

**ART + TECHNOLOGY = NEW ART FORMS, NOT JUST NEW ART**

By Georgia Guthrie, director of the Hacktory (US), 2013

**INTRODUCTION**

As someone who entered the world of making from the art side, I've become fascinated by what new media artists are doing with technology. I run a makerspace in Philadelphia, Pa., called [The Hacktory](#), and our name was inspired by Andy Warhol's Factory, which was meant to be a place of experimentation with all types of art. Many people who appreciate traditional art forms may wonder, "Why should we even try to use technology in art?" I'd like to attempt to answer that question in this post, and to do that I'm going to get a little art-nerdy and theoretical, but hopefully you will stick with me. My brief answer is: "Because using technology in art has the potential to create entirely new art forms, and therefore new experiences for us that can be thrilling, illuminating, and just plain fun."