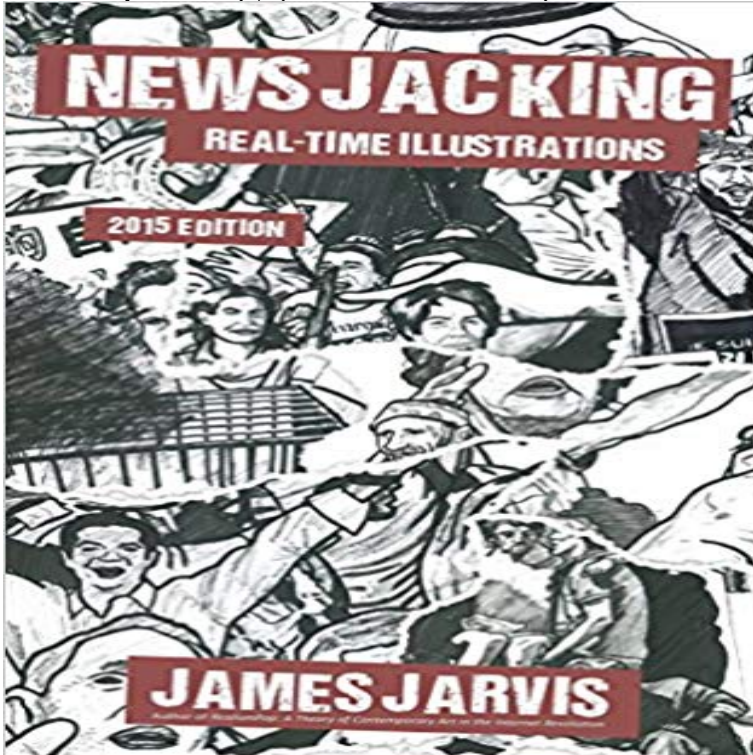


## Newsjacking (2015 Edition): Real-Time Illustrations



Unhappy With the LACK of Relevance in Contemporary Today Are you a fan of breaking news stories but are aware of the lack of attention that artists give to real-time topics that are having an impact in the world today? Art has always lent towards the idea that it should be methodical, careful, delicate, but essentially this also means Slow. Slow to react and late to the times in terms of being truly contemporary. What this means is that the field of contemporary art has become a failure within itself and a new term is needed to describe what artists are actually doing rather than the broad connotation this field suggests. FACT: Contemporary art is late to the party In the essay Contemporary art does not account for that which is taking place Liam Gillick explores the idea that the art today has now become historical and that the term current art is a more appropriate description for art being made today. That's right according to established critics, the use of contemporary art, as a term, is being completely undermined by artists that want to bracket themselves with the idea of modernity rather than face the fact that they are inclusive and ignore concurrent issues facing our modern times. I first proposed a method of making art in my first book RealismPop: A Theory of Contemporary Art in the Internet Revolution (2015) where I demanded that artists should be paying more attention to the world around them and the breaking news that is making an impact on the lives of many. So how exactly can the art market introduce these changes? Is there a system or ideology that will match the real-world issues of our modern times? There is, and that's exactly what this page is all about Newsjacking (2015 edition): Real-Time Illustrations I am an artist, a painter and illustrator to be more specific, but I am also a theorist on the influence of the internet on contemporary art and constantly look for

ongoing trends and changes within the visual identity of the World Wide Web. Which in turn brought me to marketing and PR expert David Meerman Scott through his book Newsjacking: How to Inject your Ideas into a Breaking News Story and Generate Tons of Media Coverage. The process by which you inject your ideas or angles into breaking news, in real-time, in order to generate media coverage for yourself or your business. As an artist that constantly looks for new visual behaviors that people establish on the Internet I was immediately fascinated with the concept of Newsjacking as an art form. Not because of the obvious benefits of reaching my art collectors faster but because breaking news offers a window into the soul of the mainstream world. Since January 2015 I set about creating monthly illustrations that evoked an attractive clash of the political versus the pop! Each monthly, black and white, installment contained a dramatic collage of what the mainstream audience deemed to be newsworthy. When I finished a years work, I was left with a simple, truthful 12 piece Real-Time Illustrations that is now incorporated into this beautiful art book. Heres a sampling of whats covered in this official book. Images and detailed description of each illustration of the 2015 edition. The theme of terror and pain that dominated the breaking news results of 2015. A new mode of art making under the umbrella of my RealismPop style: Data Collages. A brief history of Newsjacking by David Meerman Scott. Easy step-by-step instructions of how you can Newsjack and reach new audiences. If you have felt at lost by the current trends in contemporary art to avoid relevance in our fast-paced modern times then this book is the tonic you need: especially if you are a fan of breaking news. This is an attractive clash of the political versus the pop!

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