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| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Animatic Apparatus, The** Animation, Vitality, and the Futures of the Image  Deborah Levitt  Unprecedented kinds of experience, and new modes of life, are now produced by simulations, from the CGI of Hollywood blockbusters to animal cloning to increasingly sophisticated military training software, while animation has become an increasingly powerful pop-cultural form. Today, the extraordinary new practices and radical objects of simulation and animation are transforming our neoliberal-biopolitical “culture of life”. The Animatic Apparatus offers a genealogy for the animatic regime and imagines its alternative futures, countering the conservative-neoliberal notion of life’s sacred inviolability with a new concept and ethics of animatic life.  **Author Bio** Deborah Levitt is Assistant Professor of Culture and Media Studies at Eugene Lang College, The New School. She is a media historian and theorist interested in film and digital media including CGI, VR, and AR and has published on Giorgio Agamben, media and biopolitics, and animation theory. She lives in New York.  **Endorsements** *At once theoretically dazzling and fearless, The Animatic Apparatus shows how the production of life in animation deconstructs ontology as such: “There is no death in animation, because there is no being, no existence, to begin with.” But an-ontology is not the end of living. Instead, carefully tracing how the medium of animation has come to operate as a supermedium, Levitt finds animation to be the key not only to modelling the contemporary condition but also to formulating an ethical relation to it. Animation offers nothing less than a toolkit for new assembling of lives upon the active void of contemporary media.* ***Thomas Lamarre, Author of The Anime Machine: A Media Theory of Animation. Professor of East Asian Studies and Communication Studies, McGill University***  **Promotional Plans** Author to speak at academic conferences, focusing on getting the book onto Undergraduate and Postgraduate media and cultural studies courses. Author to continue to publish journal articles related to the book's topics. Also promote to anime and sci-fi fans at anime conventions. Endorsements.  **USP** Intervenes in key academic debates around both biopolitics and the rise of animation and simulation, bringing these often-cloistered discourses to the general reader interested in contemporary cultural issues and media development. Opens up the major market of animation, anime, and sci-fi fans, and looks at anime as a source for contemporary cultural analysis and theory.  **Competing Books** Philosophy & Simulation: The Emergence of Synthetic Realism 9781474252843 by Manuel DeLanda Continuum, 2011  **Categories** ART (General)(ART057000) -> Film & Video(ART057000) SOCIAL SCIENCE (General)(SOC052000) -> Media Studies(SOC052000) PHILOSOPHY (General)(PHI040000) -> Movements (General)(PHI040000) -> Critical Theory(PHI040000) |  | **Publication Date** May 2018  **Paperback** ISBN: 978-1-78099-269-3 $16.95  |  £9.99 8.5x5.5 inches | 216x140 mm 160PP  **e-book** ISBN: 978-1-78535-703-9 $12.99  |  £7.99  **Library of Congress** 2017934036 |
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