“THE REVOLUTION WILL BE VIDEOTAPED: MAKING A TECHNOLOGY OF CONSCIOUSNESS IN THE LONG 1960s”

In the late 1960s, video recorders became portable, leaving the television studio for the art gallery, the psychiatric hospital, and the streets. Between 1967 and 1973, American videographers across many of these institutional contexts participated in a common discourse, sharing not only practical knowledge about the uses and maintenance of video equipment, but visions of its social significance, psychological effects, and utopian future. For many, video was a technology which would bring about a new kind of awareness, the communal consciousness that—influenced by the evolutionary philosophy of Henri Bergson—Pierre Teilhard de Chardin referred to as the “noosphere” and Marshall McLuhan as the “global village.”