

## On Digital Exposures

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*Contemporary Art is the institutionalized network through which the art of today presents itself to itself and to its interested audiences all over the world* (Smith, 2009: p. 241).

After a closer reading of the sentence cited above, which sounds as a simple and quite clear assertion, we cannot avoid paying attention to the figure of replication in Smith's expression, which postulates a double position of art that "presents itself to itself". Smith's relatively discreet inference brings forward a kind of a double bind, which determines a positioning of art within the institutional framework that, in turn, makes art for what it is.

### *Double Exposure*

Although he is not saying it, Smith actually points towards the notion of exposure as Mieke Bal has conceived it more than a decade before Smith's text was published. The institutional network, with which Smith even ontologically identifies the very meaning of contemporary art, was originally determined by the institution of museum. This is still the case even though the museum has expanded in between to other spaces, especially significantly into so-called virtual space. The triumph of the museum as the institution in the sphere of art is paralleled by some other such triumphs like University in the area of education. However, historically and socially such triumphs tend to have a transitional and mediating role. Therefore, for ex-