

CONTENTS

Introduction 1

Prolegomena to the Study of the Relationships Between Art and TV 1

The Body Split to Travel in Space 3

Art Reflecting Tele-Vision 6

Artists as Prosumers 8

Synopsis by Chapter 10

TV in the Postmedia Scenario 12

1 Historical and Theoretical Frameworks 17

1.1 1920s–1950s 17

The 1920s: The Age of Radio-Television 17

The 1930s–1940s: Utopia or Dystopia? 20

The 1950s: Reality and Its Duplicate 22

The 1950s: Television and Spatialism 24

1.2 1960s–1970s 27

The 1960s: Television as an Extension of Man 27

The 1960s: Situationism and the Society of the Spectacle 29

The 1960s: Early Application of Semiotics to TV 31

The 1960s–1970s: The Birth of Video Art 33

1.3 1970s–1980s 35

The 1970s: The Flow 35

The 1980s: Hyperreality 37

The 1980s: Neo-Television 39

The 1980s: Pastiche and Schizophrenia 41

1.4 1990s–2010s 43

The 1980s–1990s: A Sociological Viewpoint 43

The 1990s: The Body Split 45

- The 1990s–2000s: Television and Post-Fordism 47
- The 2010s: From Convergence to Circulationism 49
- 2 TV as a Mirror: Manipulations and Re-Presentations 53**
 - 2.1 Artists Familiarize with the New Mass Medium 53
 - Early Acts of Manumission of the TV Set 53
 - The Rise of Artists Television: Germany 56
 - The Rise of Artists Television: United States 58
 - Nam June Paik’s Video-Synthesizer and TV Programs 60
 - 2.2 Performance, CCTV, and the Narcissistic Impulse 63
 - The First Exhibition of Television Art 63
 - Performing CCTV 66
 - Video as a Definition of the Self 69
 - The Audience Is the Product: Richard Serra 71
 - 2.3 The TV Set and Its Double 73
 - TV as a Living Organism 73
 - Interruptions: The TV Set Literalized 76
 - Commercials and Zapping 78
 - Two Cases of Metatelevision 82
 - 2.4 Tele-Pictures 84
 - The Allegorical Impulse of the Pictures Generation 84
 - Feminist Approaches to Media Fantasies 87
 - The Video as a Poststructuralist Visual Essay 89
 - Function Is to Perform Fiction 92
- 3 Breaking News: Television Between Art and Activism 95**
 - 3.1 Guerrilla Television 95
 - The Rise of the Guerrilla Television Movement 95
 - The Theories Behind Guerrilla Television 97
 - Guerrilla Television and the 1960s Counterculture 100
 - The Professionalization of Guerrilla Television 103
 - 3.2 Community Television 105

- Community Television: Videofreex's Lanesville TV 105
- The Legacy of Guerrilla Television: PTTV 107
- The Personal Is Political: AIDS TV 109
- Grassroots Television 111
- 3.3 Mediated War 113
 - John Lennon and Yoko Ono's "Bed-In for Peace" 113
 - War and Remoteness 115
 - From the Gulf War to the War on Terror 117
 - The Electronic War 119
- 3.4 Break the News 124
 - The First Global TV News Event: The JFK Assassination 124
 - The News Anchor 126
 - The Domestication of Fear: Johan Grimonprez 130
 - Live on BBC: The Yes Men 132
- 4 Artists as Media Stars 135**
 - 4.1 The Artist as a TV Personality 135
 - The Surrealist Persona: Salvador Dalí 135
 - Television Happening: John Cage 138
 - A Shy Apathetic Star: Andy Warhol 140
 - The Artist Diva: Charlotte Moorman and Cindy Sherman 142
 - 4.2 The Artist as Intruder 146
 - Violence and Disclosure: Chris Burden 146
 - Space Invaders 148
 - Art, TV, and Mysticism: Christian Jankowski 150
 - The Bad Girl: Tracey Emin 155
 - 4.3 Representations of Art and Artists in TV 157
 - The Loss of the Aura: TV Shows About Art 157
 - Stereotypes Exposed: From General Idea to the Internet 160
 - Downtown Television 163
 - The East Village Heterotopia: Glenn O'Brien's *TV Party* 166

- 4.4 Andy Warhol's TV Programs 169
 - The "Superstar" as a Dysfunctional Replica 169
 - From Pop to *Fashion* (1979–80) 171
 - Andy Warhol's T.V.* (1980–83) 175
 - Andy Warhol's Fifteen Minutes* (1986–87) 177
- 5 Disentertainment: Music, Kids, Fun, and Soap Operas 181**
 - 5.1 The Art of the Music Video 181
 - Birth and Evolution of the Music Video 181
 - Music Videos Directed by Visual Artists 183
 - Artistic Parodies and Appropriations of the Music Video 185
 - Music Videos by Visual Artists/Musicians 189
 - 5.2 Kids Shows and the Aesthetic of Failure 191
 - The Abused Child: Mike Kelley 191
 - Dysfunctional Kids 195
 - The Troubled Girl: Alex Bag 198
 - Surreal Children's Shows and Cartoons 201
 - 5.3 Comic Personae 204
 - Absurdist Humor: Ernie Kovacs 204
 - Satire and Argentinean Conceptualism 206
 - Fun TV: New Wave Vaudeville at Club 57 209
 - The Inadequate Spectator: Michael Smith 212
 - 5.4 The Semiotics of the Soap Opera 215
 - Infiltrating the Soap Opera 215
 - The Double on the Screen 217
 - A Postcolonial View: Bruce and Norman Yonemoto 220
 - Identity and the Telenovela: Phil Collins 223
- 6 The Age of Prosumers: Reality TV and the Internet 227**
 - 6.1 Processing Reality TV 227
 - Early Artistic Responses to Reality TV 227
 - Emotions for Sale: Artists' Reality Shows 229

Italian Love Meetings: From Pasolini to Vezzoli	233
Reality TV and the Collective Unconscious: Gillian Wearing	236
6.2 Performing Selves	239
Imitation of Life: The <i>Truman</i> Effect	239
Video Performance as Identity Research Practice	242
The Schizophrenic Prosumer: Ryan Trecartin	244
Identity Politics and the Melodrama: Kalup Linzy	249
6.3 Art After Reality TV	254
TV and Participatory Art	254
Talent Shows for Artists	257
Live from the Art World	261
Video Art and Edutainment	264
6.4 Remediation, Rematerialization, Abstraction	267
Artists' TV Series, Sharing Economy, and Biopower	267
TV, Accelerationism, and EDM	270
The TV Stage Abandoned	273
Television and Abstraction	276
<i>Chronology of Exhibitions on Art and Television</i>	281
<i>Bibliography</i>	285
<i>Works Cited</i>	311
<i>List of Figures</i>	333
<i>Acknowledgments</i>	339
<i>Index</i>	342