PARADIGM OF ART

ITS CHANGE AND CHALLENGE
WHAT IS ART?

- parts of Philosophy? (*Classicism – Neo-classicism*)
- servant of Religion? (*Middle-Age/Dark Age – Aristocratism*)
- another phase of science? (*Rationalism – Empiricism*)
- not Live but alive? (*Modernism – Capitalism*)
- just a game of human perception? (*Postmodernism – Late-capitalism*)
ART PHILOSOPHY from SOCIAL perspective

The Status of the Art before Capitalism Era:
ARTIST as CENTER of KNOWLEDGE – The Romantic Point of View

ART(ist)

Sensuous

THE AUTONOMY OF ART

CONCEPTUAL

ARTIST-CENTRED PHILOSOPHIES

KNOWLEDGE

PERSUASION

TOTAL EMOTIONAL EXPRESSION

REPRESENTATION

STRONG PURPOSIVE ACTIVITY

PERSONAL OBJECTS

VIEWER-DYNAMIC PHILOSOPHIES

MASTERPIECES

THE AGE OF GREAT INVENTION

benny yohanes
ART PHILOSOPHY from SOCIAL perspective

The Status of the Art during Capitalism Era:
ARTIST as SOCIAL SATISFIER – The Pragmatic Point of View

ART\textsuperscript{(IST)}
as SOCIAL SERVICE

THE CONQUER OF ART

SOCIAL OBJECTS

MARKETABLE WORKS

MARKET EXPRESSION

Sensation

TRANSACTIONAL ACTIVITY

REPRODUCTION

PACKAGING

ARTIST-REGULATED PHILOSOPHIES

VIEWER-HEGEMONIC PHILOSOPHIES

AGE OF OVER CONSUMPTION

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The Period of Auratic Art

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URBAN/MASS SOCIETY

The Period of Corporatic Art

ART PHILOSOPHY from SOCIAL perspective
The Status of the Art during Capitalism Era:
ARTIST as SOCIAL SATISIFIER

ART (IST)
MASSTASTE
THE CONQUER OF ART
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MARKET EXPRESSION
LAW OF OVER CONSUMPTION

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INDIVIDUAL/INTELLECTUAL SOCIETY

PARADIGM OF ART

ITS CHANGE AND CHALLENGE
CONCEPTUALIZING URBAN AESTHETICS

ARTIST'S CHANCE: VISIONARY CHOICES

FIELD OF ARTIST'S CHANGE: ARTISTIC EXPLORATION

WAY OF LIFE

MEANINGS

SOCIAL PRACTICE

PROFESSION

ONTOTLOGY

EPISTEMOLOGY

AESTHETICS

ARTISTIC SKILL

WORLD VIEW

KNOWLEDGE

VALUES

WAY OF COMPOSING
Cosmopolitanism is the ideology that:

- all human ethnic groups belong to a single community
- based on a shared morality
- refer to more inclusive moral, economic, and political relationships between nations or individuals of different nations.
- to welcome the Other into one's home
- a person who adheres to the idea called cosmopolite.

The word derives from Greek *cosmos* Κόσμος (the Universe) and *polis* Πόλις (city).

**Fundamental foundations:**

"Acknowledging the otherness of those who are culturally different"
"Acknowledging the otherness of the future"
"Acknowledging the otherness of nature"
"Acknowledging the otherness of the object"
"Acknowledging the otherness of other rationalities"
Immanuel Kant argued for a *ius cosmopoliticum*. (cosmopolitan law/right)
Glocalization mean:
- combining the idea of globalization with that of local considerations.
- glocalization as “internalized globalization,”
- glocalization provides the preconditions necessary for transnational social spaces
- process of glocalization may lead ultimately to a cosmopolitan society
- a way of adapting global techniques to local conditions
- the response of education to a rapidly evolving global environment
- understanding of the use of the immense variety of tools available for accessing information today
- to offer protection against the more negative effects of globalization
- to create new social actors and structures that are essentially “local in spirit but global in character”
- top-down approach of global forces acting at local levels

term “glocal” refers to the individual, group, division, unit, organisation, and community which is willing and able to “think globally and act locally”
Henry Mzili Mujunga is a Ugandan born painter, printmaker and writer. He has been exploring intuitive ways of reviving African art through an art movement called indigenous expressionism. He strongly advocates the importance of networking amongst contemporary African artists in order to share their culture and create an interesting dialogue with the art being produced globally.
Neo-Tradition based on

- a **ritual, belief** or object passed down within a society, still maintained in the present, with origins in the past
- derives from the Latin **trader** or **traderer** literally meaning to transmit, to hand over, to give for safekeeping—and new traditions continue to appear today.
- **to guidelines** dictating how an art form should be composed
- given greater importance than the performer's own preferences
- focusing on aspects such as **traditional languages**.
- the **forms of artistic heritage** of a particular culture.
- Tradition is often used as an **adjective**, in contexts such as traditional music, traditional medicine, traditional values and others.
- In such constructions tradition refers to specific values and materials

**Neo-tradition** means:

- renewing and **revaluation traditions to meet present purposes**
- change the value and materials as particular or individual preferences
- a challenging way to offer **new modification of the heritage**
- new interpretation of traditional **text, idioms,knowledge, media, norms and patterns of traditional perception**
- Neo-tradition as a way to **conserve tradition**
Ways to celebrate holidays may be passed down as traditions, as in this Polish Christmas meal and decorations.
Multiculturalism is
• the appreciation, acceptance or promotion of multiple cultures.
• described as a "salad bowl" or "cultural mosaic" rather than a "melting pot"
• the first focuses on interaction and communication between different cultures
• the second centers on diversity and cultural uniqueness.
• developing lasting relationships among ethnic and religious communities.

Andrew Heywood distinguishes between two forms of multiculturalism,
• As a descriptive term, it has been taken to refer to cultural diversity ...
• As a normative term, multiculturalism implies a positive endorsement, even celebration, of communal diversity, typically based on either the right of different groups to respect and recognition, or to the alleged benefits to the larger society of moral and cultural diversity"
Mulberry Street, along which Manhattan's Little Italy is centered. Lower East Side, New York City, United States, circa 1900.
**Futurism** is

- emphasized and **glorified** themes associated with contemporary concepts of the **future**, including **speed**, **technology**, and the **industrial city**
- represented the **technological triumph of humanity over nature**
- the artist **seeks by intuition** to link sympathies between the exterior scene and interior emotion
- The city had replaced the landscape as the setting for the **exciting modern life**.
- "dreams of **metallization** of the human body"
- the science, art and practice of **postulating possible futures**
- modern practitioners stress the importance of alternative and plural futures
- understanding the potential future impact of decisions made by individuals, organisations and governments.
- attempts to gain a **holistic** or systemic view based on **insights** from a range of different disciplines
Lesson learned
some key words to identify
modes of urban life

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MAPPING URBAN ART CREATIVITY

ARTIST'S CHANGE: VISIONARY CHOICES

WAY OF LIFE
ONTOMETRY
WORLD VIEW

MEANINGS
EPISTEMOLOGY
KNOWLEDGE

SOCIAL PRACTICE
AESTHETICS
VALUES

PROFESSION
ARTISTIC SKILL
WAY OF COMPOSING

COSMOPOLITAN → LINKAGE
GLOCALIZER → SUBCULTURE
NEO-TRADITION → ARCHE
MULTICULTURAL → SPRAWL
FUTURISTIK → UTOPIA

INTERFACE
INTERPLAY
DIFFUSION
INTERUPTION
SUBLIME

TUNNELING
CROSSING&cutting
SHIFTING
OVERLAPPING
REVERSING

FIELD OF ARTIST'S CHANGE: ARTISTIC EXPLORATION

ARTISTIC EXPLORATION

INTERFACE
INTERPLAY
DIFFUSION
INTERUPTION
SUBLIME

TUNNELING
CROSSING&cutting
SHIFTING
OVERLAPPING
REVERSING
CASE FOR CREATIVE PROCESS

PHASE OF ARTISTIC ACTUALIZATION

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MULTICULTURAL

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PHASE OF ARTISTIC ACTUALIZATION

**CASE FOR CREATIVE PROCESS**

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**REVERSING**
Contemporary World

**Philosophy**
- Pos-metaphysic
- Little Narrative
- Deconstruction
- Nomadism
- Genealogy

**Social**
- Consumerism
- Hyperreality
- Subculture
- Feminism
- Post-collonialism

**Aesthetic**
- Intertextuality
- Double coding
- Eclectisism
- Pastiche
- Kitsch

From: Piliang (2014)
THE FUNCTION of ART in CONTEMPORARY CULTURE

THE WAY HOW TO DEVELOP THE POSSIBLE MEANING

 THROUGH SOME EXPLORATORY STRATEGY

ART as **DEFIXATION** OF MIND AND HUMAN EXPERIENCES

ART as **INTERUPTION** OF ROUTINE AND STAGNATION

ARTS as **ACROSS BOUNDARIES** OF DISCIPLINE AND CONVENTION

benny yohanes
TERIMA KASIH