OUR PATH TO AN “ARTFUL BUSINESS”

• CANVAS
  • Art Worlds
    (people, practices, methods, resources, norms)

• TOOLS
  • Aesthetic awareness & agency
    (language, practice, discourse, discernment)
  • Entrepreneurial awareness & agency
    (conventions, functions, models, mechanisms)
1. What?
2. So what?
3. Now what?

discernment vs. judgment
descriptive vs. prescriptive

Art World
“Art worlds consist of all the people whose activities are necessary to the production of the characteristic works which that world, and perhaps others as well, define as art.”

Art Worlds, P. 34

Collective Activity

...with division of labor.
“We think it important to know who has that gift and who does not because we accord people who have it special rights and privileges.”

_ART WORLDS, P. 14_

The painter should: “colour the panel at his own expense with good colours and with powdered gold on such ornaments as demand it…and the blue must be ultramarine of the value about four florins the ounce…”

_CONTRACT WITH DOMENICO GHIRLANDAIO, 1485_
Examples of former craftspeople or technicians who are now considered artists?

Artist: “...the person who performs the core activity without which the work would not be art...”

ART WORLDS, P. 24

Conventions

...about how to do the work, what work qualifies, and what makes it “good”.
“Members of art worlds coordinate the activities by which work is produced by referring to a body of conventional understandings embodied in common practice and in frequently used artifacts.”

*ART WORLDS, P. 34*

“Works of art...are not the products of individual makers, 'artists' who possess a rare and special gift. They are, rather, joint products of all the people who cooperate via an art world's characteristic conventions to bring works like that into existence.”

*ART WORLDS, P. 35*
What is “Worthy” or “Beautiful”? 

“Their mutual appreciation of the conventions they share, and the support they mutually afford one another, convince them that what they are doing is worth doing. If they act under the definition of ‘art,’ their interaction convinces them that what they produce are valid works of art.”

_ART WORLDS_, P. 39

So what?
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SAMPLE PROMPT:
“On a single spread in your journal, draw or write or paste or otherwise create a representation of what an ‘Art World’ looks like. Be creative, or at least take a risk in how you create or present the assignment.”

NEXT WEEK’S PROMPT:
“Please share an element of the built environment around you that you find beautiful. Or, share a home appliance or tool that you believe to be both useful and beautiful? Include an image or sketch of the item, and a brief description of why you find it beautiful.”