

Ways of Perceiving

Exhibition and Curation

Semester 2

Let's get started!

Ways of Perceiving

This week we introduce the Ways of Perceiving module

Semester 1:

Thinking: considering or reasoning about something (interpretation)

Semester 2:

Perceiving: be made aware or conscious of something (perception)

Module Learning Outcomes for Ways of Perceiving

- Upon the successful completion of this module, the student should be able to:
- recognise and employ a range of critical theories to the analysis of a cultural product or practice;
- communicate a response to different approaches to understanding elements of cultural endeavour which makes reference to academic sources and employs appropriate citation and referencing conventions.

The Brief

You will work on curating a collection of work which will be explored through your own interests and practice, so it might be a journal article, book chapter, exhibition, festival, academic paper or event. You will devise a collection of works which should be art and design based. Your selection could be designs, posters, covers, typography, branding, paintings, sculptures, art pieces, performances, or any combination of each. You will curate them to form part of a central theme of your choice. This task will involve research practices and approaches applied to deconstruct art and design histories.

Assessment

Students will be assessed for an exploratory piece of academic writing of 1500 words, to include images and maps and/or diagrams if appropriate.

Weighted Assessment Criteria

- **Engagement with Literature Skills 40%**

Guidance specific to this assessment:

- *Show you can engage with a range of relevant literature.*
- *Use discussion, critique and referencing to demonstrate your awareness of key theories and concepts.*
- *Apply your referencing skills clearly and consistently.*

Weighted Assessment Criteria

- **Practical Application Skills 20%**

Guidance specific to this assessment:

- *Assimilate and apply the rules and criteria of the required format to your text;*
- *Organise information into a coherent framework which identifies a range of concepts and theories;*
- *Consistently apply referencing conventions to suit the required format.*

Weighted Assessment Criteria

- **Transferable Skills for Life and Professional Practice 20%**

Guidance specific to this assessment:

- *Present your text with attention to the conventions of English language and grammar.*
- *Communicate your ideas in a coherent and consistent style with due consideration to the reader/audience.*
- *Apply your writing knowledge showing a command of writing structures, such as sentence structure, paragraphing, and appropriate and explicit use of visuals to enhance communication.*

What is an exhibition?

The exhibition is an invaluable opportunity for exposure of artworks on a large scale. Exhibitions have been influential in the development of different concepts and movements since the beginning of the twentieth century (for example the Bauhaus Exhibition 1923).

(artexhibitions.com)

Exhibitions are also invaluable archival records for art history and are created for a variety of functions including solo exhibitions, retrospectives, new works, festivals, biennales (Venice), etc.

In an increasingly fragmented world, the exhibition format celebrates meaning and clarity in a thought-provoking environment.

(artexhibitions.com)

What is curation?

- When you share your ideas with your lecturers
- When you select work for your portfolio
- When you exhibit for your Graduate Portfolio show
- When you exhibit at New Designers and SCA
- When you write a CV
- When you create a presentation
- When you write an essay and choose what to leave in and leave out

What is curation?

- When you select work to emphasise a particular meaning
- When you design an environment to illustrate a particular relationship
- When you select objects/things to influence choice

According to the *Cambridge Dictionary* ...

Curation is:

The selection and care of objects to be shown in a museum or to form part of a collection of art, an exhibition.

The selection of films, performers, events, etc. to be included in a festival.

The selection of something such as documents, music or internet content to be included as part of a list or collection, or on a website or blog. This is also known as content curation.

This definition provides excellent creative opportunities when responding to the brief.

Curation: The Power of Selection in a World of Excess

In his 2016 book, Michael Bhasker, a writer and researcher on the future of media, defines it as:

‘Curation: using acts of selection and arrangement (but also refining, reducing, displaying, simplifying, presenting and explaining) to add value.’

Bhaskar, M (2016). *Curation: The Power of Selection in a World of Excess*. London: Pitakus

Curation and choice in contemporary society

He continues:

‘What we have come to call curation is the interface, the necessary intermediary, for the modern consumer economy; a kind of membrane or purposeful filter that balances our needs and wants against great accumulations of stuff. At its broadest curation is a way of managing abundance.’ (Bhasker p.70)

In light of this statement consider how the *Apple App Store*, *Netflix*, *BBC News*, *Nandos*, political parties, *Tesco*, charities, *Amazon* and *John Lewis Stores* use curation.

For this task you need to consider ...

- Your overall exhibition concept or idea
- The location the exhibition will take place
- The selected works
- The layout of the exhibition
- The relationship between each artefact
- The relationship of all selected works in terms of meaning
- Installation opportunities and difficulties
- The audience and visitors to the exhibition

Why is curation an important role?

In an interview with the *Guardian*, Hans Ulrich Obrist, curator of the *Serpentine Gallery* in London, explained:

‘It means to preserve, in the sense of safeguarding the heritage of art. It means to be the selector of new work. It means to connect to art history. And it means displaying or arranging the work.’

Curators, he says, ‘validate some kind of intellectual content” because “art, no matter which crazy value it can demand, is still needed by society.’

The article adds:

‘It's worth thinking about the etymology of curating. It comes from the Latin word *curare*, meaning to take care. In Roman times, it meant to take care of the bath houses. In medieval times, it designated the priest who cared for souls. Later, in the 18th century, it meant looking after collections of art and artifacts.’

This connection with religion is explained by Alain de Botton on *Art Is Therapy in the Rijksmuseum*.

[Available at:

<https://www.theguardian.com/artanddesign/2014/mar/23/hans-ulrich-obrist-art-curator>]

What is the purpose of Art?

Before we can curate an exhibition it is worth spending some time researching and considering the function of art. Alain de Botton, provides some insight. He co-founded the *School of Life* in 2008 which is an essential archive of YouTube videos for the academically inclined student.

<https://www.youtube.com/channel/UC7IcJI8PUf5Z3zKxnZvTBog>

Alain de Botton on *Art Is Therapy in the Rijksmuseum*



<https://www.youtube.com/watch?v=ZMb5mik9H7w>

The Exhibition Catalogue

The Exhibition Catalogue was originally designed to provide lists of artists, artworks, descriptions, dates and images. An integral part of these publications, especially since the beginning of the 20th century, was also to carry analysis of the works, critical essays, chronologies, biographies of the artists, bibliographies, indexes, etc.

Since the 1960s the exhibition catalogue convention has been challenged through experimentation in format, in written content and its' relationship with the audience. The written element is especially worth considering as you progress with this project as it may have a direct relationship with the work you curate.

Pop Icons of the 20th Century British & American Pop Art March 2019

Pop Icons of the 20th Century British & American Pop Art



Artists
 Andy Warhol, Roy Lichtenstein, David Hockney, Bridget Riley, Robert Indiana, Tom Wesselmann, Sir Peter Blake, Allen Jones, Eduardo Paolozzi, Anthony Benjamin, Ceri Richards, Paul Jocoulet, Nick Parkett, Richard Wentworth, Patrick Caulfield, Alexander James Hamilton & Bob Dylan.

Private & Public Space
 Monday 4th - Friday 29th March 2019.
 Open daily, Monday - Friday 10am 5.30pm.
 or by appointment
 Exhibition kindly sponsored by Smith & Williamson

PRIVATE & PUBLIC

Pop Icons of the 20th Century British & American Pop Art

Emerging in the mid 1950's in Britain and late 1950's in America, Pop Art reached its peak in the 1960's and went on to become the most recognisable art form of the 20th century.

It began as a revolt against the dominant approaches to art and culture and traditional views on what art should be.

Young artists felt that what they were taught at art school and what they saw in museums did not have anything to do with their lives or the things they saw around them every day. Instead they turned to sources such as Hollywood movies, advertising, product packaging, pop music and comic books for their imagery.

PRIVATE & PUBLIC

Early pop art in Britain was fuelled by American popular culture viewed from a distance, while the American artists were inspired by what they saw and experienced living within that culture.

Private & Public Space was therefore delighted to bring this blockbuster exhibition. Pop icons of the 20th. And why? Well, to enable students and visitors to see works by some of the greatest post-war artists from America and Britain.

Although they were inspired by similar subject matter, British Pop Art is often seen as distinct from the American version. Early pop art in Britain was fuelled by American popular culture viewed from a distance, while the American artists were inspired by what they saw and experienced living within that culture.

In the United States, pop art was a return to representational art that depicted the visual world in a recognisable way and the use of hard edges and defined forms after the painterly looseness of abstract expressionism.

By using impersonal, mundane imagery, pop artists also wanted to move away from the emphasis on personal feelings and personal expression that characterised abstract expressionism.

PRIVATE & PUBLIC



2

SIR PETER BLAKE (1932-1997)
 PORTRAIT OF ANDY WARHOL, 1967
 Screen print with hand-drawn text
 Edition of 100, 50 a 1/2
 £1200 (incl. VAT)

PRIVATE & PUBLIC



3

ANDY WARHOL (1928-1987)
 MARILYN, 1967
 Screen print, Edition of 250
 16 x 14 in.
 PCA

PRIVATE & PUBLIC

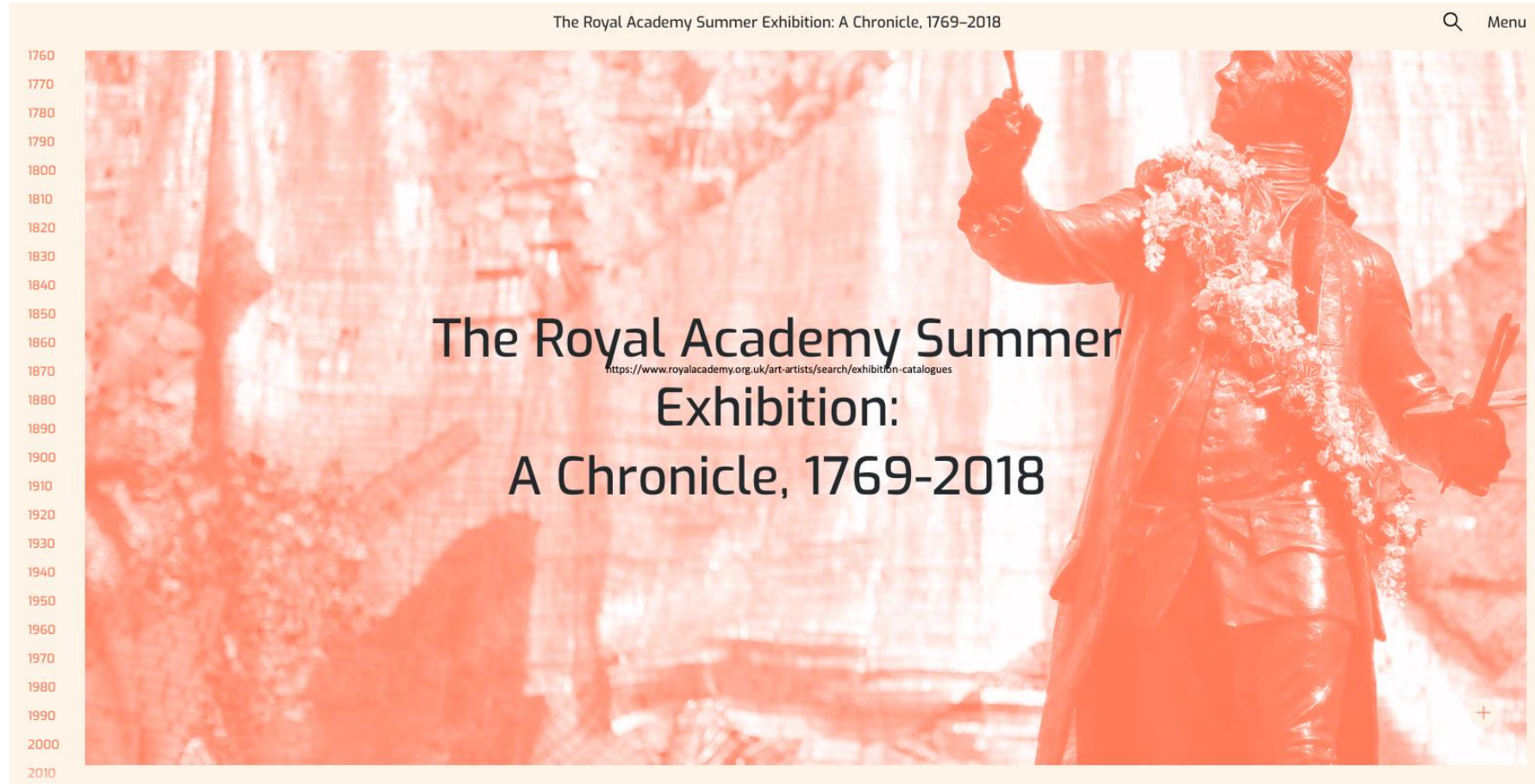


1

ROBERT INDIANA (1928-2019)
 LOVE, 1967
 Screen print, Edition of 1000
 10" x 10"
 £1800 (incl. VAT)

PRIVATE & PUBLIC

The Royal Academy: 250 years of the Summer Exhibition online



<https://www.royalacademy.org.uk/art-artists/search/exhibition-catalogues>

Some other notable exhibitions:

- YBA – *Sensation 1997*
- Alexander McQueen - *Savage Beauty (V&A) 2015*
- Gregory Crewdson – *Cathedral of the Pines (Photographers Gallery) 2017*
- Egon Schiele & Francesca Woodman – *Life in Motion (Tate Liverpool) 2018*
- Margaret Calvert – *Woman At Work (Virtual at the Design Museum) online*

Margaret Calvert – *Woman At Work*



Let's check out your curation skills

- Curate a playlist of 5 songs
 - Have a theme, give it a 'curation' title
 - Think about the relationships and connections you are making between each element

Let's check out your curation skills

- Curate the top 5 design classics
- Have a theme, give it a 'curation' title
- Think about the relationships and connections you are making between each element

Let's check out your curation skills

- Curate a three course meal
 - Have a theme, give it a 'curation' title
 - Think about the relationships and connections you are making between each element

Let's check out your curation skills

- Curate 5 actors who will appear in the film of your life story
- Have a theme, give it a 'curation' title
- Think about the relationships and connections you are making between each element

Let's check out your curation skills

- Curate the 5 worst places to visit in the world
- Have a theme, give it a 'curation' title
- Think about the relationships and connections you are making between each element

Next week ...

Gallery Context