



# The Dead Media Project

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# Bruce Sterling

- The Dead Media Project (1995)
  - <http://www.deadmedia.org/>
- Launched by the “The Dead Media Project: A Modest Proposal and a Public Appeal” at the International Symposium on Electronic Arts in Montréal.



# “The Life and Death of Media”

- “The Life and Death of Media” Speech at Sixth International Symposium on Electronic Art ISEA '95 Montreal Sept 19 1995
  - [http://www.alamut.com/subj/artiface/deadMedia/dM\\_Address.html](http://www.alamut.com/subj/artiface/deadMedia/dM_Address.html)



# Extracts

- “When we are surfing the web in 1995, we are surfing on a vast dark sea of dead computers. We have to surf, you see -- because we are just a white scrim of foam up on the surface. The waves of machines rolling in beneath us are moving in with the hideous relentlessness of Moore's Law, doubling in power every eighteen months, one order of magnitude a decade. If you are working on a cutting-edge computer today you are working on one percent of the cutting-edge computer you will have twenty years from now.”



# Extracts

- “You see ladies and gentleman, we live in the Golden Age of Dead Media. What we brightly call ‘multimedia’ provides an a whole galaxy of mutant recombinant media, most of them with the working lifespan of a pack of Twinkies. Mastering a typical CD-ROM is like mastering an entire new medium by using a frozen watch-cursor. And then the machine dies. And then the operating system dies. And then the computer language supporting that operating system because as dead as the Hittite language. And in the meantime, our entire culture has been sucked into the black hole of computation, an utterly frenetic process of virtual planned obsolescence.”



# Dead Dead Media Project...

- Joe Kissell, “Preserving Past Communication for the Future” (19 April 2005)
  - <http://itotd.com/articles/524/dead-media/>



# Dead Media Taxonomy

- Phil Sandifer, “Dead Media Taxonomy” (2004)
  - <http://humanities.uchicago.edu/faculty/mitchell/taxonomy/taxonomysandifer.htm>