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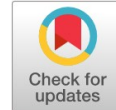


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DISCUSSION: DIVERSITY IN MALAYSIAN NEW MEDIA ART

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Abstract. New media art has been involved in the blurring of the divisions of disciplines. Consequently, it is not easy to appreciate it as an art piece. Thus, this discussion attempts to introduce the involvement of various disciplines into it and take a glimpse of the new media concept. Therefore, the selection of artworks has been made as a sample to analyze, thus introducing us to some New Media artwork in Modern Malaysian art. Subsequently, this paper applies the theories, which are related to this concept. Rationally, it gives us some overview of the diversity and collaboration in Malaysian New Media art and produces different perspectives and perceptions towards the Malaysian Art scene today.

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INTRODUCTION

Today the paradigm of thought is widely opened. The ideas in making art also extend the limitation from the old thought. Subsequently, the complexity of diversity range a new dimension to artist creates a form of new media. New Media art involves with various type of discipline. The emergence of technology gave a lot of opportunity to us explore and experiment in creating the art form.

Hence, the concepts of new media art have to be clear understood before the forms create. In this contemporary world, visual art expands the divers, the discipline of artwork always collaborate with others discipline. Sometimes, it brings a difficulty to us trace and appreciates this kind of artworks. Therefore, we need to understand the concept of new media such the elements, and the principle.

Subsequently, this research evaluate two samples artworks from new media forms such as Animation Installation -“Mirror, Mirror on the Wall” 1994 by Hasnul Jamal Saidon, and Multimedia Installation -Fairuz Sulaiman - Laksamana DO RE MIX 2013 this observation tries to understanding the concept that can easily us see the gist of this form, because the potential of new media art always gave the promise for current culture. According to Hasnul, cited by BSLN, (2008) found in both the Southeast Asian design paradigm (or the spiritual-based traditional art and cosmology) and the information age (or new age) paradigm.

Thus, today our cultures move to a new paradigm, which the diversity of art tremendous. Subsequently, the perspectives and perception change, collaboration always make the explorations

of media are multidiscipline, upgrade, and exciting since technologies emerge. Hence, visual art in Malaysia art scene, unfortunate, lack in producing this kind of artworks, Piyadasa (2001).

Moreover, Hasnul cited by BSLN (2008) state that Malaysia Contemporary may seem bit puzzling, local artists had encounter as Malaysia engaged with globalization, free market capitalism and information technology during 1990, however, the discourse of contemporary art in Malaysia since 1990 until today have been ‘under- construction’ and in a state of flux. Yet, the lacking of understanding toward concept will be the course the problem to the artist making the new media artwork. Hence, the aim of this article is to establish an understanding the concept of Malaysian New Media Art involved with diverse collaboration.

This article tries to fully the aim, which provide two objectives as following. Firstly, to identify the concept of New Media Art, which collaborates to others, disciplined art forms. Secondly, the objective of this research is to analyze the selected form. The significant of this study discovered a clear understanding of new media art particular in it form and it contextual as a reference to the development of art scene in Malaysia.

Thus, helping Malaysian art practitioners to upward some reorganization in their participating parallel with technology in the same way to Malaysia Contemporary art scene. Furthermore, offering new collaboration with another discipline of the area such film, science, and technology to diverse the wide potential in making art.

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RELATED LITERATURE REVIEW

'New' are the cutting edge, the avant-garde, and the place for forward-thinking people to be, derived from modernist belief in social progress as delivered by technology, beside open up new creative and communication horizons Lister (2009) then, 'New' in 20th - century is about technology revolution where initiated by invention outside the world of art: technology base art Rush (2005). Refer to Manovich (2001) indication of what new in art today, which distinguish about new media from old, is the status of new media and come out the five principles in New Media Art. However, the term of 'New' here is something that expands toward the tradition to technology that arouses the changes of culture and attitude. According to Schlesier (2012) artists is a people that create something original and new, by inventing new tools, new uses, and application that synergize and synthesize fields.

Subsequently, Media in art play a vital role to bring artists ideas, expression, message, interpretation, and imaginations. Previously, media application to artwork started with a natural medium such as tempera and mosaic, then later on replaced with oil paint and fresco. As a time move, the artist turned to industrial media, which pigment on the tube, it is known as conventional media. Later, on the emergence of technologies artists turned to explore the potential of technology. Hence, Wilson (2002) found that the transition of media application was revolutionizing within art developments. Artists turn to other materials, media, tools, and technique to suggest another ideas and expressions in different styles or ism. According to Manovich (2001) identity of media has changed, which the historical trajectories finally meets Media and computer, all existing media are translated into numerical data accessible for the computer.

Moreover, the famous quotation from McLuhan (2001) medium is the message, where the message of any medium or technology is the change of scale of pace or pattern that it introduces into human affairs. Therefore, the term New Media refer to a wide range of changes in media production, distribution, and use. Such as digital, interactive, hypertextual, virtual, networked, and simulated Lister (2009). Medium is the actual material substance used to make a work of art Schlesier (2012). However when we talk about New Media in this condition it is the extension of the natural material to synthetic material, which involves technology such as photography, film, videos and computer, which provided new media for artists nowadays. Later, the terminology of New Media Art exists since 1994 (Tribe, Jana & Grosenick, 2009).

New Media Art did not arise in art history vacuum Paul (2008) and Tribe et al. (2009). However, Rush (2005) the history

still develops. Besides New Media artists comes from multiple skills and disciplines that they involve in diversity approach. Obviously, New Media Art means new cultural forms, new technology, and new twists on political issues Tribe et al. (2009) such as computer works, multimedia, and web art. The range of New Media were applied in art and finally new genre called new media art existed as mention by Tribe. In focus, Malaysia New Media Art, Malaysian artists started to explore the wide range of NM such as Hasnul Jamal Saidon and Niranjah since 1990s, exploration in video art and Internet art. Hence, Malaysia started this genre with the late of existing the video art.

RESEARCH METHODOLOGY

The discussion of New Media Art concept will define the definition of the term, which involve with art and theories of McLuhan about medium understanding and Lev Manovich New Media Art with five principles. Defining the form will be in formalistic analyzes, which involve the types, element, and principle. Hence, the contextual also highlighted. Then, the selection of NM artworks such as Computer Animation Installation and Multimedia Installation traced in 90's-2010's.

Theories

Table 1 consists four substances that synthesize the important understanding toward the concept of New Media. Thus, both theories help underlines to clarify the first objective toward an understanding of the concept, which provided types, principle, elements, and medium in New Media.

This research article has a few steps to achieve the result. Hence, the first step for that is concerning understand the definition of New Media itself which consist understanding of New, Media, and New Media through theory were defined in the literature review. Then, the stage of primary data provides the data on tracing the development of New Media artwork and artists in Malaysia Modern Art from 90's to 2010's. Yet, in this stage, the focus on collaboration concept was justified. Subsequently, the selected artwork accessed accordingly base on formal and content analysis was recognizable the result.

RESULTS

The Concept in types of New Media: Computer Animation Installation and Multimedia Installation.

In 1994, Hasnul's faced with diversity in created his computer animation installation artwork then followed by Fairuz's 2013 his created a multimedia installation which expand the range of visual art to more complex and diverse with the involvement of many collaborations. This is because the several of disciplines

existed inside both artworks for instances Technology. Sci-

ence, Performance, Fine art and Design, and Film. Therefore, it is pushed to a complex situation. However, both artists extend their understanding and collaboration not limited in fine art area but also into others area of disciplines. As time moving forward

they are the experiment and explore the fusion of dynamic idea to give a new feature in local art. Despite, facing the complexity in current scenarios the essence of local wisdom still brings together with them to express their creativity.

TABLE 1
Synthesize New Media and Media Theories: Lev Manovich (2001) and Marshall McLuhan (2001)

Type	Principle	New Media Elements	Medium
Computer animation	Numerical Representation	Participation	Computer
Multimedia	Modularity	Interactive	Digital tool
Web sites	Automation	Surface	Technology tool
Interactive installation	Variability	Assess	Machine
Digital video	Transcoding	Loading	Web
		Shape/ Behavior	Video
		Multimedia text, audio, video clip, image	
		Navigable space/ VR Space	
		Surface/Texture	
		Time and Motion	
		Installation	
		Database	

FIGURE 1
Conceptual Framework

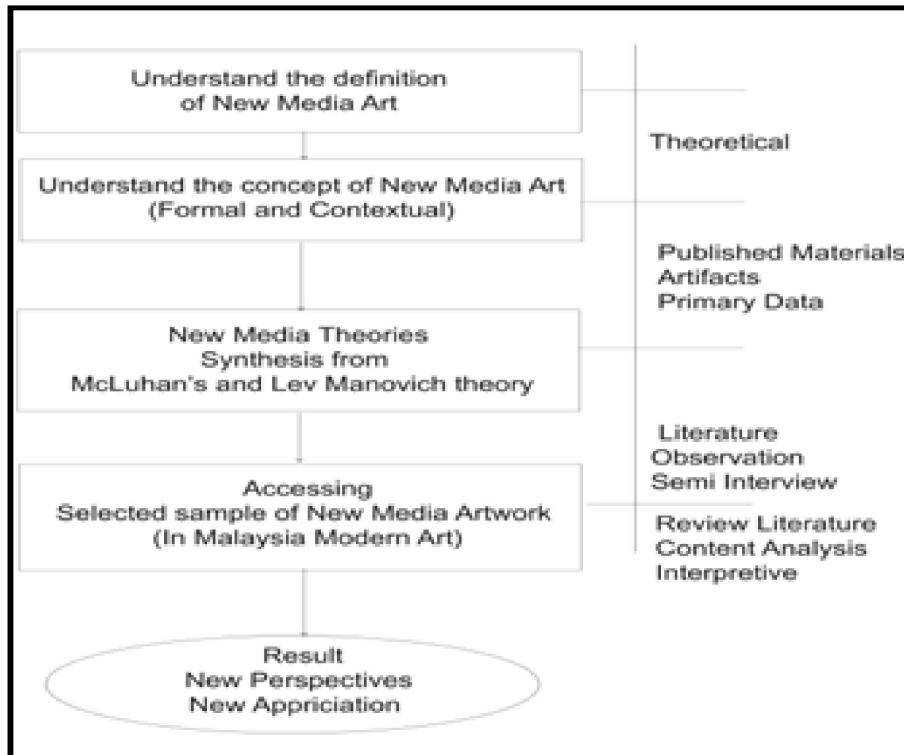


FIGURE 2
Two Types of New Media in Malaysia



 <p>Computer Animation Installation</p>	 <p>Multimedia Installation</p>
<p>Computer Animation Installation</p> <p>“Mirror, Mirror on the Wall” – 1994 by Hasnul Jamal Saidon.</p>	<p>Multimedia Installation</p> <p>“Laksamana DO RE Mix”, 2013 by Fairuz Sulaiman.</p>

TABLE 2
Complex collaboration in Form of Virtual (Database), Physical (Tangible) and Diversity of Disciplines

Principle	New Media Elements	Disciplines Collaboration			
Numerical Representation	Data Line, Light, Color, texture, scale, composition, time and motion	Science and Technology	Performance	Fine art & Design	Film
Modularity	Software program	Digital	Theatre	Installation	Script
Automation	Effect	Computer		Sculpture	
Variability	Mode			Graphic	
Transcoding	Space				
	Appearance				
	Multimedia				
	Interact				
	Installation				
	Interface				

DISCUSSION AND CONCLUSION

The probability of this research offers inspiration and different style to the art practitioners to engage with the possibilities of technology experience. Hence, technologies expand our local art scene wider into international contemporary art platform. By the clear understanding encourage every person to glimpse the gist of new media artwork and many explorations can be produced. And the form of Malaysia Art will not be limited

to conventional method lone but divers the boundaries and the open high opportunity to economic and business prospect. Thus, the potential to this research gives a wide platform to another researcher to exploration New Media in Malaysia because there are limited publication and producing art making in this genre. Moreover, it is in line to the current environment that gives a lot of potential to students, artists, collectors, as well as the public.

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