

WHAT IS ART?

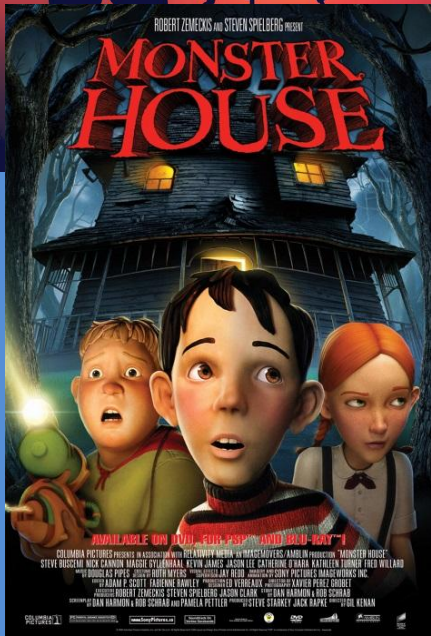
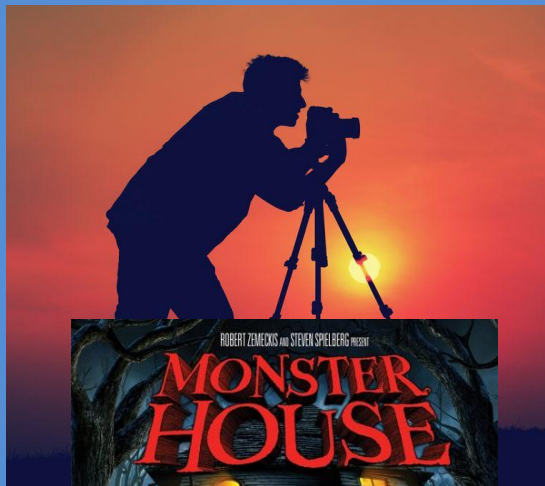
A diverse form of expression



Art is a broad term that encompasses diverse forms of human expression and creativity.

ART

Art can be visual, such as painting, sculpture, photography, or installation; or non-visual, such as music, literature, or performance.



Unstructured and boundless form of
work, that expresses emotions, feelings
and vision

MEANING

Creative merit

BASED ON

Aesthetic purpose

SERVES

Ideas, feelings and visual qualities

EMPHASIZES

Difficult

QUANTIFICATION

No

REPRODUCIBLE

Heart and soul

EMERGENCE

Innate talent

RESULT OF

AESTHETICS

First used in the 18th century by the German philosopher Alexander Baumgarten, the term "aesthetics".

Aesthetics refers to those principles governing the nature and appreciation of beauty, especially in visual art.

Academically speaking, aesthetics refers to the branch of philosophy which deals with issues of beauty and artistic taste.



MICHELANGELO, *CREATION OF ADAM*, C. 1508–1512

PURPOSE OF ART

Everyone contribute to art in some ways.

**Artists create
places for some
human purposes.**

Terracotta Army in Xi'an, China



The Terracotta Army was constructed during the reign of **Qin Shi Huang**, the first emperor of China, who unified the country in 221 BC. The army was intended to protect the emperor in the after life, reflecting the beliefs and practices of ancient Chinese funerary customs. (UNESCO World Heritage).

**Artists create
extraordinary versions
of ordinary objects.**



Whiplash designs in the interior of the Hôtel Tassel by Victor Horta, 1895. (Art Nouveau)

**Artists create to
record and
commemorate.**

Taj Mahal in India



It was commissioned in 1631 by the fifth Mughal emperor, Shah Jahan (1628–1658) to house the tomb of his beloved wife, Mumtaz Mahal.

**Artists is to give
tangible form to the
unknown.**

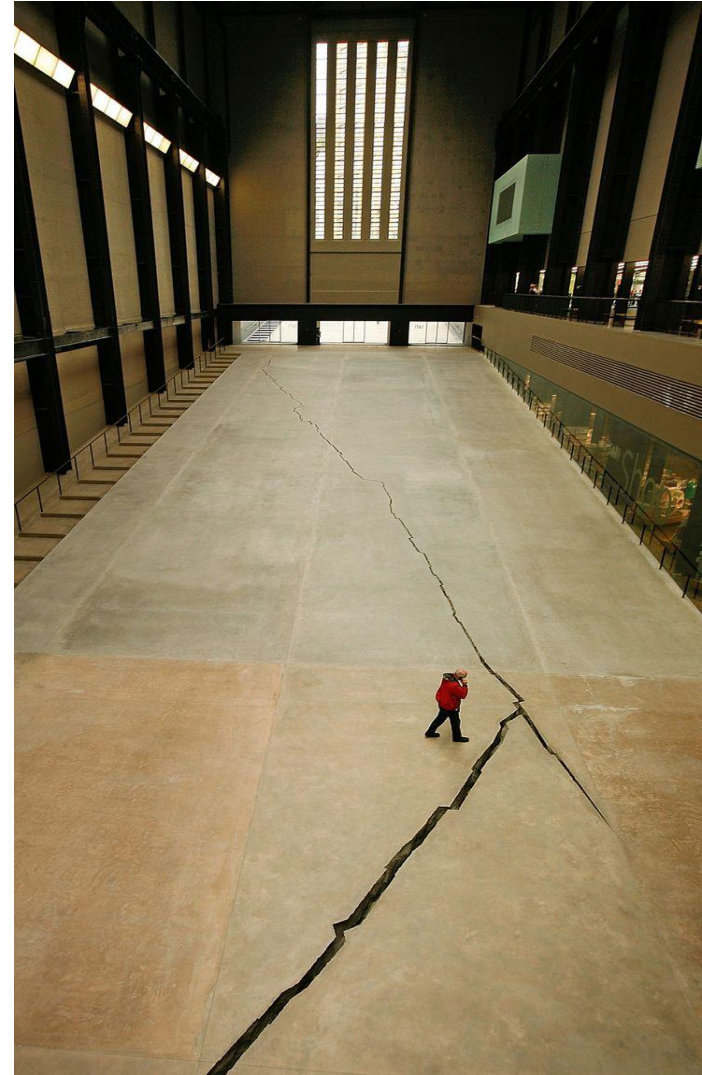
Shiva Natajara of India



The great **Hindu god Shiva** has many guises and many representations in art, but perhaps the most familiar is as a dancing figure within a circle of fire, that is as Shiva Nataraja, Lord of the Dance.

**Artists perform to
give form of
feelings and ideas.**

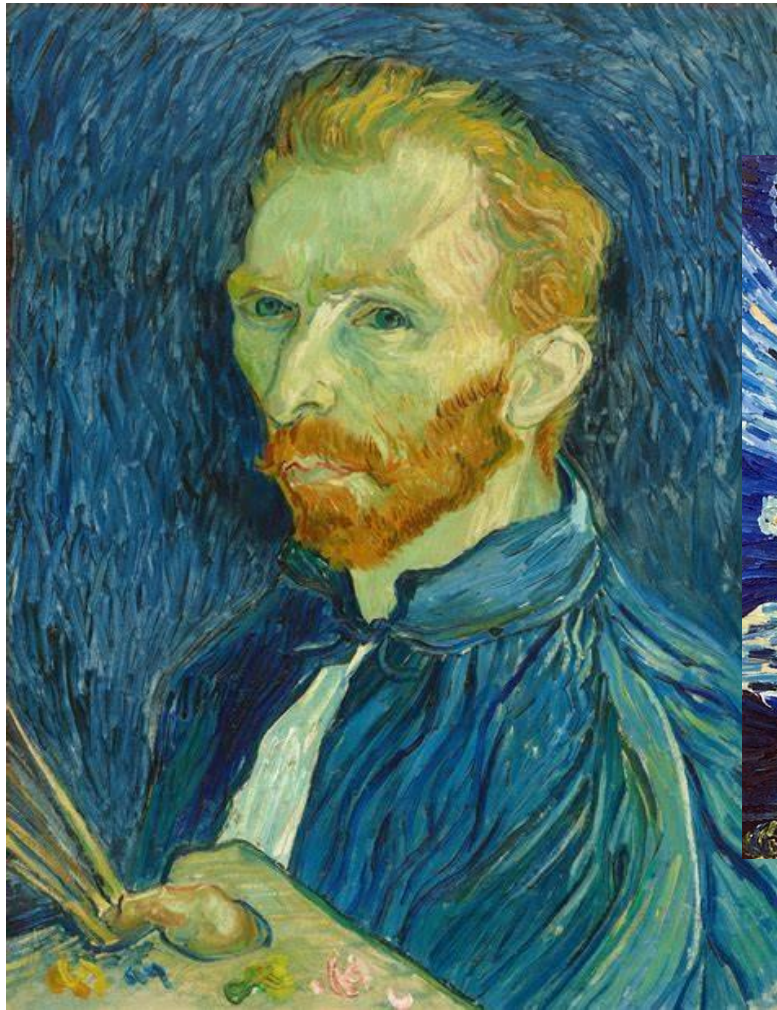
Doris Salcedo's, "Shibboleth"



For Salcedo, the crack represents a history of racism, running parallel to the history of modernity; a stand off between rich and poor, northern and southern hemispheres. She invites us to look down into it, and to confront discomforting truths about our world.

**Artists refresh our
vision and help us see
the world in new ways.**

Vincent Van Gogh, “The Starry Night”



Why do we study
ART?



Visual art is a fundamental component of the human experience reflecting the world and the time in which we live. Art can help us understand our history, our culture, our lives, and the experience of others in a manner that cannot be achieved through other means.



To help us explore the visual imagination, make discoveries, and bring back visual evidence.



To evoke and establish a connection with human feeling.

*MoMA's Flickr Photo stream: Marina Abramović's
"The Artist is Present"*

Reference book: Living with Art by Mark Getlein, (Chapter 1)

<https://keydifferences.com/difference-between-art-and-craft.html#ComparisonChart>

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