

INSTAGRAMMABLE. WHAT ART TELLS US ABOUT SOCIAL MEDIA



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SINOPSIS

How are the Holy Trinity and social media related? Why do we love colour filters so much? What makes hashtags so powerful? And why do we experience digital images so differently from their analogue counterparts? In *Instagrammable* What Art Tells Us About Social Media, Koenraad Jonckheere delves into the surprising similarities between 2,500 years of European art history and our modern image culture on social media. He reveals how centuries-old ideas about observation, registration and imagination continue to influence how we deal with digital images even today. Jonckheere, with his keen eye, unravels the paradox of ælooking without seeing and seeing without lookingÆ in a world replete with likes, hashtags and filters. This book offers a fascinating insight into the power and pitfalls of visual communication in the digital era. Koenraad Jonckheere is a professor of art history at Ghent University and the author of the bestseller *A New History of Western Art* From Antiquity to the Present Day. ...



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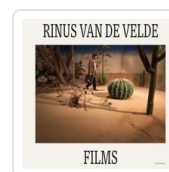
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