



Manifesto

The Net Observer wants to investigate the osmotic/despotic process between life and technology, expression and simulation, interface and reality.

The Net Observer is an on-line database witnessing new art forms on the Net promoting challenges and encounters amongst creative personalities and communication platforms that are exploiting contamination as the creative key and aesthetic standard.

The Net Observer wants to contribute to the rising and the achievements of a new Web's aesthetics that is crossing both forms and language rules. This is organically linked to the net technology, the natural contexts where the artist engages in representing that simulation also known as reality.

The Net Observer opens only windows on the Net reality, for this reason artworks and authors are presented through texts founded on the web sites of origin. The Net Observer doesn't draw up any critical contribute, as a photographer staring at a landscape, The Net Observer focuses its lenses on a single element, a detail in the Net infinity and catches a frame of what 'has been' on the monitor in that precise moment: the screen is a window on the Net as a painting is a window on the world.

The Net Observer has chosen to represent only artworks that are focused on the Net, as well as, on new media, independently of the output media.

By choosing artworks, The Net Observer outlines its editorial line and, in doing so, it contributes to the making of a semantic frame for the Net's aesthetics. The observer, as Werner Heisenberg has already proved, is never neutral, it belongs to the reality and, at same time, determines it.

The Net Observer, in a more explicit way, stops wearing the witness clothes in order to turn itself in to an actor, when it realizes and promotes (by its own or working together with different entities) specific artistic and communication projects.

The Net Observer, furthermore, wants to challenge the Net artworks transience: the establishment of a foundation, in order to collect and preserve the artworks freely donated by their authors, is an idea that rises just from the need of keeping the memory of Net forms and places, longer than their own survival into the contexts of origin.

The Net Observer's archive can also be interpreted as a research tool, at any cultural institution disposal, as long as they are able to formulate innovative proposal in relation to how to file and how to divulgate such a complex cultural objects as the ones characterizing the contemporaneity.

The Net Observer is totally a *non profit* project, any kind of economic support will be used to reach the institutional project's goals.