

NEWS

Report

BERLIN, March 1936. Scholars have confirmed a marked decline in the "aura" of artworks following the rise of photography and film.

Experts explain that mechanical reproduction allows people to encounter masterpieces without physical proximity, eroding the reverence once reserved for the original.

"Images that once required pilgrimage now appear freely in magazines and cinemas," one critic remarked.

Officials insist the phenomenon represents cultural progress, granting art to the masses, while purists mourn its demystification. Others warn that if the trend continues, authenticity itself may soon become a historical curiosity.



THE AURA ACT

(1936)

An Act to Regulate the Circulation of Feeling in the Age of Mechanical Reproduction.

Clause 1:

Aura, a sentimental haze surrounding the original, shall henceforth be considered non-essential.

Clause 2:

Copies shall enjoy equal rights under law; any attempt to privilege the authentic constitutes aesthetic elitism.

Clause 3:

Citizens are encouraged to consume images responsibly, one reproduction at a time.

Clause 4:

Unauthorized reverence is prohibited.

Clause 5:

The Ministry will conduct annual audits of awe, nostalgia, and related inefficiencies.

Effective immediately, this Act modernizes beauty for public distribution and ensures no artwork remains dangerously unique.

Customer Reviews

- ★★★★★ Looks identical to the real thing!
- ★★★★★ No flights, no crowds, no guilt.
- ★★★★★ Sure, the magic's flatter, but convenience wins.
- ★★★★★ Art for everyone! finally!
- ★★★★★ Five stars for accessibility, minus none for lost aura (never noticed it anyway).
- ★★★★★ Would recommend to anyone who prefers availability over awe.



Postcard

Greetings from the Age of Copies!

The sun shines equally on every print.

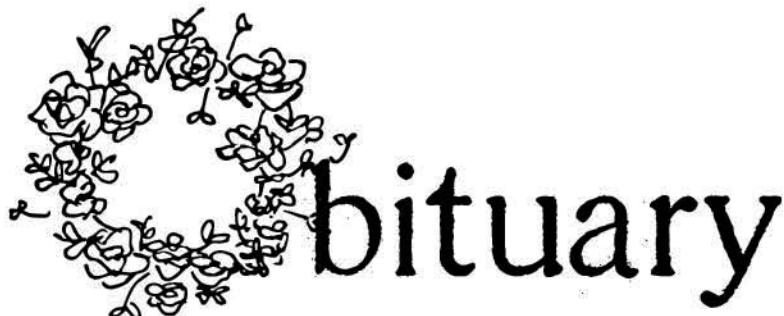
Even the shadows feel duplicated.

I thought of sending you the original, but it no longer exists.

Only versions of versions.

Wish you were here...

But you already are, everywhere.



Aura, 1400 BCE – 1936 CE

Aura, beloved companion of art, passed peacefully following the invention of photography.

Born in ritual, raised in distance, she thrived in candlelight and silence.

She is survived by millions of identical images, all equally heartfelt.

Funeral services to be held everywhere, simultaneously.

Mourners are encouraged to bring cameras.

In lieu of flowers, please like and share.