Artists are human beings. Art isn’t something that’s done by real people; it’s something that’s done by real people. Sometimes they’re very articulate, sometimes they’re not. Sometimes they do a lot of good work, sometimes they do a lot of garbage. They’re real people, and sometimes they’re very smart. Sometimes they’re very stupid.

Artists and their art are often seen as a source of inspiration and innovation. However, the reality of the art world can be much more complex and challenging. Artists struggle to make a living, and their work can be exploited and misappropriated. The art market is often driven by financial considerations rather than artistic merit.

The idea of the artist as a solitary, romantic figure is a myth. Experience tells us that artists are not as unique as they are often portrayed. They are part of a larger community, and their work is often shaped by the social and economic context in which it is produced.

Artists are often seen as outsiders, and this outsider status can be both a blessing and a curse. On the one hand, it allows them to be more creative and independent. On the other hand, it makes it harder for them to gain recognition and to make a living.

The art world is full of contradictions and paradoxes. On the one hand, it is a place of great creativity and innovation. On the other hand, it is often characterized by greed, corruption, and exploitation. The role of the artist is to negotiate these contradictions and to create work that is both artistically and socially meaningful.
Plato’s Cave Allegory
TECHNE TO CREATE !
Cunning Masters

Zeuxis and Parrhasius
Prospero and Miranda – The Tempest

ARTEM
THE MAGICIAN!

Prospero and Miranda – The Tempest
MASTERY AND TRADITIONS

Rembrandt Workshop,
Portrait of Rembrandt, 1650

Rembrandt van Rijn,
Saskia van Uylenburgh, the Wife of the Artist
1634/1640

Rembrandt School,
Man with a Gilded Helmet, early 1650s
18th & 19th CENTURY
AGE OF ENLIGHTENMENT
Rheingold – Richard Wagner

TOTAL
ARTWORK
20th CENTURY AGE OF WAR AND DISAPPOINTMENT

- Disappointment
- Loss of faith
- Radical rejection of traditions
- Fragmentation
- Embracing New rather than Value
MODERNISM: THE AGE OF NEW GODS (1870 – 1950)

Is the religion of art -more particularly, avant-garde art, for many the most genuine modern art, that is, the only art of the 20th century that accurately reflects the tenor and ideas of modern times- as spiritual, morally concerned, and emotionally uplifting, supportive, and consoling as the old religion? Are avant-garde artists really our new prophets and saints?

_A Critical History Of 20th-century Art_, Donald Kuspit
“[Artist] became the genius: solitary, like a holy man; inspired, like a prophet; in touch with the unseen, his consciousness bulging into the future.”

_The Death of the Artist_, William Deresiewicz
21st CENTURY: THE ERA OF PROFUSION & PLURALISM

Giving voice to the varied and changing cultural landscape of values and beliefs in the 21st century:

- Gender
- Identity
- Communication
- Time and Space
- Technology
- Culture
- Environment
- Spirituality
- Politics
ARTIST AS AN ENTREPRENEUR

Jeff Koons, series of ads ran in Flash Art and Artforum, 1988
ARTIST AS A SOCIAL WORKER

Rirkrit Tiravanija, *Communal Meals*, 1990-2012
THE ETERNAL RECURRENCE OF BEING AN ARTIST

Observation

Interaction

Investigation

Exhibition

Creation
Stanford d.school Design Thinking Process

- **Empathize**
  - Interviews
  - Shadowing
  - Seek to understand
  - Non-judgmental

- **Define**
  - Personas
  - Role objectives
  - Decisions
  - Challenges
  - Pain Points

- **Ideate**
  - Share ideas
  - All ideas worthy
  - Diverge/Converge
  - “Yes and” thinking
  - Prioritize

- **Protoype**
  - Mockups
  - Storyboards
  - Keep it simple
  - Fail fast
  - Iterate quickly

- **Test**
  - Understand impediments
  - What works?
  - Role play
  - Iterate quickly

https://dschool.stanford.edu
1. If you could wake up tomorrow having gained any one quality or ability, what would it be?

2. What is the greatest accomplishment of your life?

3. Complete this sentence: “I wish I had someone with whom I could share ...”

1. Write down the questions!
2. Draw your answer!
1. If you could wake up tomorrow having gained any one quality or ability, what would it be?

2. What is the greatest accomplishment of your life?

3. Complete this sentence: “I wish I had someone with whom I could share ...”

3. Exchange your drawings and try to guess each other’s answers
3. Exchange your drawings and try to guess each other’s answers

1. Write down the questions!
2. Draw your answer!
1. If you could wake up tomorrow having gained any one quality or ability, what would it be?

How might we make it easier for people gain [a specific quality that you draw]?

4. Each group chooses 1 question that is meaningful to both of them

5. Convert that question to a “How might we...”
6. Try to answer your question by developing an idea.