Traditionally, the role of the artist has been to create a work to be perceived by an audience, fitting into a “classic pattern of communication” (Levy 367). In his essay “The Art of Cyberspace,” Pierre Levy explains that an emerging techno-cultural environment has allowed for new art forms that break this tradition. These new art forms are characterized by diverse, new methods of communication and creation. This leads artists to question the limits, presentation, reception, reproduction, distribution, interpretation, and separation of artwork. The role of the artist has transformed the act of creation into an attempt “to establish an environment, an arrangement of communication and production, a collective event which involves the recipients, transforms interpreters into players, and places the interpretation in the same loop as the collective activity” and “receivers of the open work are invited to fill in the blanks” (Levy 367). In this technological world, progress becomes the heart of the artwork. Involvement and constant change mean that the art no longer bears a signature and each recipient becomes a part of the work.

Auction art is an example of a non-traditional art form. In Alex Galloway’s excerpt “Auctionism,” Galloway explains two ways the art world has used the auctioning website eBay. The first use is “for practical tasks such as selling artworks or artifacts” (Galloway 233). Conversely, eBay has been used as a medium for artwork. This innovative medium revolutionizes the role of the artist and the role of the recipient. For example, in her project “Use Me as a Medium,” Cary Peppermint allows the highest bidder to use her as a medium. The highest bidder was to send Peppermint detailed instructions on what she
was to do and she would send the bidder back a videotape of her performing the directions. In this piece, the recipient becomes the artist and the artist becomes the medium. In her artist’s statement, Peppermint explains that in “choosing to code [herself] as an artist, [she is] free to imagine the network... as an unstable organism that at its most democratic serves up possibilities for unlimited update and revision, viral performance capabilities” (Peppermint 345). This reaffirms the idea that art in cyberspace is an ever-changing, unstable entity where the role of the recipient is as important as the role of the artist.