"However, the research as conducted by artists today is not characterized by an objective, empirical approach, since art, obviously, does not strive for generalization, repeatability, and quantification."
Two methodological approaches on artistic investigation:

1) Jean-François Lyotard’s idea that artistic investigation is posing the question of *what art is*.

2) Merleau-Ponty’s argument that identify artistic research with a search for things that others leave unnoticed.
Felix Gonzalez-Torres, Perfect Lovers, 1991
Felix Gonzalez-Torres, Perfect Lovers, 1991
1) Jean-François Lyotard’s idea that artistic investigation is posing the question of what art is.
INVESTIGATION

What is the idea behind it?
Pragmatism:
Reality must be experienced as an instrument or practical tool for investigation, problem solving and successful action.

John Dewey
(1859-1952)
Artistic Theory:
The thinking process, the idea behind the creation of an object is the most essential part of an artwork.

Arthur Danto
(1924-2013)
Warhol’s Brillo Box is art and the commercial Brillo box is not because their creators (and their viewers) had completely different intentions.

Why is this art and not simply a Brillo box?
1. Being art *is not* about the crafted object
2. Being art *is not* about the conventional form
PIERO MANZONI

Linea (1959)
ARThUR DANTO’S EPIPHANY ABOUT THE END OF ART

3. Being art *is not* about the *sensorial reception*
Yves Klein,
The Specialization of Sensibility in the Raw Material State into Stabilized Pictorial Sensibility, The Void, 1958
“What in the end makes the difference between a Brillo box and a work of art consisting of a Brillo box is a certain theory of art. It is theory that takes it up into the world of art, and keeps it from collapsing into the real object which it is. [Warhol’s Brillo boxes] could not have been art fifty years ago. The world has to be ready for certain things, the artworld no less than the real one. It is the role of artistic theories, these days as always, to make the artworld, and art, possible.”

- Arthur Danto, The Artworld (1964)
Process vs. Product

Yves Klein, Zone of Immaterial Pictorial Sensibility
Andy Warhol, Details of Renaissance Paintings (1984)

Sandro Botticelli, Birth of Venus (1482)

Originality of the Product

Reproducibility of the Process
Willem de Kooning
Robert Rauschenberg, Erased de Kooning, 1953
LAND ART

Ephemerality of the Product
Continuity of the Process

Richard Long, 1967
Hamish Fulton, Walks, 1972
2) Merleau-Ponty’s argument that identify artistic research with a search for things that others leave unnoticed.
Creativity as *Investigation*
Creativity as *Investigation*
Creativity as *Investigation*
Creativity as *Investigation*

Natalie Jeremijenko, Feral Robotic Dogs, Ongoing
What is **INVESTIGATION** in creative process?
To INVESTIGATE Experience Challenge Limits Loss