

## A New Platform for the Art World or How to Optimise your Digital Collection

*ikono*tv

ikono.tv a dream comes true

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Strangely we live in a world inundated with images, but nonetheless we haven't improved upon the art of looking. Some would even say « too much equals naught ».

But the overload of images doesn't apply to the visual arts, and they remain the last cultural tradition to be democratised in the way that music was by radio, or literature through the paperback book.

All the while working for many years in the art market, I have had this dream to allow everyone to feel the same emotions I feel in front of a work of art. I am convinced that art is as accessible as music or literature. One doesn't need to be a specialist, or come from a special education or be a collector to appreciate art. One just appreciates it at different levels. In a fundamental way, I found this unfair. Nobody asks us to be a musicologist to appreciate Mozart, so why should we be art historians to appreciate Picasso. By the way, Picasso never did totally abstract paintings because he wanted anybody to recognize one element, which acts as a kind of point of entry for his work.

I always thought that people who believe that we need to know and understand art in order to look at it are responsible for reticent spectators and that is what we call elitism. I am convinced that instead of building walls one should encourage everyone to reach a higher level of understanding and appreciation in order to become an elite. I totally agree with Philippe de Montebello, director of the Metropolitan Museum of Arts of New York who said: *elitism is the very essence of democracy*

Some might say I am a dreamer but I read in the book of another dreamer (Julian Spalding: The Poetic Museum) that a teenager told him that she hated a first visit to a museum because she had the feeling that everything was looking at her. If she had been used to looking at art, she would have gone closer and wouldn't have been afraid. This feeling of inferiority should have been a challenge to face and discover the work.

Radio is magical because it comes to us and made us used to hearing different genres. We trained our ear without noticing it and we know what kind of music we like. We have this freedom to choose, and this freedom brings us most of the time to the true emotion: the live concert, irreplaceable experience similar to the experience in a museum.

It is this freedom I want to give through television, only media aside from radio that is in every household. Therefore ikono.tv has the ambition of becoming the « radio of art » by using television as a new platform for art, just a support, a medium. The emotion that is communicated by each work of art is respected by not interfering with comments or music and by slowing down the process of looking. We bring people into a contemplative state. At the end of the show, references and links are given leaving the choice to everyone to go towards the understanding.

A television that one can leave on all day, a television to live with, a television which shows all art history from all cultures which is then an history of humanity, our story.

Ikono.tv couldn't become a dream without a team of enthusiasts, devoted and professionals: art specialists to invite artists and museums to express art differently and collaborating with film editors to build a new dramaturgy and technicians to send the magic up to satellites.

Finally, ikono.tv can become a reality for all thanks to the support of mecenates and sponsors, fans of quality, who believe at the power of art for a better world more human, more in contacts with our emotions as the basis of art is this search of truth, our truth.