

The Literariness of Media Art: Book Launch and Video-Platform

The launch of the book *The Literariness of Media Art* and its accompanying video platform mark the successful completion of the interdisciplinary research project *Literarizität in der Medienkunst*. The project was initiated and chaired by Prof. Dr. Claudia Benthien and financed by the DFG (German Research Foundation) for the duration of four years (2014–2018).

Professor Benthien (Institute for German Language and Literature) and her two research fellows Jordis Lau and Maraike Marxsen explored how the perspective of literature studies can contribute to and enhance the understanding of media art. “Literariness” – a term coined by Russian Formalism – served as key concept, as it delineates the poetic surplus created by a defamiliarizing use of language as well as an appropriation of literary genres and works.

The research analysed nearly 100 works of media art, comprising video art, experimental films, net art, as well as multi-media-installations. Four artistic strategies turned out to be central for effects of literariness: (1) the materiality of voices and the poeticity of speech, (2) the non-pragmatic use of written language, (3) the reference to literary genres (poetry, drama, prose), and (4) the experimental adaptation of literary works.

Jointly written by all three authors, the interdisciplinary monograph *The Literariness of Media Art* combines literary theory with approaches from film studies and art history. It has been published by Routledge (London/New York) and is available as hardcover, paperback and e-book and in Open Access: <https://www.taylorfrancis.com/books/9781351608718>.

Media art is still a lesser known art form, to be viewed mainly in specific museums and exhibitions. Therefore, the publication is accompanied by an open-access-platform that was created with the help of Dr. Stefan Thiemann, head of the Center for Sustainable Research Data Management (RDM Center) at Hamburg University. The platform presents a selection of works analyzed in the book – simply click and watch: [dx.doi.org/10.25592/literariness!](https://dx.doi.org/10.25592/literariness)

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