THE EXPERIENCE OF BEING AN ARTIST THROUGH CREATIVE PROCESS

Observation

Interaction

Investigation
THE EXPERIENCE OF BEING AN ARTIST
THROUGH CREATIVE PROCESS

Observation → Interaction

Investigation
Experience, Challenge, Limits, Loss
THE EXPERIENCE OF BEING AN ARTIST

Artistic Theory:
The *thinking process*, the *idea* behind the creation of an object is the most essential part of an artwork.
THE EXPERIENCE OF BEING AN ARTIST

THROUGH CREATIVE PROCESS

IDEA

Observation
Interaction
Investigation
THE EXPERIENCE OF BEING AN ARTIST

THROUGH CREATIVE PROCESS

IDEA

CREATION
Plato believed that the material world as it seems to us is not the real world, but only a shadow of the real world. Also that crafted \textbf{OBJECT} belongs to the material world, whereas the real world is the realm of \textbf{IDEA}.

According to him, any creation informed by matter, is the deformation of idea.
DEFORMATION OF THE IDEA INTO THE MATTER

IDEA

COMFORT
REST
STATIONARY

OBJECT

MATTER

DEFORM
inform
DEFORMATION OF THE IDEA INTO THE MATTER

IDEA

MATTER

OBJECT

conceive

perceive
we Conceive ideas in the mind

we Perceive things through our senses
The only reason that something exists is because its existence is being conceived and perceived by someone.

Martin Heidegger
The only reason that something exists is because its existence is being conceived and perceived by Dasein.

Martin Heidegger
The only reason that something exists is because its existence is being conceived and perceived by Dasein.
& OBJECT
IDEA
TO CREATE

conceiving the IDEA into the OBJECT
TO CREATE

IDEA: Something That Leaves Mark
MATERIAL: Wood and Graphite
OBJECT: Pencil
TOM FRIEDMAN
UNTITLED
1990
What does it mean to create ART?
I had this old pencil on the dashboard of my car for a long time. Every time I saw it, I felt uncomfortable since its point was so dull and dirty. I always intended to sharpen it and finally couldn't bear it any longer and did sharpen it. I'm not sure, but I think that this has something to do with art.

John Baldessari
Pencil Story
1971-2
What is the status of a created object/being before its existence?
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FUNDAMENTAL QUESTION

What is the status of a created object/being before its existence?
CREATIVE ACT

an exception to the regular laws of an existing condition, or as Nietzsche calls it, negation of the status quo.
“All creations, all novelties, are in some sense the affirmative part of a negation.”

- Alain Badiou
A new art that was “in the service of the mind,” as opposed to a purely “retinal” art, intended only to please the eye.
READYMADES

A term coined by Duchamp in 1915 to describe prefabricated, often mass-produced objects isolated from their functional context (de-contextualization) and elevated to the status of art by the mere act of an artist’s selection and designation.

Negating the notion that art must be beautiful.
Fountain (1917)
art resides not in the object itself, but in the meanings embedded in it.
DECONTEXTUALIZED

IDEA

OBJECT

MATTER

IDEA

OBJECT

MATTER

DECONTEXTUALIZE

inform
DECONTEXTUALIZED OBJECT & IDEA

Jeff Koons, *New Hoover* series, 1980s
Ronald Jones, The bed Ethel Rosenberg slept in the night before her execution, 1998
Ronald Jones, The bed Neil Armstrong slept in his first night back from the moon, 1998
Ronald Jones, The bed Jack Ruby slept in the night before he shot Lee Harvey Oswald, 1998
Doris Salcedo, *Untitled*, 2003