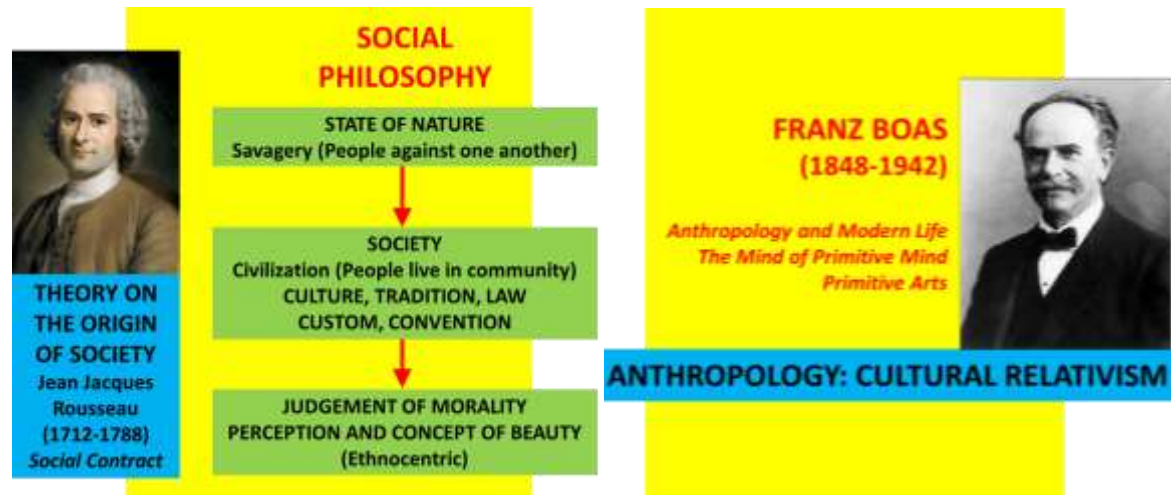


ART AND ANTHROPOLOGY

Cultural Relativism in Aesthetics

Cultural Relativism, Historical Particularism

Reject Comparative Approach in Anthropology
Favors Inductive Method: "Collect data first, theorize later."

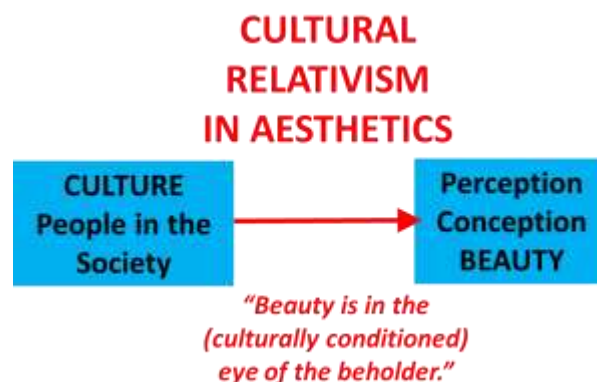
Reject Cultural Evolutionism
Asserts that culture not race determines behavior.

The elements of culture have their own unique, distinctive history: No one universal culture for all people at all times, but each culture for each society.

Cultural forms that may look familiar are actually far from identical because of their different histories.

Avoid value judgment in Ethics and Aesthetics

The art and characteristic styles of every people can be understood by studying its production as a whole independent of those of other people.



Culture, Beauty, and the Female Body

Cultural Standard of Beauty of Women

Society of the Suri People (Africa) – a Mursi woman wears a plate on her lower lip which determines her beauty and acceptance in her society. Though the origin of lip plates is uncertain, the size of the plate determines a woman's value in cows when they get married.

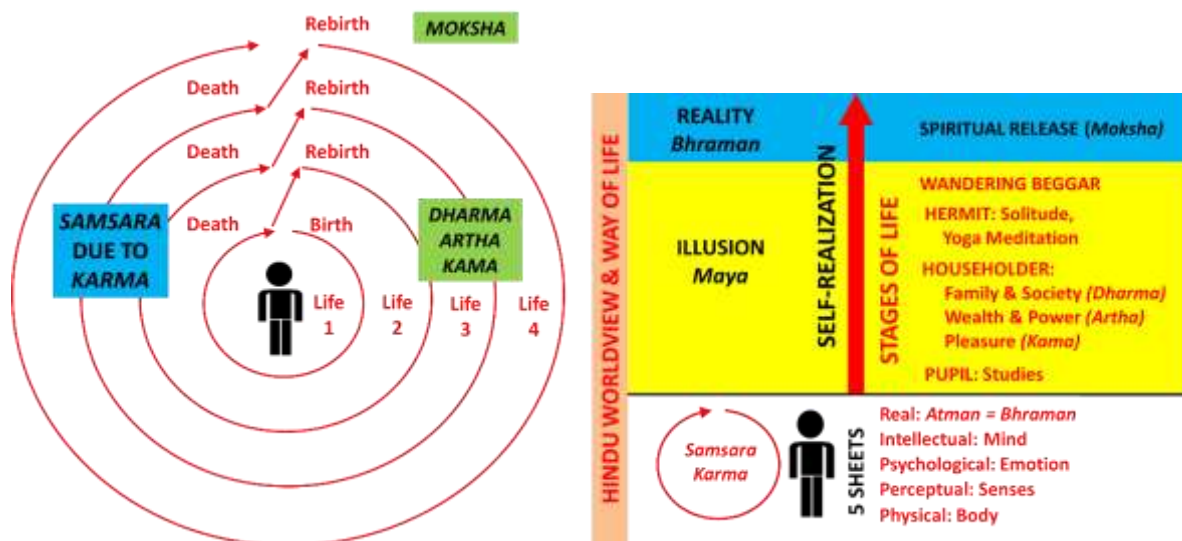
Society of Padaung People (Myanmar) – a Padaung Woman has a long neck with spiral rings which determines her beauty in the society. The rings are worn when young girls have flexible bones. Wearing the rings called “wang” creates an illusion that the neck actually became longer after decades, but it only made the shoulders pushed down and lowered.

Society of Chinese People (China before 1917) – The foot binding in China determines beauty as well as status in the society. Foot binding starts from age three (3) to 17. Women with lotus feet could not walk properly. They could not do productive works, and this had retarded the development of the Chinese economy for almost 2,500 years from 800 BC to 1917. The lotus feet was also sexually connotated as the “second vagina.”

The Art of Pleasure in Hindu Culture and Religion

Basic Concepts in Hindu Life and Religion

- Two (2) Laws of Life
 - Samsara – law of reincarnation
 - Karma – law of cause and effect
- Four (4) Goals of Life
 - Dharma – duty to family and society
 - Artha – accumulation of wealth and power
 - Kama – experience of pleasure
 - Moksha – spiritual release



Kama Sutra, 400-200 BC compiled by Vatsyayana, 200 AD

Kama – “desire” or “pleasure”

Sutra – “string” or “thread,” metaphorically “a collection of aphorisms that form a manual or text”

Art of Pleasure – The experience of pleasure (*kama*) is one of the four aims of Hindu life necessary for a person to attain spiritual release (*moksha*).

Aesthetic Relativism in Popular Culture

Trend, Fashion, Fad, the “in” thing – passing, temporary and recycling conventional concept of beauty.

Where is the eyebrow?

Shaving the eyebrow was the fashion of feminine beauty during the Renaissance.



<https://www.1st-art-gallery.com/People/Women.html>

Eyebrows of a modern women



<https://annilon.wordpress.com/2013/01/20/big-brows/>

Fashion of Clothing Through the Decades



Source: Lecture Notes on Aesthetics: Theories of Art and Beauty, 2010



Source: Lecture Notes on Aesthetics: Theories of Art and Beauty, 2010

1880s French Fashion

Seurat, Sunday Afternoon in the Island of La Grande Jatte, 1888



BUSTLE
Framework
worn at the
back of the
woman to
prevent
heavy skirt
from
dragging

**1880's
FRENCH
FASHION**






Diane Kruger wearing a bustle gown during the 2012 Oscar Awards

Batok: The Art of the Tattoo

Philippines – Las Islas de los Pintados

KNOWING THE PAST>>>



The PINTADOS

"The Bisayans are called Pintados because they are in fact so, not by nature although they are well-built, well-featured and white, but by painting their entire bodies from head to foot as soon as they are young men with strength and courage enough to endure the torture of painting. In the old days, they painted themselves when they had performed some brave deed. They paint themselves by first drawing blood with pricks from a very sharp point, following the design and lines previously marked by the craftsmen in the art, and then over the fresh blood applying a black powder that can never again be erased. They do not paint the whole body at one time, but part by part, so that the painting takes many days to complete. In the former times they had to perform a new feat of bravery for each of the parts that were to be painted. The paintings are very elegant, and well proportioned to the members and parts where they are located. I used to say there, captivated and astonished by the appearance of one of these, that if they brought it to Europe a great deal of money could be made by displaying it. Children are not painted. The women paint the whole of one hand and a part of the other."

Alzina, Francisco S.J., "Historias de las Islas y Indios de Bisaias... 1668"

The natives put tattoos which are believed to enhance bodily beauty. Bodily marking were signs of status, beauty, family, and pride. They signify acts of combat, courage and strength. The more tattooed a warrior is, the more he is revered.



APO WANG UD
Mambabatak from
Mountain province
GAMABA Awardee



Reference

Orate, A. (2010). *Lecture Notes on Aesthetics: Theories of Art and Beauty*. Blended Learning Modules. University of the East.