

Zoltán SZÚTS

***The Quest for Realistic and 3D Visual Representation
on the World Wide Web***

A great change in visual culture is under way. My talk seeks to address the question concerning the quest for realistic, High Definition and 3D visual representation on the World Wide Web and the altered role of museums in the virtual space. I assume that due to the emerging changes generated by digitally recorded artwork and the familiarity of the Web visual culture has been suddenly given a new horizon of possibilities to express itself.

I've divided the mentioned assertions into four parts. My talk begins by laying out an overview of digitalization, Web 2.0 and hypermedia, the phenomena responsible for the visual revolution. The second section of my talk will examine the concept of the museum and what impact the World Wide Web has had on it. The third section deals with the struggle for High Definition (HD) and 3D representation real world objects on the Web. The final section will then analyze the idea and realization of the Google Art Project, a perfect illustration of the current quest for realistic visual representation of gallery spaces and masterpieces on the World Wide Web.

Zoltán SZÚTS (1976) is Associate Professor at Kodolányi János University of Applied Sciences, Department of Media and Communications. Studied at Eötvös Loránd University, Budapest, earned his PhD degree in literary science with the thesis titled *Ghost in the Machine: The Hypertext* in 2008. Was a lecturer at Hankuk University of Foreign Studies, Seoul, Korea, from 2004 until 2007. His research interest is focused on the theory and practice of online media and communications, hypertext, popular and visual culture. Author of numerous articles on new media, hypertext and online communication. Recent publications include a paper on augmented reality, online journalism and hypertext. Holds memberships in the General Assembly of the Hungarian Academy of Sciences and the Hungarian Writers Association. Speaks English, Serbian and Croatian. Further information: www.szutszoltan.hu. E-mail: szutszoltan@uranos.kodolanyi.hu, szutszoltan@gmail.com.

