



remixthebook

Mark Amerika

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Digital technology has transformed contemporary culture. New social media, hyperlinks, and cut-and-paste techniques have changed the way we write. E-books, which allow us to carry entire libraries with us, are bringing new browsing and reading habits. Digital editing and other on-the-fly postproduction processes have altered how we make music, films, and visual art. A key rhetorical trope employed in all aspects of digital media is the remix, the creation of innovative new works of visual, literary, and performance art through the mashup.

In *remixthebook*, Mark Amerika explores the mashup as a defining cultural activity in the digital age. A pioneering media artist and acclaimed cultural theorist, Amerika offers a series of philosophical essays that trace the art of the remix to previous forms of avant-garde and modernist art through mashups of deftly sampled phrases and ideas from a wide range of visual artists, poets, novelists, musicians, comedians, and philosophers—among them Alfred North Whitehead, Guy Debord, William S. Burroughs, Kathy Acker, and Allen Ginsberg.

A provocative textual performance that is at once a dazzling model of the literary remix and a state-of-the-art reflection on remix culture, *remixthebook* captures the unique and continually shifting digital moment in which we live and situates the remix as an art form and literary intervention. To coincide with the publication of *remixthebook*, Amerika will launch a companion website, remixthebook.com, to facilitate new ways of participating in remix culture by inviting other artists and writers to create *remixthebook* mashups of their own, pushing the boundaries of art and literary culture further, beyond the current publishing paradigms.

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