WEEK 2

POSTMODERN THEORY

Pruitt-Igoe, July 15, 1972, at 3:32 p.m.
MODERNISM AGENDA

REASON → FUNDAMENTAL TRUTH

PURSUIT OF HAPPINESS → PROGRESS
MODERNISM AGENDA

REASON
  ↓
INDIVIDUALISM
  ↓
SCIENCE

FUNDAMENTAL TRUTH
  ↓
PROGRESS
  ↓
PURSUIT OF HAPPINESS
MODERNISM AGENDA

REASON

SCIENCE

INDIVIDUALISM

LIBERALISM
  FREEDOM

CAPITALISM
  WEALTH

ENGINEERING

MEDICAL

INDUSTRIAL REVOLUTION
  HEALTH

FUNDAMENTAL TRUTH

PROGRESS

PURSUIT OF HAPPINESS
POSTMODERNISM

AGENDA

- Liberalism
- Capitalism
- Engineering
- Medical
- Freedom
- Wealth
- Industrial Revolution
- Health

Reason

Individualism

Science

Fundamental Truth

Pursuit of Happiness
Fragmentation and instability of language and discourses carries over directly into a certain conception of personality. Therefore we are permanently trapped and bounded by language. The grand project of complete emancipation of individual existence through reason is a failure.
A universal truth, if it exists at all, cannot be specified. We can only understand the truth through ‘Language Games’ and each individual plays this game subjectively in various different ways.
Any universal truth, claimed by Modernism, is nothing but a master idea that legitimize codes and values of certain groups. This is called Meta-Narrative and Postmodernism is skeptical toward Meta-Narratives.
There is an intimate relation between the systems of language (Discourse) which establish social control and hierarchy of power structure. This inherently leads to the elimination of freedom and disposes individuality.
POSTMODERNISM
DECONSTRUCTION OF MODERN VALUES

- REASON
- SCIENCE
- INDIVIDUALISM
- LIBERALISM
- CAPITALISM
- ENGINEERING
- MEDICAL
- FREEDOM
- WEALTH
- INDUSTRIAL REVOLUTION
- HEALTH
- FUNDAMENTAL TRUTH
- REDEFINING THE MODERN VALUES
A critical investigation of the relationship between text and meaning. Derrida suggested that the central concepts and categories of the Modern Western tradition - such as gender, race, identity, religion, etc. - draw on something that runs counter to themselves for their meaning. (man/woman, white/black, subject/object)
Constructing truth based on Modern values can be manipulated for social and political ends. This creates “difference” and “otherness” which exist only in relationship to something that is assumed to be more true and complete. For example, if you associate the truthful discourse to certain qualities – such as being, male, white, intellectual, etc. those who don’t have these qualities could be considered as “others” who are not capable of finding the ultimate truth.

The solution is to deconstruct the Modern value of ultimate truth, that is based on fixed dualities such as white/not-white, masculine/feminine, rich/poor, good/evil, intellectual/ignorant; and instead define a plethora of truths based on a spectrum of subjective and interrelated qualities.
DIFFICULTY?
POP ART
CONCEPTUAL ART
MINIMALISM
FEMINIST ART
PERFORMANCE AND HAPPENING
“The encouragement of kitsch is merely another of the inexpensive ways in which totalitarian regimes seek to ingratiate themselves with their subjects. Since these regimes cannot raise the cultural level of the masses -- even if they wanted to -- by anything short of a surrender to international socialism, they will flatter the masses by bringing all culture down to their level. It is for this reason that the avant-garde is outlawed, and not so much because a superior culture is inherently a more critical culture.”

“Pop Art looks out into the world; it appears to accept it’s environment, which is not good or bad, but different, another state of mind.”

- Roy Lichtenstein
a truthful reflection of the society that surrounds us – a consumer society characterized by excess, affluence and the easy availability of people and things.
2. SUBJECT MATTER
FROM EVERYDAY LIFE
3. SUPERFICIALITY
4. PRINT INDUSTRY & MASS PRODUCTION

“I want to be a machine!”
- Andy Warhol
5. REPRODUCIBILITY & ORIGINALITY
6. DRAMA and COMIC

Depersonalisation of mass consciousness
Eyewitness, Claes Oldenburg, Giant Soft Drum Set, 1967

7. MATERIALITY

Found Objects, Plastics, Photographs, Fluorescent and Metallic objects, Silkscreen ink, cloth and Rubber, Vinyl, etc.
Expression and Rationalism—hallmarks of Modern Art, were replaced with cool, detached, mechanical illustrations and straightforward depictions of popular culture.

POP ART WAS A REACTION TO MODERN ART

Roy Lichtenstein, Sweet Dream Baby!