

Unit 6

Art in Today's Society

This lesson focuses on the concepts of soul-making, art fusion and transcreation and their respective examples.

Learning Objectives

At the end of the lesson the students are expected to:

1. Discuss the concept of soul making, art fusion and transcreation.
2. Develop students' artistic potentials through the art of soul-making, fusion and transcreation.
3. Enhance appreciation and awareness of students towards arts today's society.
4. Explain the concept of hybrid art forms.
5. Characterize and define narratives, appropriation, borrowings and ownership of the artist or any agency in the art world.
6. Develop students' artistic ability in any form they would choose to appropriate an art.

Lesson 1 - Soul-Making, Art Fusion, and Transcreation

"Time is a dressmaker specializing in alterations."- **Faith Baldwin**

Soul-Making

In the language that refers to all activities concerning individual expression through the arts, is the deeper process known as "soul- making." The soul here refers to the individual's psyche.

"It is this activity of working through disintegration that I consider to be at the core of the creative and therapeutic processes. I call this act "poesis" (following Heidegger's use of the Greek word for poetry), and consider it to be at the center of human existence. These creative activities can be best described as a death and rebirth of the soul or what James Hillman calls "soul-making."

Art Fusion

Art fusion is a product of industry and commercialism. It occurs when an artist of any art form collaborates with a brand/company (a product, service, fashion, charity) to create a product that will benefit the artist, the company and society as a whole.

Art still has the power to influence the society's capacity to grow and evolve. It can predict, maintain and destroy the status quo. Artists have the power nurture a society's soul. Art fusion can give an artist the ability to produce work that will reach a new and wider audience.



<https://www.vmfamuseum/exhibitions/exhibitions/fusion-art-21st-century/>

Transcreation

Transcreation is a type of translation that also includes creation, or recreation. It means going a step further than simply adapting the text. It is a term used in advertising and marketing and refers to the process of adapting a message from one language to another, while maintaining its intent, tone and context.

To create a global marketing campaign that evokes the desired response in every culture you target, you need to recreate the campaign—the words and the images—or every culture. This process is known as transcreation. Content that is transcreated is created for a particular culture, using the vernacular of that culture, often in a certain locale. Transcreation is more of a content development process than a translation process. Sure, transcreated content retains the brand logo and mark, the corporate colors, and so on. What it doesn't necessarily keep is the message or expression of sentiment.

In arts, transcreation may take the form of recreating an art from into another art form with the intent of changing the medium and noting else. Examples would be changing the music to text, text to dance, dance to visual art, text to theatre and text to cinema.



(google images)

A great example is the transcreation of Spider-Man in India. Peter Parker of New York is transformed into the dhoti-wearing Pavitr Prabhakar in Mumbai who fights evil monster in emblematic places like the Taj Mahal. The setting and the names of the main characters, with the exception of Doctor Octopus, have been changed so that the target audience identifies with them more readily.

Transcreation is not limited to the way concepts are expressed or how foreign names are made more appetizing and easier to pronounce. Visual elements such as colors, shapes, and sizes are also necessary to be modified to cultural preferences. This is something that often goes unnoticed, but even little changes can make an immense difference in marketing success. In Europe, the background of the McDonald's logo is green rather than red, which elicits the idea of a healthier and more natural product.



Sometimes, however, changes are so dramatic that the outcome is almost completely unrecognizable. Such is the case of the Qatar-based news agency Al Jazeera, which is known as Aj+ in western society. The two logos show a world of difference.



Each society is conditioned by their language and culture. Therefore, each one has a lifestyle based on their customs, values, beliefs, or even more trivial things like entertainment preferences.

Activity

1. In not more than ten sentences, discuss soul-making and art fusion. Give one famous example of art fusion. Expound on why art fusion is valuable to the society.

2. Collate examples of transcreation in arts.

Transcreation in Arts	Title of Artwork - Artist	Description
1. Music to text		
2. Text to dance		
3. Dance to visual art		
4. Text to theatre		
5. Theatre to cinema		

3. Explain how each of the transcreation process was done. Was it successful in getting the message across the audience? Why or why not?

Lesson 2- Hybrid Art Forms and Appropriation

“Art is not a mirror to hold up to society, but a hammer with which to shape it.”
– Leon Trotsky

Hybrid is defined as having mixed origin that adds variety or complexity to a system.
Hybrid

Art Forms in the contemporary arts explore the various media and techniques for innovation and experimentation in art creation. It may involve cross-breeding the art-making process with other disciplines like with the natural and physical sciences, industrial and etc. Contemporary artist are now free to create art with whatever material or technique they could think of. This freedom from rules paved way the way for new opportunities to express ideas, beliefs ad emotions.

In art forms, hybridity could mean the blurring of traditional distinct boundaries between artistic media such as painting, sculpture, film, performance, architecture, and dance. It also can

mean cross-breeding art-making with other disciplines, such as natural and physical science, industry, technology, literature, popular culture, or philosophy. Hybrid art forms expand the possibilities for experimentation and innovation in contemporary art.

According to Levinson (1984), hybrid art forms are not purely structural; they are primarily historical. Hybrid art forms are art forms arising from the actual combination or interpretation of earlier art forms. Its form must be understood in light of their components. Levinson identifies three important categories of hybrid art forms which are classified according to their method of combining different artistic disciplines:

1. Juxtaposition (or addition) – simply joining two or more different products to present a larger, more complicated one; each component maintains its original identity; involves arts that explicitly use accompaniment and most multi- or mixed-media arts; examples:

mime accompanied by flute b. symphony plus light show

2. Synthesis (or fusion) – all components modify each other so that each one loses some of its original identity; employs a certain amount of parity or symmetry of fusion; examples:

Wagnerian opera = symphonic sung drama (or dramatic song)

Concrete poetry = poem-picture (partly poetry, partly graphics)

3. Transformation (or alteration) – one art is transformed in the direction of another; an unequal mixture of components so that the resulting hybrid maintains the identity of the dominant art form; example: kinetic sculpture (sculpture with movement related to dance)

Two overall effects that Hybrid works of art achieve:

1. Integrative: the image of richness and complexity; parts cooperate towards common end (e.g. Wagnerian Opera)

2. Disintegrative: rampant lack of coordination; cognitive overload (e.g. Einstein on the Beach)

Today's artists are free to make art with whatever material or technique they can imagine. This freedom creates new opportunities to express ideas and concepts. It also opens up a number of challenges, choices, and decisions for artists.



<https://artistbestiary.files.wordpress.com/2013/08/hybride1.jpg>



<https://www.pinterest.ph/pin/467670742529076496/>

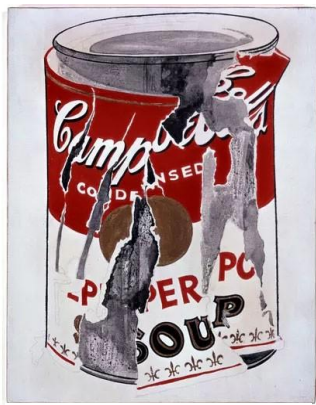
In these sculptures, Italian artist Alessandro Gallo depicts everyday people as human animal hybrids. Gulls sit patiently on a bench.

Appropriation

Appropriation is borrowing. It is the practice of creating a new work by taking a preexisting image or material from another source like book and combines it with new ones, thus completely transforming the original. A found object is an existing object given a new identity as an artwork or part of an artwork. Artist can re-create an object in many ways like repainting it, altering its style, they can also layer images and redefining the images in a new context.

To is to take possession of something. Appropriation artists deliberately copy images to take possession of them in their art. They are not stealing or plagiarizing, nor are they passing off these images as their very own. This artistic approach does stir up controversy because some people view appropriation as unoriginal or theft. This is why it's important to understand why artists appropriate the artwork of others.

Appropriation artists want the viewer to recognize the images they copy. They hope that the viewer will bring all of his original associations with the image to the artist's new context, be it a painting, a sculpture, a collage, a combine, or an entire installation. The deliberate borrowing of an image for this new context is called recontextualization. Recontextualization helps the artist comment on the image's original meaning and the viewer's association with either the original image or the real thing.



The Eli and Edythe L. Broad



<https://image.slidesharecdn.com/similarityjudgmentsfinal-130610193607-phpapp02/95/appropriation-art-and-copyright-do-layperson-judgments-of-image-similarity-match-legal-constructs-5-638.jpg?cb=1370893395>



<https://ecdn.teacherspayteachers.com/thumbitem/Appropriation-Art-Collage-Having-Fun-with-Well-known-Works-of-Art-2992136-1500873454/original-2992136-2.jpg>

“Art is not a mirror to hold up to society, but a hammer with which to shape it.”
– Leon Trotsky

1. A Relate the quotation of Trotsky to the concept of hybridity in art forms.



<http://petapixel.com/assets/uploads/2015/10/LastSupper-copy1.jpg>

Look closely on this image. Answer the following questions.

1. What elements of the image are appropriated?

2. Can you identify the source of the appropriated image?

3. What do you think is the artist trying to convey in this appropriated work?

4. How does the source and the transformation of the appropriated image help create meaning for this artwork?

Reference: Ferrer, Maria Cristina D. et.al, (2018). Art Appreciation. Panday Lahi Publishing House, Inc. Sucat, Muntinlupa City.

Lesson 3 - Improvisation in Various Art Forms

“Creativity takes courage.” – **Henri Matisse**

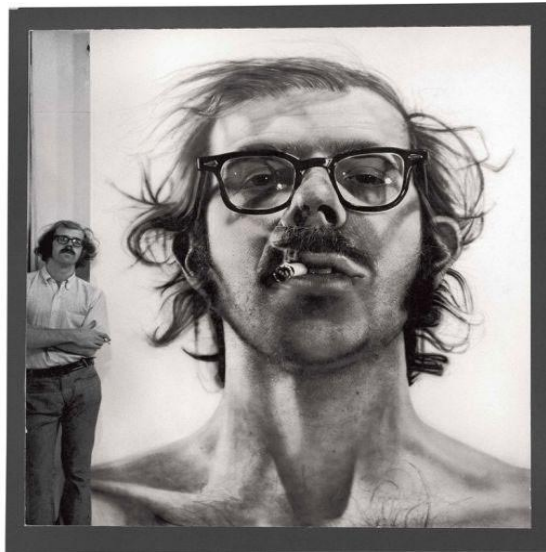
Improvisation in Various Art Forms

Improvisation is creating or performing something spontaneously or without preparation, or making something functional from whatever is available. The skill to improvise can apply to many different areas, across all artistic, scientific, physical, cognitive, academic and non-academic disciplines. There are things that no matter what people do, is just unpredictable and cannot be controlled, the best that the person can do is adapt and make use of whatever is available to survive. Murphy’s Law states that in any field of endeavor, anything that can go wrong will go wrong.

Photorealism

Photorealism is a term that was invented to refer to artist whose works depended for the most part on photographs. These artists would often project onto the canvas the images which would be replicated with precision and accuracy. The movement began in the same period as Conceptual art, Pop Art, and Minimalism. Photorealism expressed a strong interest in realism in art, over that of idealism and abstraction.

Photorealism complicates realism by combining that which is real and which is not. Photorealism emphasizes the value of the traditional techniques of academic art again after years of spontaneous, accidental, and improvisational art techniques.



Chuck Close is a stalwart of photorealism (Image credit: Chuck Close)

Installation Art

Installation art is a modern movement characterized by immersive, larger-than-life works of art. Usually, installation artists create these pieces for specific locations, enabling them to expertly transform any space into a customized, interactive environment. Installation art is different from sculpture and other traditional art in a sense that its focus is on its effect on the viewer. Installation artists usually create these pieces for specific locations, enabling them to transform the space into a customized, interactive environment. Installation art is characterized into three major characteristics: immersive, large-scale and site specific.

Immersive. This unique characteristic entices the viewers’ senses and invites them to experience the art from new and different perspectives.

Large-Scale. Most works are massive or large in scale. Their size engulfs the viewers and enables them to become completely immersed in this environment.

Site-Specific. Before artists create their massive installations, they usually plan it with certain sites already in mind. These areas may be rooms in galleries, museums or outdoor spaces.

Like many modern and contemporary genres, the installation art is influenced by different art movements, like Conceptualism, Dadaism, and Performance Arts. The innovation of installations has become a major component in modern art since 1960.



<https://i.ytimg.com/vi/1SHGzrFajtQ/hqdefault.jpg>

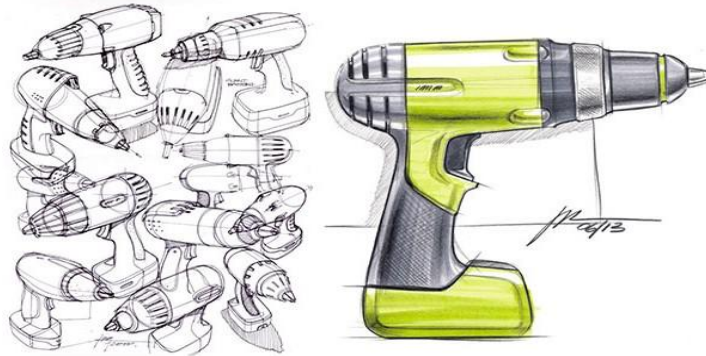


https://upload.wikimedia.org/wikipedia/commons/0/06/Whiteread_tate_1.jpg

Applied Arts

Applied Arts refers to the application of artistic designs and decorations to everyday utilitarian objects to make them aesthetically pleasing. This includes, industrial design, fashion design, furniture design, and commercial art.

Industrial design is a process of design applied to products that are to be manufactured through techniques of mass production. A key characteristic is that design precedes manufacture: the creative act of determining and defining a product's form and features takes place in advance of the physical act of making a product, which consists purely of repeated, often automated, replication.



<https://www.solidsmack.com/wp-content/uploads/2013/08/feature24.jpg>

Fashion. It is defined as popular way of dressing at a particular time and place, and among a particular group of people. It is the art of applying design and aesthetics or natural beauty to clothing and accessories. Fashions designs are influenced by culture and social attitudes which has varied over time and place. Designers are tasked to come up with works that are original, flattering, and comfortable. They also consider who is likely to wear the garment and situations in which it will be worn.



<https://edison.wustl.edu/wp-content/uploads/2017/02/fashion-show-website-image.jpg>

Furniture Design. A specialized field where function and aesthetics are brought together. Interior designers believe that furniture is one of the most important aspects of an interior space. Furniture not only add function and space, but they also add style and personality. Chair, table and couch should be more than just functional, it should be aesthetic and decorative.



<https://i.ytimg.com/vi/hsfzpnwPZU/maxresdefault.jpg>

Activity

Directions

1. Collect 10 pictures each featuring photorealism and installation art. Use the Google JamBoard in doing this activity.
2. Curate the pictures in a matrix with two columns, one for the photorealism column and another one for installation art.
3. Group the pictures consequently and then be prepared to present your work in class.

Name: _____

Date: _____

Year and Section: _____

Rating: _____

Unit 6 Test

Part I. IDENTIFICATION. Directions: Identify the following. Write your answer on the space provided.

_____ 1. It refers to all activities concerning individual expression through the arts, is the deeper process.

_____ 2. It occurs when an artist of any art form collaborates with a product, service, fashion, charity to create a product that will benefit the artist, the company and society as a whole.

_____ 3. It is a term used in advertising and marketing and refers to the process of adapting a message from one language to another, while maintaining its intent, tone and context.

_____ 4. It is defined as having mixed origin that adds variety or complexity to a system.

_____ 5. According to him hybrid art forms are not purely structural; they are primarily historical.

_____ 6. This means the blurring of traditional distinct boundaries between artistic media.

_____ 7. In contemporary art this is also known as borrowing.

_____ 8. This is creating or performing something spontaneously or without preparation, or making something functional from whatever is available

_____ 9. This law states that in any field of endeavor, anything that can go wrong will go wrong.

_____ 10. This expressed a strong interest in realism in art rather than that of idealism and abstraction.

Part II. TRUE or FALSE. Directions: Write TRUE if the statement is correct and FALSE, if the statement correct is incorrect. Write your answers on the space provided.

_____ 1. Art has the power to influence the society's capacity to grow and evolve.

- _____ 2. Transcreation is more of a translation process than a translation process.
- _____ 3. Hybrid is defined as having mixed origin that adds variety or complexity to a system.
- _____ 4. Appropriation is to take possession of something.
- _____ 5. Wagnerian opera is an example of fusion in hybrid art.
- _____ 6. Transformation simply means joining two or more different products to present a larger, more complicated one.
- _____ 7. Minimalism complicates realism by combining that which is real and which is not.
- _____ 8. Installation art is characterized into three major characteristics: immersive, large-scale and site specific.
- _____ 9. Large-scale characteristic of installation art means it is able to plunge the viewers and enable them to become completely immersed in this environment.
- _____ 10. Industrial design is defined as popular way of dressing at a particular time and place, and among a particular group of people.

Test III. Artwork Recognition. Directions: Identify to which the following artwork belong to. Write your answers on the space provided.



Source: old.artsandlabour.com

1. _____



Source: <https://www.elle.com/>

2. _____



source: <https://sites.google.com>

3. _____



Source: blogartzone.blogspot.com

4. _____



Source: d2jv9003bew7ag.cloudfront.net

5. _____

Part IV. REFLECTION. Directions: Expound on the following items reflecting on your learnings from Module 6. The following shall be the basis in grading your answer: content - 6 points, presentation - 6 points, grammar and diction - 3 points.

1. Expound on Levinson's discussion on hybrid art forms and its characteristics.

Answer: _____

2. Why do you think appropriation is also termed as borrowing. How does it affect the original artist and his work?

Answer: _____

3. In your point of view, do you consider fashion, industrial design and furniture design art? Why or why not?

Answer: _____

4. Elaborate on the concepts of soul-making, art fusion and transcreation. Give examples for each.

Answer: _____

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Applied Art. Visual art cork.com

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<https://edison.wustl.edu/wp-content/uploads/2017/02/fashion-show-website-image.jpg>

*** End of Unit 6 ***