

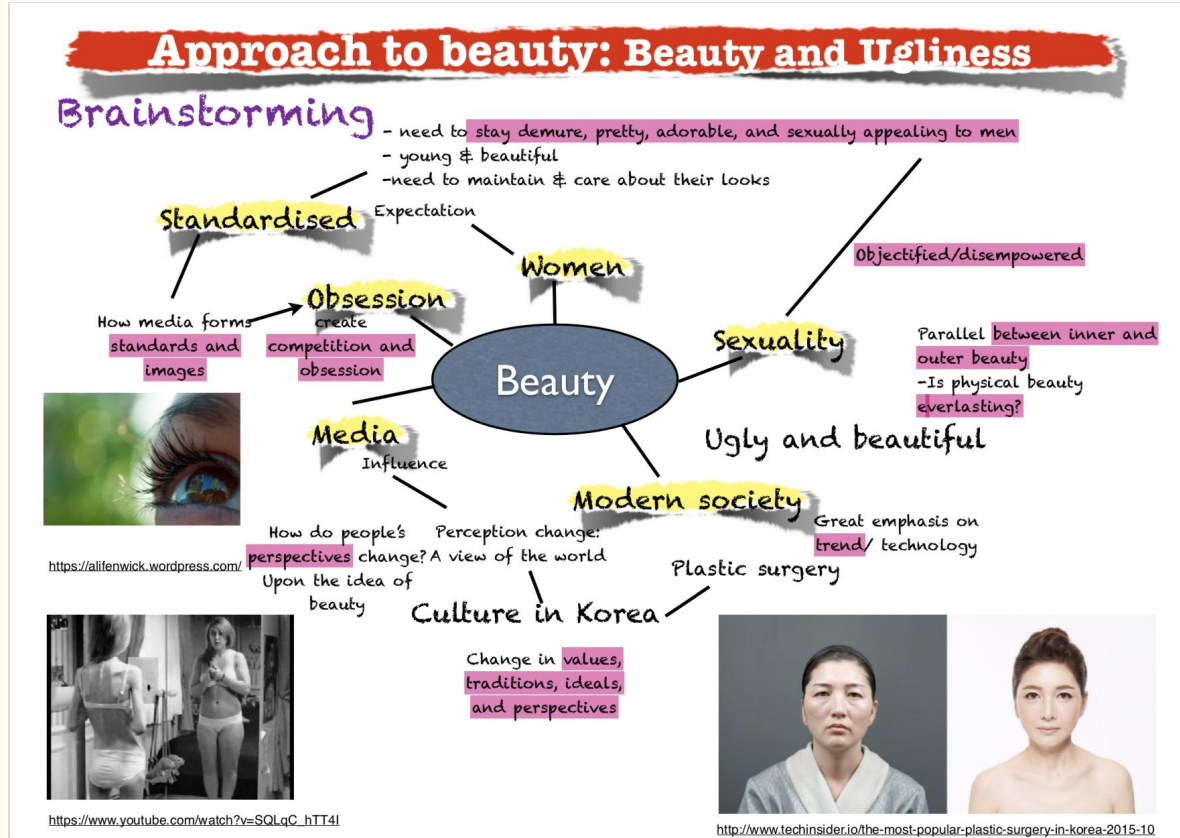
Reimagining Beauty in shifting contexts:

An art based self study on the transformative
qualities of discarded materials

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Idea Brainstorming

- Beauty standards in Asia
- Beauty in Media
- Physical beauty
- Beauty and culture
- Development of definition of beauty



Literature Review



❖ Definition of beauty in different contexts

- Plato's definition of aesthetics - something unseen since it is an “ideal” rather than material concept or idea of philosophy.
- According to Kant, beauty is about pleasure that has a purpose in creating pleasure from people since pleasure is defined as a “feeling that arises on the achievement of a purpose”
- *The Aesthetic Theory of Ugliness* - there is a parallel between beauty and nature and that is why primitive art such as barbaric formative art was deemed beautiful and adhered to nature and primitivity
- beauty is a “pleasant expression of the good” In terms of this definition, it could be visually pleasant, or mentally pleasant or conceptually pleasant. Therefore, in the context of contemporary art, art may be visually unpleasant but may be conceptually pleasant

Literature Review

❖ *The Problem of Ugliness in Art*

- ugliness does not necessarily have negative connotations and at the same time, beauty does not necessarily have positive connotations.
- The fact that physically ugly and grotesque subjects may be outside the moral sphere suggests that the real “ugliness” can be interpreted as morally repulsive
- "Ugliness is not in things but... in states of mind."
- In the art scene, it is quite ambiguous to define ugly art and distinguish between visually repulsive and morally repulsive - E.g. Marcel Duchamp's Fountain - one of the first “readymade” works which was also deemed repulsive due to its purpose as an urinal.



Literature Review

❖ Disposable Art and contemporary art practice

- “People like to think that art is forever, but it has a lifespan like anything else”
- Les Levine has created a collection of works such as vacuum-formed plastic reliefs called *Disposables* where he collects loads of plastics and uses them as a communication medium to raise awareness of sustainability and disposable objects.
- “A piece of art “produced insight that it imparts, but after that it is just dying on your wall,” he adds. “So why not hang it for a short time and then get rid of it?”
- A lot of artists through this also critique the bourgeois notion of art as a high end commodity to be bought and sold.



Literature Review

❖ Mass production and Art

- Mass production in contemporary society is a huge problem yet an effective and economical way of producing things.
- There are artists who take on this issue as a topic in their artmaking but some artists take it as far as applying it in their artmaking as a lot of contemporary artists have been mass producing their artworks in a way that people mass produce in factories - Jeff Koons & Andy Warhol
- Warhol conveys messages about the mass marketing practices and consumer culture that emerged in the United States after World War II which is still present by criticizing it at the same time.



Research Question & Sub-questions

❖ **How can abandoned and discarded objects and materials be transformed into works of art and different forms of aesthetics?**

❖ **How can disposable and ugly items play a role in the way we define beauty and what are cultural differences in varying perspectives of beauty?**

❖ **How can these notions inform my own studio practice?**

Data Analysis

Statistics

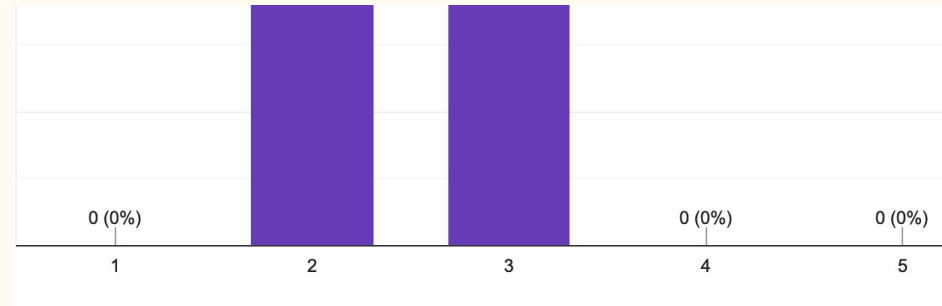
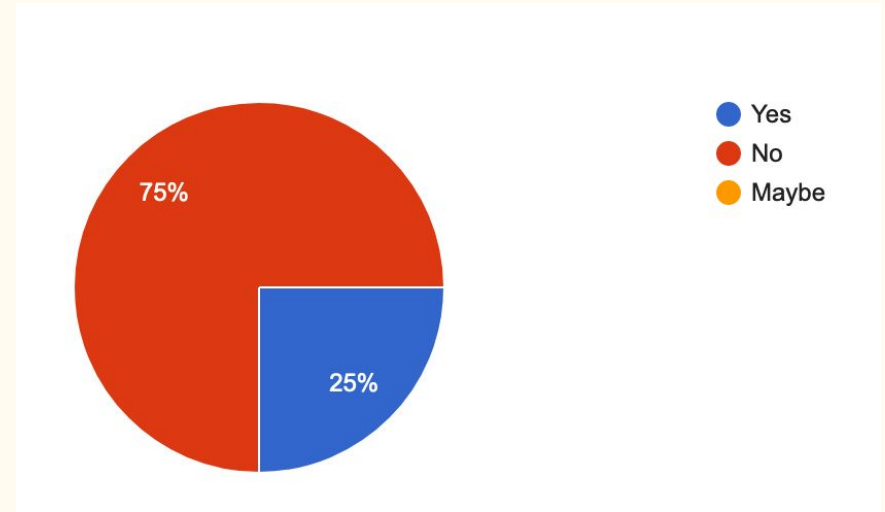


- observation over a week at my condominium garbage collection and counted the amount of trash produced under my building containing 126 people - around 57 cardboard boxes within 5 days and within 3 days, the garbage bag, around 20 liter size, was full of plastics. The amount of food waste produced by my district in a month was 4870.7kg
- In Seoul, 9,189 tonnes of municipal solid waste is produced per day when Korea has one of the most rigorous recycling programs in the world. Therefore, in countries like the U.S., the amount of waste produced is around 292.4 million tons and 4.9 pounds per person per day and recycling is not done properly

Data Analysis

Survey

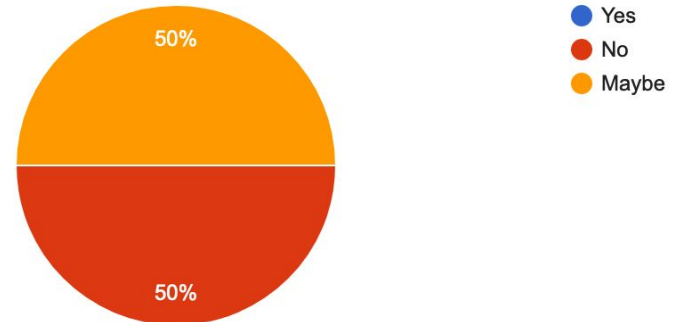
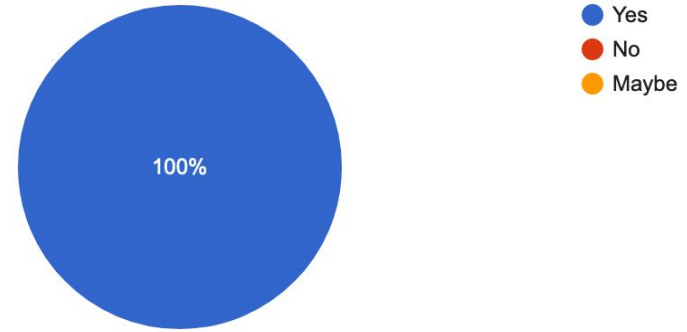
- Have you ever taken an active role as an environmental activist?
- How well are you aware of environmental issues such as mass production and waste disposal?



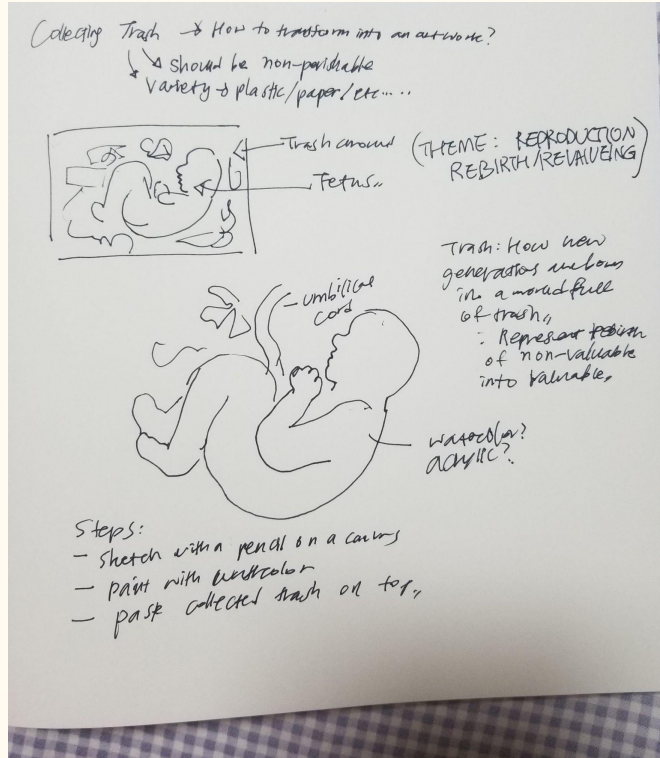
Data Analysis

Survey

- Do you think trash and waste can be revalued, apart from being recycled?
- Have you ever used trash as a medium for your artwork?



Artmaking - brainstorming and process



Final artwork

- collected plastic bags, receipts, cardboard, wrappers, and more without perishable waste. In terms of the process
- I have used normal glue for cardboard and papers and used glue guns for plastic and other waste such as orange peel.



Findings & Conclusion

- Art Students report that they are interested in environmental issues but they have not been exposed enough to such issues in their education and could not see the relation between them and art education
- Therefore, I found out that easy access to such problems would be essential for the students
- My practice has shown a personal lifestyle that reflects on consumerist society and insights in the idea of beauty and ugliness
- The art practice was an experience for me to grow as an artist and extended my understanding of the art medium
- As an artist and an art educator, I believe that extending the art medium far from traditional is crucial in delivering the message the artist wishes to emphasize