

Ensaio Artístico

GIF

: O menor cinema do mundo #artezap território



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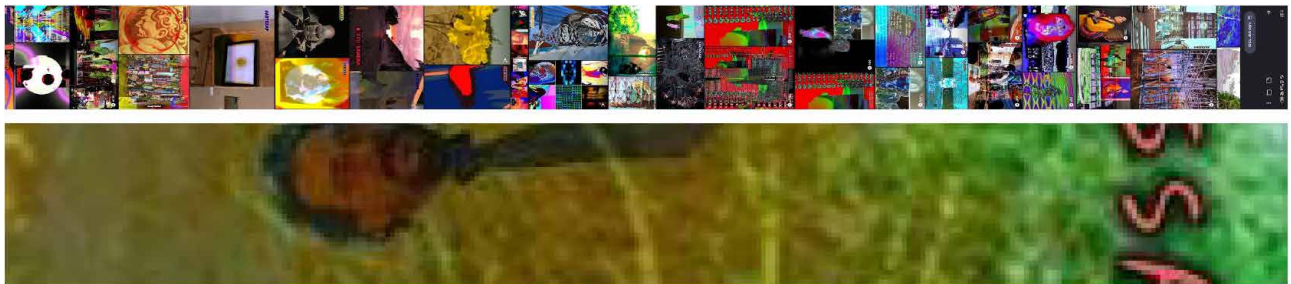
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Abstract

This essay examines the GIF as a tool for connecting territories and as a new form of artistic expression, emphasizing its aesthetic and technical dimensions alongside its ability to reflect cultural expressions rooted in specific territories. GIF, the smallest cinema in the world, merges motion and sequential imagery to craft a minimalist visual experience that evokes emotion and invites repeated contemplation, akin to a mandala or a visual haiku.

By integrating elements of photography and cinema, the GIF transcends traditional boundaries, evolving into an accessible and widely disseminated artistic technique. This accessibility enables artworks to reach diverse audiences and engage with various cultural contexts. Furthermore, the GIF's widespread use in applications and social media platforms solidifies its role as a contemporary artistic language, expanding the boundaries of digital art, fostering cultural dissemination, and democratizing access to creative expression.



Palavras-chave

GIF - Território - #artezap - Cinema - Minimalismo - Compartilhar

Keywords

GIF - Territory - #artezap - Cinema - Minimalism - Share



Link para o ensaio:

https://docs.google.com/document/d/14WfFxIOgCeQdVzBJhTIH094frs0_kpSUpoOGR2cOPG4/edit?usp=drivesdk

