

# ATTENTION TO THE NEW

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for the

[Friends of Attention](#)



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The new does not merely “appear.”

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*“The new is a cultural-economic phenomenon.”*

-Boris Groys, *On the New* (1992)

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The new is a stranger.

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*HORATIO*

*O day and night, but this is wondrous strange!*

*HAMLET*

*And therefore as a stranger give it welcome.*

*There are more things on heaven and earth, Horatio,  
Than are dreamt of in your philosophy.*

*-Hamlet 1.5.166-69*

The new does not merely “appear.”

The new is a stranger.

The new does not merely “appear.”

The new is a stranger.

The antinomy of the New?

And so, consider...



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“The distance between old and new is the  
*measure of the range and depth of the thought  
required.*”

John Dewey, *Experience and Nature* (1929)

