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## **"VIDEO TAPE IS NOT TELEVISION:" APROXIMACIÓN A UNA ESTÉTICA DEL VIDEOARTE**

### **Abstract**

The objective of this essay is to propose certain elements for approaching video-art aesthetics. These elements are related to digital and audiovisual techniques for the image, as well as to the technification of the effects in video graphic presentations. My hypothesis is that video-art preserves the idea of representing reality by portraying it in a theatrical way. However, it must be acknowledged that the use of digital technologies makes new forms of experimentation possible. A new aesthetic paradigm rises from these forms: the Presentation. To sum up, the argument revolves around the question: What is at stake in the production of video-images? Is it art? Is it merely an aesthetic experiment?

**Keywords:** Video-art, Visual Techniques, Presentation, Representation, Reality, Simulation.

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