

Daniel Kernan

MA Motion Graphics

“Transculturality, Art and Aesthetic Principles”

- Eugenio Benitez

review

What is the author's main argument?

The main argument in this piece is that we should be appraising art based on a broader set of principles than is typically used by philosophers, that we use the idea of aesthetics as a starting point for the question ‘what is art?’ But that we must also consider the process of creation as one of the foundational qualities that make something art “We think of a work of art as something *original*, something that has been worked over creatively, not just something that is intelligently, ironically, or strategically placed”. The ‘signature’ of the artist is a critical feature. ‘Transculturality’ is not really explained in the piece beyond that so I’m left to guess whether it’s an unexplained school of thought or if it’s related to or derived from the brief mention of a European composer importing African themes into his music.

How does the author's argument relate to your practice/
discipline? Give examples where appropriate.

I found that the field of motion graphics can easily transcend the principles of classification set out by the author as it can be both installation and performance at the same time. While I found the authors principles of classification a bit clunky and hard to properly understand, I am a fan of the idea that we leave a trace of our signature on our work whether consciously or not, it makes you think of what really is the core of your work and what identifying features can and should we leave in our artistic productions.

How could you develop some of the authors ideas through
your own design/research?

I think it would at least be interesting to develop some work that spans the breadth of the authors principles of classification and principles of production, before another reading to try and better discern or test the boundaries of those principles. For example if I were to make a video installation with some aspects of performance and poetry, that would be a piece that sits in Benitez' three classifications; Being, Becoming, and Non-being.