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HYPERALLERGIC

5 Old-School NYC Video Artists You Should Know (and Follow)

by [Jason Varone](#) on April 18, 2014



Jaime Davidovich

Jaime Davidovich (b. 1936, Argentina) created and produced an early cable television program, a kind of art variety show, called *The Live! Show*, which ran from 1979 to 1984. Artists working in video at the time were fixated on broadcast television as a technological reality, as well as the politics of those doing most of the broadcasting. Looking back at Davidovich's videos, it almost seems like the "videokitsch" style that he developed laid the groundwork for what we now call the "new aesthetic." In a review of Davidovich's 2013 exhibition [Museum of Television Culture](#), *New York Times* art critic [Holland Cotter](#) remarked: "It has been said that the art world, like American culture, from which it is inseparable, is so extreme in its crassness and cluelessness as to defy satire. This is not so. Mr. Davidovich brilliantly nailed it 30 years ago and in terms every bit as pertinent now as then. And he made it look like fun, which remains a heroic accomplishment."

Recommended viewing: "[How to paint Ronald Reagan](#)," from *The Live! Show*.