



1982

BURNRATE  
Hohenzollerndamm 201  
10717 Berlin  
Germany

Glenn Geffken  
Scott Redford

Opening Times  
Fr. 3 pm – 8 pm  
Sa. 11 am – 5 pm  
& BY APPOINTMENT  
Office: +49(0) 176 215 302 83  
Web: [www.burnrate-berlin.com](http://www.burnrate-berlin.com)  
Email: [burnrate.berlin@yahoo.com](mailto:burnrate.berlin@yahoo.com)

## JPEG

Visual art is image based.

The Internet is now the main platform for the dispersion of images.

The Medium is the Message...and the message is the Internet, Web 2.

Most images circulate on the Internet as jpegs, therefore the main visual content today is the jpeg.

The advent of the printing press and photography radically changed society and culture.

The next radical change (revolution) is the Internet.

The Internet has irrevocably changed all culture and cultural production and Contemporary Art.

Contemporary Art Now = Jpegs.

CA presents itself as an "eternal": There will supposedly always be Contemporary Art. Instead of endlessly repeating this eternal we should speak of current culture (that may indeed not be art at all). Contemporary Art is only a late 1980s term primarily promoted by two major auction houses and the Market. However, so powerful is the human attraction for the eternal and authenticity Contemporary Art has become a hegemonic term almost impossible to escape. Again: There will always be Contemporary Art.

Contemporary Art = Art Now.

If we know when an epoch begins we can also see that it will end. All epochs end or mutate so much as to meld into what happens next.

The reason Contemporary Art seems so all-embracing is that it has annexed virtually all the world into its constructed orbit, its products, its "art".

Is there anything left in the world we may ask?

Amen.