126
37. Still from *Annie Hall* (1977): Woody Allen 202
38. *Annie Hall* still: Woody brings out Marshall McLuhan 202
39. Luhmann diagram 209
40. Umberto Eco's diagram of source/destination 209
41. One vase/two faces 211
42. "It's not high-definition anything. It's a window." 214
43. Still from *Videodrome* (1983): Dr. Brian O'Blivion 218
44. Still from *Videodrome*: executioner unmasked 220
45. Still from *Videodrome*: Nicki Brand 220
46. Still from *Videodrome*: Max approaches the TV 220
47. Still from *Videodrome*: Max's head in the TV 220
48. Elliott Puckette, *Hang the Dog and Shoot the Cat*, 1994 228
49. Jonathan Borofsky, *Green Space Painting with Chattering Man at 2,841,787*, 1983 231
50. Lacan's *Losange* 237
51. Mawalan Marika, Wandjuk Marika, Mathaman Marika, and Woreimo, *Djan'kawu Creation Story*, 1959 242
52. Emily Kame Kngwarreye, single panel from *Alhalkere Suite*, 1993 242
53. Antony Gormley forming a sculpture 247
54. Still from *The Day the Earth Stood Still* (1951): the robot Gort 247
55. Richard Serra, *Tilted Arc*, 1981 250
56. Robert Smithson, *Spiral Jetty*, 1970 251
57. Leonardo da Vinci, *Rule for the Proportions of the Ideal Human Figure, According to Vitruvius* 254
58. William Blake, *The Dance of Albion (Glad Day)*, ca. 1803/1810 254
59. Antony Gormley, *Peer*, 1984 255
60. Antony Gormley, work in progress, 1986 257

61. Antony Gormley, *Bed*, 1981 260
62. Antony Gormley, *Another Place*, 1997 262
63. Antony Gormley, *Testing a World View*, 1993 264
64. Robert Morris, Green Gallery installation, 1964 264
65. Antony Gormley, *Total Strangers*, 1999 265
66. Thomas Hobbes, frontispiece, *Leviathan*, detail 268
67. Antony Gormley, *Brick Man*, 1987 268
68. Antony Gormley, *Angel of the North*, 1998 270
69. Antony Gormley, *Quantum Cloud*, 1999 270
70. Robert Frank, *Parade—Hoboken, New Jersey* 275
71. Robert Frank, *Political Rally—Chicago (Man with Sousaphone)* 279
72. Robert Frank, *Crosses on Scene of Highway Accident—U.S. 91, Idaho* 281
73. Robert Frank, *Movie Premiere—Hollywood* 283
74. Robert Frank, *U.S. 90, en route to Del Rio, Texas* 289
75. Robert Frank, *Fourth of July—Jay, New York* 292
76. Still from *Bamboozled* (2000): Man Tan 300
77. Still from *Bamboozled*: Pierre and his “Jolly Nigger” bank 302
78. Double helix 311
79. Turing machine 311
80. Still from *Jurassic Park* (1993): Digital Raptor 316
81. Still from *Terminator 2: Judgment Day* (1991): cyborg Arnold Schwarzenegger 317
82. Still from *T2: mercurial T 2000 cyborg* 317
83. Still from *T2: T 2000 as a tiled floor* 317
84. Still from *eXistenZ* (1999): organismic assembly line 319
85. Stelarc, *Third Arm*, 1982 322
86. Stelarc, *Third Arm* diagram 322
87. Stelarc, *Evolution*, 1983 322
88. Alexis Rockman, *The Farm*, 2000 328
89. Laura Stein, *Smile Tomato*, 1996 329
90. Ronald Jones, *Untitled (DNA fragment from Human Chromosome 13 carrying Mutant Rb Genes, also known as Malignant Oncogenes that trigger rapid Cancer Tumorigenesis)*, 1989 329
91. Bryan Crockett, *Ecce Homo Rattus*, 2000 329
92. Larry Miller, *Genomic License No. 5 (Alison Knowles Properties)*, 1992–97, detail 330
93. Natalie Bookchin, *Biotaylorism 2000*, slide 1, 2000 332
94. Antony Gormley, *Sovereign State*, 1989–90 333

COLOR PLATES (FOLLOWING PAGE 106)

1. Chris Ofili, *The Holy Virgin Mary*, 1995
2. Gerhard Richter, *Abstraketes Bild*, 1987
3. Bill Kmoski, *Untitled*, 1995
4. Dona Nelson, *Moonglow*, 1993
5. Polly Apfelbaum, *Honeycomb*, 1994
6. Richard Kalina, *Aemelia*, 1994
7. Jonathan Lasker, *Medium Exaltation*, 1992
8. Sven Dalsgaard, *Bagage*, ca. 1990
9. Rochelle Feinstein, *Horizontal Hold*, 1994
10. Turkey Tolson Tjupurrula, *Straightening Spears at Flyingaungau*, 1990
11. Kathleen Petyarre, *Storm in Atnangker Country II*, 1996
12. Abie Kemarre Loy, *Titye/Awelye*, 2001
13. William Blake, plate 17 in *Milton* (ca. 1811)
14. Antony Gormley, *Field for the British Isles*, 1992
15. Janet Zweig and Laura Bergman, *Abstraction Device*, 2000
16. Damien Hirst, *Love Lost*, 2000