

BRUCE STERLING 05.08.13 4:41 AM

DEAD MEDIA BEAT: THE NEOLUCIDA KICKSTARTER

*BACK FROM THE dead via Pablo Garcia and no less a man than Golan Levin.

<http://www.kickstarter.com/projects/neolucida/neolucida-a-portable-camera-lucida-for-the-21st-ce>

“Long before Google Glass ... there was the Camera Lucida.

The what?

The camera lucida.

It's a prism on a stick! For making realistic drawings!

It used to be everywhere.

A portable version hasn't been manufactured in generations.

And we're bringing it back.

Really inexpensively.

For artists and art students everywhere.

“We have designed the NeoLucida: the first portable camera lucida to be manufactured in nearly a century — and the lowest-cost commercial camera lucida ever designed. We want to make this remarkable device widely available to students, artists, architects, and anyone who loves to draw from life. But to be clear: our NeoLucida is not just a product, but a provocation. In manufacturing a camera lucida for the 21st century, our aim is to stimulate interest in media archaeology—the tightly interconnected history of visual culture and imaging technologies.... (((After that part it starts getting really interesting.)))

