



# Feeling Media

Potentiality and the Afterlife of Art

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SAS**

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“The Scale of Affect from Intermedia Art to New Media Critique”

This talk reconsiders the theory of the “affective scale” from Sas’s recent book, *Feeling Media*—the space where artists and theorists work between the level of the individual and larger global and historical shifts. The talk contextualizes that concept in relation to recent developments in the field of affect theory. What can we learn from focusing on tones and atmospheric modalities about how to navigate the contemporary media landscape? What do works of art offer in our necessary navigation between the minor and the intimate, on the one hand, and social ecologies broadly conceived? What is the relation between intermediality and collectivity?