

## ***Meaning***

Artwork by Paolo Cirio. May 15h 2019.

This series of flowcharts outlines Cirio's theory of Internet semiotics about the formation of meaning online.

The artwork *Meaning* consists of a series of three flowcharts drawn by Cirio to display his semiotic theory regarding the formation of meaning on the Internet. The artist's concept is expressed through the diagrammatic language, along with a written essay that explains the theory resembled in the visual artworks. Cirio's semiotics introduces paradigms on how humans adapt to the conditions of the Internet. It encapsulates semiotics itself in a work of art about the production, reception, and alteration of the flow of information forming meaning within networks. The artwork delves into the cognitive, sociological, and psychological aspects of the modern construction of social meaning, exploring both an anthropology and a philosophy of the Internet.

This series integrates semiotics and communication theory for a work of art composed of flowcharts and a written essay. The artist's semiotic theory is translated into visual artworks with compositions of key terms written on mirror panels. The use of mirrors and the multidimensional elements of the physical artworks allow for an open-ended reading, compelling viewers into self-reflection on the significance of the Internet in their lives and society.

A limited edition of the artwork *Meaning* consists of custom-made mirror slabs that are painted, cut, and engraved. The multilayered compositions create depth and optical movements. The three pieces can be shown as a triptych or as individual works titled *Context*, *Subjectivity*, and *Collectivity*.