The 3rd Revolution of the Sign
Libraries between separation and connexion

Alexandre Lacroix

EMEA Regional Council Meeting
Marseille 2019
The Next Rembrandt (2016)
A 3D printed painting, made by a Microsoft AI
First Revolution of the Sign: Writing

Early writing tablet recording the allocation of beer in southern Iraq, 3100–3000 BC
Second Revolution of the Sign: Printing

A page printed with movable clay types. Western Xia Dynasty. Mid XIIth century

The Gutemberg Bible of the New York Public Library. Mid XVth century
Third Revolution of the Sign: the Web

Tim Berners-Lee in his CERN laboratory in Geneva, 1989

A Google data center, today
Socrates’ fear of the end of memory
Modernity: Separation/Connexion

Rembrandt, *The Philosopher in meditation* (1632)

The Modern Subject as the master of Objects

*Left*: Paul Valéry, Jean-Paul Sartre

*Right*: Maurice Merleau-Ponty, Michel Foucault, Jacques Derrida
# Two Regimes of Modernity

<table>
<thead>
<tr>
<th>Separative Modernity</th>
<th>Connected Modernity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solitude</td>
<td>Machine-Assisted Telepathy</td>
</tr>
<tr>
<td>Nature/Culture</td>
<td>Anthropocene</td>
</tr>
<tr>
<td>Public/Private</td>
<td>Visibility</td>
</tr>
<tr>
<td>Sender/Receiver</td>
<td>Sender = Receiver</td>
</tr>
<tr>
<td>Deep reading</td>
<td>Interactive Reading</td>
</tr>
</tbody>
</table>
Diachrony

Vittore Carpaccio, *Vision of Saint Augustin* (1502)

Synchrony

Catherine Balet, *Strangers in the night* (2009)
Thank you!

Alexandre Lacroix
Contact: alacroix@philomag.com
www.alexandrelacroix.com