

# Manifesto of Virtual Art

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**Virtual art is *the* contemporary art form.** It is post-convergent, and contains all previous media as subsets.

A generation and a half have grown up with computer games, the Internet and mobile phones.

**They see virtual media as a place for art.**

Virtual environments are not abstract innovations in relation to books or film or radio or television.

**They are not distractions from reality.**

**They**  
**are**  
**reality.**

Virtual networks  
have forged a  
**hybrid culture**  
that displaces  
the monumental  
truths projected  
by older media  
cultures.

The virtual generation see themselves as **'users'** not 'audiences'.

Virtual  
generations are  
**participants  
and creators,**  
not receivers.

Virtual  
environments  
make interaction,  
affect and  
collaboration  
fundamental  
**conditions** and  
fundamental  
**expectations.**

Conventional  
art **cannot**  
**comprehend**  
**or commodify**  
the powers  
of virtual  
environments.

Virtual art must locate and present new points of potential, **and force new openings into actuality.** The time of the contemporary is virtual time; only virtual art can meet the challenges of our virtual times.

Contemporary  
art will be  
virtual, **or it  
will not be.**

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