Preface

Globalisation is one of the most important phenomena of our times, and yet one of the least understood. In popular and critical discourse there has been a struggle to articulate its human affects. The tendency to focus upon macro accounts can leave gaps in our understanding of its micro and particular experiences. This book argues that globalisation’s spatial, temporal, and kinetic changes are impacting upon individual bodies and consciousnesses.

Digital art is introduced as a platform of articulation: a style borne of globalisation’s _oeuvre_ and technically well-equipped to converse with its flows. Digital art works are explored through an historical lens to show how they share similar discursive functions with earlier art forms. The capacity to re-centre globalisation around the individual is explored with reference to sensory works that encourage subjective and experiential encounters.

By exploring globalisation through digital art, this book moves away from universal and totalising approaches, in favour of personal and affective accounts. It shows how digital art can offer individual expressions of globalisation. Through discussing a wide array of international artworks that feature immersive, interactive, haptic and responsive technology, digital art’s tools of articulation are examined. This book reveals how digital art works can facilitate new articulations of globalisation: as enactments and modes of expression.
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