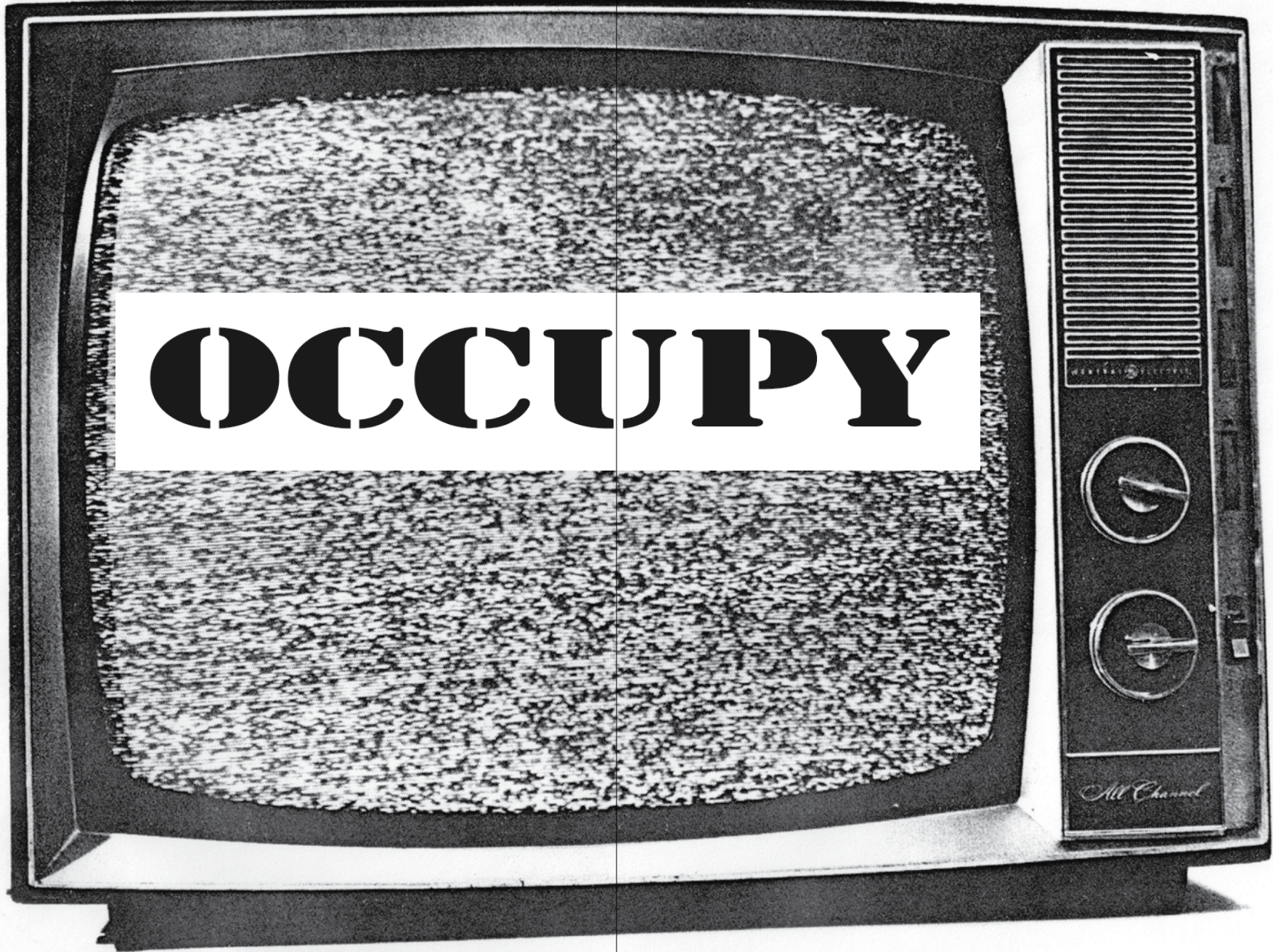


JAIME DAVIDOVICH



MUSEUM OF TELEVISION CULTURE

1977-1982



OCCUPY

**Jaime Davidovich:
State of the Art
The failure of video art manifesto**

1. Video art failed because the walls of the galleries have no windows.

2. Video art failed because people watch television, they do not look at television.

3. Video art failed because for intellectuals watching TV is as sex was for the Victorians.

4. Video art failed because artists did not want to integrate with the TV context.

5. Video art failed because it was developed outside the TV world.

6. Video art failed because it did not create an infrastructure.

7. Video art failed because TV is not art.

8. Video art failed because it never developed an audience.

9. Video art failed because the over reality of TV is too powerful.

10. Video art failed because it was not political.

11. Video art failed because it was aimed at the wrong context.

12. Video art failed because it is boring by comparison to painting or sculpture.

13. Video art failed because it avoided confrontation.

14. Video art failed because nobody made any money by selling tapes.

15. Video art failed because TV is Dada by its own nature.

16. Video art failed because nobody turns off TV.

17. Video art failed because the Museum of Modern Art keeps showing video.

18. Video art failed because public access was never taken seriously.

19. Video art failed because it was trying to compete with network TV.

20. Video art failed because of MTV.

21. Video art failed because television is an addiction.

22. Video art failed because people feel hypnotized when they watch TV.

23. Video art failed because television is making people stupid.

24. Video art failed because nobody cares.