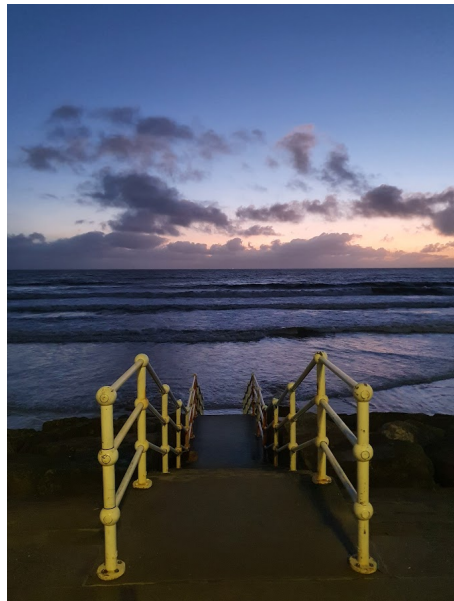


Potential Impact of Consumerism on Mental Health and Benefit of Art as Therapy.

By Emilia Sliwinska



Potential Impact of Consumerism on Mental Health
and Benefit of Art as Therapy.

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Introduction

Humans, for decades, have been attracted to pretty objects. We like to have them around, and they may have a special meaning for us or a memory of people we know. Advertised objects made cravings, and desires - Berger wrote two chapters about issues that comes from advertising. We are finding the pleasures of purchasing and having too many things. We believe the illusion they show us - dreaming endlessly about more luxury. We are building massive overproduction and over waste. Is it possible to live without our belongings? It is hard to imagine live without the objects we use every day. We feel safe with the comfort of things and people we know.

Artist M. Landy's thesis attempts otherwise to try the feeling of having nothing. He deconstructs all his belongings - reversing their production. If people stop chasing after new objects, it will make no sense to produce them. We are the motor of the production cycle.

We like to feel accepted by beauty standards or by social groups. All life, we build images of ourselves to show others. We use makeup for confidence and some trendy clothes because we compare our appearance to others. Stress over in the process to succeed. Disappointed if something goes wrong, we are overwhelmed of emotions: stress, anxiety and depression. Many artists struggled with poor mental health and suffered loneliness. In the process of creation, they found release and help. By creating artwork, they express their emotions to the world. Sharing problems helps overcome life's obstacles and brings happiness to the soul.

In the age of growing consumerism, the more we have, the less we are happy. We can look from a different perspective. Use what we have available. Recycled materials can create fantastic artwork. Let us start to make a better future. Many artists have faith that we as a society have power together.

Abstract

I chose the picture on the front page as a reminder of nature's beauty and danger. Stairs could be a metaphor for our way of life, and we should remember what is essential in life. There where we go, no one takes material things.

Chapter One

By Martin Creed (Continuum, 2002), if You put some artwork into a museum, you cannot avoid the fact that it is in the museum. It somehow creates pressure and also represents a vision of success. "Mystification of Art" to Berger (Ways of Seeing, 1972), "the way we see things is affected by what we know or what we believe." In his BBC episodes, he talks about the religious aspects of the image. "Behind the image is God" (BBC: Ways of Seeing, 1972). We should respect that image and appreciate it. They are symbolic representations similar to the church.

In the book "What is painting?" (Bell, 2017), the author writes about the representation system in chapters 1 & 6. He introduced pictures as a type of sign with an expectation of meaning. The distinction between what comes from God and what comes from humans. Representation by people conventions.

"A picture never changed the price of eggs. But a picture can change our dreams, and pictures may in time clarify our values" (Kaprow, 1993, p.53). What we see may be our imagination, and we will have what we imagine and want to see or purchase.

Religious rituals turned into fashion trends and our style choices. Today, wearing a cross is just part of the outfit. Fashion is one of the key elements creating consumerism. They are not only trendy clothes or objects with which we get attention from other people. They are things that help create our unique style. Humans always like pretty objects, and chasing things gives them pleasure and happiness. In some countries, buying products from specific brands such as Coca-Cola, Levi's, and Marlboro has become viral, creating individual style and freedom. Best described by Stuart and Elizabeth Ewen's *Channels of Desire* (1982): "Today there is no fashion: there are only fashions. No rules, only choices. Everyone can be anyone". That suggests a war between uniqueness and differences. We are losing the individuality of social groups with different styles. At the same time, now we are invited to buy products to build back our individuality and our style.

In one of his seven essays, Berger wrote: "All publicity works upon anxiety. The sum of everything is money; to get money is to overcome anxiety" (Berger, 1972, p.143). He explains as all products promise an improved life. By spending money, life will change. Brands create values. Such a dream can create enormous dissatisfaction about our personal life and belongings, and that leads to problems with relationships, personal disappointments, and criminal activities.

He states that we live in a constant illusion of being in control, believing that we are making all decisions. Having the power to spend money makes us more lovable, and no money makes us more anxious. The role and purpose of advertising make us dissatisfied with how we live.

Consumerism comes from the constant need to get happiness through products, get better status in life, and have more satisfaction. Ironically, artist B. Kruger suggests a lack of rational subjectivity and engaging in shopping means self-fulfilment. *Untitled (I shop therefore I am)* screen print created in 1987 advertising images produced a "famous definition of conscious subjectivity" (Doy, 2005, p.163).

We live a modern life of stability and regularity of pleasures, and life is boring and depressing without excitement. By buying lots of goods, they lose their happy meaning. In this case, we are looking for that excitement, which is not enough to meet the essential needs anymore.

Consumerism is not a value in itself. It is the way of using material goods for our needs. It is natural for humans. Every person has their needs, and it is normal. We need new clothing or

food to cover basic needs. People who can and can not afford promoted goods know they are available. The problem starts when humans are absorbed in greed and possessiveness—apparent needs.

By Campbell (Campbell, 1987), there are two motivations for human behaviour: needs and wants. In other words, pleasure-seeking or momentary desires. In practical terms, both are inseparable. We may need to realise how much impact that has on us—being bombarded by the media with images of the illusion of better life and better properties. Everything we do not have is so amazing to have. Marketing creates a fake need for objects, a fake illusion of happiness. Manipulation to buy products. To build in a consumer need for feelings of being better. To everybody else, be jealous. Humans pay attention to objects, forgetting about actual values. Using objects and services, they do not need it. There is a growing need to buy something and have new possessions to feel better. It is called compulsive buying.

The more we buy, the more we need. Product quality also changes greatly through the years. Now the quality worsens, so clients have to buy more often, as it is not worth repairing. It is much easier and cheaper to buy the following product. In the past, products were much more substantial and better quality. Maybe even simpler.

Returning to our grandparent's time, they had much more respect for their goods. It was tough to buy anything, and if someone were lucky enough to buy it, they would respect it. Repaired until the end of product life, and that was normal.

Today our minds are different; we like things that come smoothly and quickly and with no trouble. We like to have many things in our wardrobe, even half of which we never wear. Having many products, we look at prices to be low. That usually is quantity significant, but not quality, unfortunately. What is going on with that? To create a cheap product, someone has to raise production expenses. We are possibly creating hard working conditions, exploitation, and cheap labour.

We order things and services online. Marketing creates new desires, and demand for goods is growing. The Internet has been widely accessible to the public for over two decades, and Online shopping allows people to purchase when and wherever they want. Now, the Internet, more than ever, gives enormous possibilities. Technology is fantastic; it can save lives, live entertainment, and make life much easier. It is terrific how massive progress we have made with cancer treatment, travelling worldwide, education, and many more. There is also another side. Our behaviour changing from having too many goods with such easy access consequences are rising. Our ecosystem is in big trouble, which is not how we imagined the future—a massive increase in population and over waste.

Overconsumption has consequences of massive overproduction, and that destroys our natural environment. The waste we produce goes to our rivers and oceans, and only a small amount of rubbish is recycled. While burning, releasing chemicals in the atmosphere contributes to global warming and air pollution.

We are moving in the circle: constant buying and destroying. We can not stay unconcerned.

The role of art can be a response to our problems and send a message to society to wake up. Many artists are starting to create from recycled materials, giving them a second life. It is a fascinating solution. Artists started a "recycled art movement" (Artsper Magazine, 2018). Some famous sculptures made from rubbish are T. Noble and S. Webster's "Wild Mood Swings" (Fig. 4) or futuristic old discs and film roll portraits by N. Gentry (Fig. 5). Artists who are "influenced by the development of consumerism, technology and cyberculture" (Artsper Magazine, 2018) produce art in response.



Fig.4 Noble T. and Webster S. (1986) *Wild Mood Swings*



Fig.5 Gentry N. (2015) *Life on Earth*

Pakistani artist K. Chishtee (Fig. 6 & Fig. 7) created sculptures from plastic bags as a metaphor for "recycling our identity" (Artsper Magazine, 2018) to overcome any difficulties in our lives. He creates art from waste bags. Sculptures remind us about ecological harm to our world, and we are all affected. From his point of view, "money is a mindset" (Aziz, 2022). Art can help a single person and is also a process to help our planet.



Fig.6 Chishtee K., Plastic Bag Sculptures, 2019



Fig.7 Chishtee K., Plastic Bag Sculptures, 2019

Do we always need a product we are buying? Sometimes it is just impulse or momentary desires. Sometimes we may buy and never use it. All of us have things like that at home. Some issue worth paying attention to is our utility.

Why not buy things in second hands? Give items a second life. That is a fantastic idea to waste less. They still need to be more popular. We are looking for one unique thing in second hand. It is easier to buy online or in shops when we have many sizes and many different styles of the same product. We most likely choose an easier way to purchase. On the other hand, what about people employed in producing these new clothes?

All year, shops change prices slightly higher, so Big Sale, for example, Black Friday, can afford to drop them by half or even more. Is that all a big lie we go for blindly? They make us think we need to buy it now because it is a massive chance. Usually on sale are products that no one wants to buy the whole year. On sale, it is such a big promotion that it is hard to resist. Someone will finally buy it and promoting it will make an excellent opportunity to do so. Why are we overproductive? Why produce that much? If we know, they hardly sell in the first place.

Alain de Botton And John Armstrong's thesis is: "Producers only strive to provide whatever their consumers are willing to pay for. In this sense, capitalism is only as good or as bad as the tastes of its consumers" (Botton and Armstrong, 2013). It all depends on people's tastes. If we do not buy, there will be no point in producing and profit. Producers provide whatever we want. The problem starts there are too many people willing to pay for useless and wrong things. We are keen to buy cheap, low-grade food products, even though we know they are very unhealthy. The company producing them will not be paying our bills in the hospital when we get sick. Casinos can inspire problems such as alcoholism, addiction, anxiety, and family distress. Losing money is the consequence of shopping addictions and, on many occasions-shoplifting. Approved in 1698 Act of Parliament passed the death penalty for shoplifting in Britain. With a shocking result in 1816, they judicially murdered John Barney - age nine - for over fifty-pence worth of goods. (Doy, 2005, p.167) The problem even arises with self-service in the shops. All that and more have consequences for suffering humans and our planet. In this modern world, we talk about the failure of our taste.

Recently people's choice of water at the airport has changed. The same water in many colourful different bottles. The exact size - different labels. The most purchased product was water with the label: Smart. Does that make us look? Is that just an illusion we like to create about ourselves? We pretend to be someone who we may not be. Whom we want it to be. We may see advertisements or movies showing people with power with love and appropriation. Create false illusion; we believe it.

Chapter Two

We live in times where information is everywhere. Sometimes it is not easy to choose the right one, and we cannot believe everything we see. Temptation is everywhere, but we have a choice. We can ignore many things and follow more significant priorities in our lives. We may break, turn on our imagination, and dream endlessly. It is all a circle making us feel bad, anxious, and worth less, which helps create a wasteful society.

Conversely, some defenders believe the ads are not as harmful. We may find something different from destructive emotions. Finding pleasure in activities, sports, fitness, meeting with friends, satisfaction with hobbies, and passion creates the perfect distraction from promoted images. It is finding something that makes us happy and busy.

Currently closed Exhibition in Museum Morsbroich in Leverkusen *Liebes Ding - Object Love* (Berk, 2020) presented relationships between humans and the things surrounding them. We are very close to objects we own. Identical objects are treated differently emotionally by each person—interest in unnecessary and not essential objects. When losses occur, they feel intense anxiety, even though they have not remembered having it. Controlled or unconscious things reflect our personality. Desire for things before they buy. In the end, there is a constant need for more and more building mountains of waste. The collaborative work of artists presents how to deal with the problem of their perspectives. The central theme is that luxury consumption comes from marketing strategies.

Is it possible to live without objects we own? Imagine no possessions. Who can imagine that? We like our things, and some objects remind us of people we do not see anymore. Personal belongings represent choices, decisions, memories, and style. It would be nice to get rid of the things we do not use and start collecting again with a more significant consciousness.

Who would be as extreme as artist M. Landy? He thinks: "We are what we Own" (Art Breath, 2015-2022). On Oxford Street in London to reveal consumerism appears as an industrial site for destruction. Two weeks of mixed feelings and emotions the artist went through. How he describes: "You are witnessing Your own death" (Art Breath, 2015-2022). For *Break Down* (2001), people he has not seen for a year would only come to his funeral. His mum was crying over the items. Some of them belonged to his sick dad. They watch things take apart, throwing feelings from happiness to paranoia, a natural mixture of emotions. The exhibition was very open, and people were engaged. That helps artists to go outside the art world and go much broader into the world. Landy, in his interview, said: "People work their whole lives to have things, and so ownership and the possessions of things are all part of what makes us human, and there I was destroying it all in front of them" (Art Breath, 2015-2022). He tried to focus on the question of what makes us human. People see him so vulnerable after *Break Down* (2001) tries to help him, showing their kindness. The building "kind of emotional bridges between the self and others" (Art Breath, 2015-2022)

He also concentrated on artist failure, allowing people to throw their artwork to the skip. Accept the fact that a creative process can be a failure. The point of that was to celebrate the process of failing. Martin Creed said in his interview (Continuum, 2002), "limitations make things possible; without them, it is impossible to do anything." He thinks work needs to be created by a process of failure, which needs to make limitations possible. That affects the results.

Naturally, the "Fear of Failure is extreme" artist (Simon, 1992). We constantly compare ourselves with others and feel unhappy being not as perfect as the symbol of beauty we see

on television or social media. Measure by how much money we have and how successful we are perceived.

Every Christmas should be a time of happiness. However, every year feels depressing before the upcoming celebration. Somehow there are some expectations about getting many presents for children. We worry about money for the future. End of the year, closing that another chapter and colossal reflection. Thinking about how many kids have not got presents this year? How many people have a family too far to share a hug on those special days? Travelling on snowy roads with small kids is expensive, exhausting, and dangerous.

These are just simple words of a girl in Greece learning to be a teacher of children with special needs: "They make you see the world completely differently and realise how little things can make you happy" (Noroc, 2017, p.286). Not always material things bring happiness; it is essential to appropriate every moment together every Christmas. Seeing a family happy is the best feeling in the world. We kept forgetting how lucky we were and being happy from not having material goods. Sometimes simple kindness may bring happiness.

Prices of everything went up with the situation in the world. With the start of the New Year, our worries grow. We are always preparing for the first months of winter, being the hardest to survive. How many people use credit cards to shop for presents? To buy all things, overdraw their accounts. Inspire many mental problems. They are the beginning of the year when we run out of money after the holiday.

According to the Mental Health Foundation (2018) study, 2018 most common mental disorders are stress and anxiety mixed with depression. 22% of people are stress over debt, job loss and the rising cost of living. Common mental health problems of adults reported loneliness as a cause of stress (37%) and long-term health conditions (36%).

Over 36% of women's stress is associated with their appearance and body image, men (23%). In January, gyms are complete in that period, but lack of consistency makes most people quit quickly. Young people aged 18-24 more often compare themselves with others. There are many places where we can look for help with mental problems, some helpful pages and courses helping with our mindfulness. We all face challenges, especially young people, and it is essential to remember "self-care" (Young Minds, 2022) and care about our well-being. Ask for help from family and friends.

It is hard to ignore World Cup games happening around us. A huge cause of stress comes from the pressure to succeed, for example, footballers and athletes—many gentlemen shaving their heads or growing beards or moustaches. (*Movember: 90 minutes. 90 Men*, 2022). To share awareness about men's suicides. That is the point, and we do not stay careless. They need support and cannot fight alone. It is some kind of proof that not all advertising is useless. One like this can save someone's life. Without technology, we would not know about any issues if not social media. Some content should be blocked out entirely for use by young people. Any self-harm and inappropriate content are toxic for mental health. Technology is just like using other objects. Using responsibly can bring knowledge and can be crucial to medicine or science. Using a knife can be dangerous, harmful, and kill, but it can help prepare food for the family. In life, it is vital to find the right balance. Too much stress and pressure can end someone's life, and everything overused can cause damage.

Artists investigate our world full of technology in many aspects. Miles L. Mansfield presented kinetic sculptures with phones and other technological creations in exhibition *#iNHUMAN* at *Elysium Gallery* in Swansea. Moving robots accompanied by paintings. Is that a vision of our future? Virtual existence and no physical body. Our relations are changing. The author presents his vision of the future as isolated. Humans, similar to machines, have a

memory but not feelings. Artists built a *Social Anxiety Machine* (Mansfield, 2022) in response to the lockdown experience. He interpreted our emotions of being lonely, alienated for a long time, and nervous to start meeting others again. Machines interact with viewers and get any touch from a friendly, welcoming response to immediately closing any interaction with others, creating social disintegration.

Different views about our post-lockdown spirit have Lorenzo Quinn in his sculpture *Baby 3.0* (Fig. 11). He believes we are ready for positive change. Quinn's sculpture provokes many emotions experienced physically and spiritually. He believes: it is the "Re-birth of Humanity" (Lorenzo, 2022) and gives us hope.



Fig.11 Quinn L. (2022) *Baby 3.0*

All people have feelings, good and bad, happiness and stress, worries and sadness. We love and care, as in the lyrics of Whitney Houston's song *So Emotional* (Houston, 2009). We express ourselves in music, art, and many more. Mostly when we are happy, we like to share our experiences. For example, the feeling of love is in the song Mariah Carey's *Emotions* (Carey, 2009). That way, we express in words or images what we feel. Compare it as a metaphor for beautiful things to a nice dream, analysing and feeling compassion. We like those good feelings. State of pleasure, we want to receive the same as enjoyable products. Research proves that music, reading, or watching movies can affect our ability to change moods (Zillmann, 2003).

Sometimes we share our hard times, too. We identify with characters from soundtracks or movies. For example, a song based on the movie *Star is Born* was created by *Lady Gaga* (Gaga, 2018). We share our reflections, moods, and breakdown. We become involved and create emotional and cognitive empathy. We can feel what characters can feel and look from the point of view of the person we are watching. Observe and identify objectively—intrigue reaction.

Chapter Three

Maybe when everything is falling apart around us, we may ask, *where is the love?* (The Black Eyed Peas, 2009), as the title of the popular song asks. Lyrics are so universal for the times we live in now. It is about our decisions, discrimination, racism, police brutality, anger, pollution, killing each other, and all that is happening around us. We need some guidance to find the values of humanity. All those problems are now touching us even more vital than when the song appeared. The intensity of the problems mentioned has grown. For example, 2020 got global attention about police brutality starting public demonstrations and movements (Black Lives Matter, 2022). Protests against inequality and violence. We express our anger for any unacceptable behaviour. Some people have the power to fight for our rights or other forms of expression.

Artist roles are associated with mental health problems. Many have been struggling with the intensity of experienced emotions, sharing their loneliness. Many artists have battled with mental illness, for example, Van Gogh (Amsterdam, 2022). His sickness got so intense that he cut his ear and killed himself two years later. He wrote in a letter to his brother: "My only anxiety is, how can I be of use in the world?" (Blumer, 2002). Many of his suicidal attempts probably were planned, not consciously.

Creating art helps many go through pain and hard times. "In painting, I want to say something comforting in the way that music is comforting" Van Gogh (The Story, 2022). That suggests how essential and helpful art was for him.

Controversial British artist Tracey Emin uses art as therapy, releasing past traumas through each piece" (Century Fox, 2022). She is a person with faith, not scared to say: "I need Art like I need God" (Century Fox, 2022). Her childhood experiences inspire her art. She had a dramatic incident of being raped at a young age and battled cancer as an older person. Very autobiographical artworks become the way to open up and cure. She explains that with art, she releases the emotional trauma she experienced. After, never look back. To be free, it works as emotional cleaning. Artists believed strongly in the creative therapeutic power. Emin said: "without art., I have no reason to exist" (Century Fox, 2022).

Alain De Botton, in his video, talks about Art (School of Life, 2013). What is Art? Why do we need it? Photography, paintings, and other forms of art help keep moments from our memory. We forget things. Art can capture our emotions and experiences. In his theory, prettiness for people is not allowed, and it is anxiety, Darkside. We may feel so overwhelmed by darkness. Art will give us hope and remind us that we are not alone, especially in moments when we suffer, and it is usually alone. Botton named that a "nervous breakdown in private" (School of Life, 2013). We overcome, at the same time, our fear of failure. By Alain, we need some sad artwork to identify with the feeling. It can be a form of expressing ourselves. Art can help re-balance our life.

Japanese Artist Yayoi Kusama represents through art her worst fears and phobia. Artist said in an interview for *Bomb* Magazine, "My artwork is an expression of my life, particularly of my mental disease" (Bomb, 1999). Kusama used art to release trauma, oppression, and marginalisation as an artist. She presented art as therapy and showed how mental problems do not have to suffer alone. With Her famous polka-dot sculptures or in playful rooms, people transfer to another space, look for things from different perspectives, and cure breakdowns.

Another example of using art to go through pain, mental illness, and personal grief are Edvard Munch (Munch, 2022). His attention was on the concept of the theme of the cycle of

life. Overwhelmed by anxiety, He portrays his panic appearing on the walk *The Scream* (Fig.1). Autobiographical art full of isolation, sadness, anger, loneliness, and anxiety.

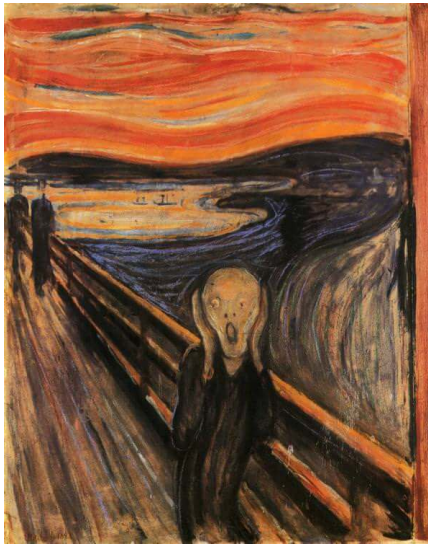


Fig.1 Munch E. (1893) *The Scream*

For many artists, inspiration comes from complicated relationships. Famous Frida Kahlo turned her suffering into art. She has many identities. In her paintings, Kahlo constructs and deconstructs her identity. Frida is known for her colourful dresses. That is the way she hides her physical state of being. In her art, transparent clothing is present underneath her broken spine and damaged legs. In one of her self-portraits, *The Broken Column* (fig.3), she created herself in a white corset of straps and metal nails with visible columns of a broken spine. Her eyes are in tears, but she is not crying. We can feel her strength, courage, and hunger for life—the contrast between her beauty and the violence of her ripped, injured body. Metaphorically split her body in half to hold on and not let her fall apart, nails underlying her pain. Being alone in painting means her physical suffering. She cannot move her body, but her mind is free.



Fig.3 Kahlo F. (1944) *The Broken Column*

In the exhibition in 2018 at V&A, *Frida Kahlo: Making Her Self Up*, we could learn more about her life from all her belongings. Co-Curator Claire Wilcox said, "Everybody takes away what they are looking for in this exhibition through the lens of Frida Kahlo" (V&A: Frida Kahlo: Making Her Self Up, 2018). Belongings also appear in her paintings, necklace of coral beads with metal charms (Fig. 2). They have the shape of legs, visible if looked up close. In art, she expresses her feelings and her psychological suffering from disabilities, heartbreak, and depression after miscarriages.



Fig.2 Kahlo F. Necklace of coral beads with metal milagros (Votive Charms) in the form of legs, probably 20th Century, Photographer: Javier Hinojosa, Frida Kahlo Museum, Mexico

Artist Felix Gonzalez - Torres created the installation after losing his partner, which was a form of personal grief. Similarly, in the agony of losing, English painter Francis Bacon expresses his pain and guilt (Gotthardt, 2019). Art as therapy, relief from pain. An escape and help to go through difficult times.

Actress Meryl Streep ends her speech with solid and beautiful words: "Take Your broken heart and turn it into art" *Golden Globe* in 2017 (Jayzhelle 001, 2017).

Photographer Zanele Muholi taking pictures helps go through some difficult periods. She believes "the camera was a tool through which I could speak about whatever inside - the feelings, the pain, the personal experiences" (O'Hagan, 2020).

Sometimes we are so distracted by objects and things around us that we do not see what is in front of us. People close to us should be more appropriate.

Unknown identity street artist *Blub* invites us to fight with fears and limitations. He creates posters we can randomly see on Venice and Florence buildings. All poster figures are placed underwater, usually with swimming equipment like goggles. The Series is called *L'arte Sa Nuotare - Art knows how to Swim* (Fig. 8). The author comments that his pieces as art from the Renaissance are more relevant and robust than modern art. He is trying to give people hope. Saying in one of his interviews that even if we think we are hopeless, especially in crisis - in the metaphor "underwater" - it may be time to learn to swim (Stanska, 2021). Many artists recommend overcoming limitations and seeing the possibilities. It is also an invitation to look for art on the street, not only in museums and galleries.



Fig.8 Personal archives (2022) Venice

Italian sculptor Lorenzo Quinn in his gigantic *The Greatest Goal* (Fig. 12), sculptures made of recycled steel holding hands make a crossbar with a globe in the centre as a football. They are reuniting fans as a symbol of humanity's values. Quinn says:

"As an artist, father and person, I aspire to leave the world in a better condition than I was born into. The world is a marvellous but precarious gift, where life on this planet is held in a delicate balance" (Quinn, 2022)



Fig.12 Quinn L.(2019) *The Greatest Goal*

All his artwork is abstract and incredible. Having real feelings comes from the movement of hands. Authentic emotions in the concept of faith and love, positivity and kindness-he believe society needs to work together. That way, humanity will overcome any obstacles. The best way to represent that is his Venice sculpture *Building Bridges* (Fig. 9 & 10). Quinn makes a massive bridge holding hands as a unique symbol of powerful humans "representing positive values" (ArtLike, 2019). We overcome all problems together.

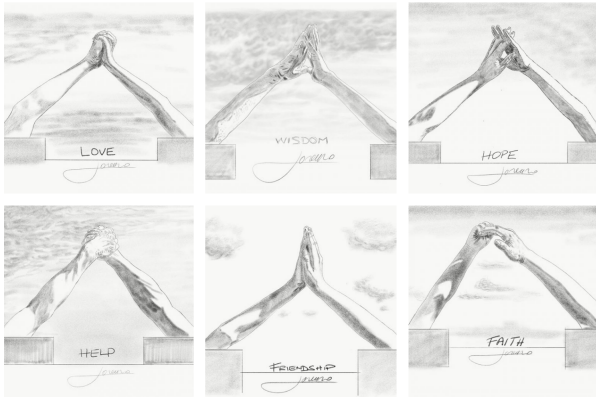


Fig.10 Quinn L.(2019) *Skizzen Building Bridges*



Fig.9 Quinn L. (2019) *Building Bridges*

Conclusion

People like to explore the world. We are very curious and emotional. Our rich minds create a vision of whom we want to be, with the ability to succeed. We are free and have a choice. We are making decisions representing our taste. Happy to buy things which represent our style. Socialising and watching others is easy now with social media platforms and growing technology. Unfortunately, everything overused is dangerous. The climate change crisis starts from our greed and overproduction of materials. We produce more than we use. Rich people who want more and more are contrasted with poor people, struggling daily—with inequality, homelessness and illnesses. We are looking for values.

Art has a function and ability to develop knowledge about what is happening in our world and what is essential in society, growing consumerism and wasteful population. Illusions we dive in. Not an accessible imaginary world we dream of - illusions created by the media. We must find a way to help our planet. Humanity needs to start by identifying faith, love and values. Together we make a better world. Art can help with that. It can be a medicine for each emotional and physical human pain. It can work as a therapy, cure and express our feelings, raise awareness, and help communicate. Many artists are ready to participate and find a way to help. Using recycled materials creates a message for social and economic change. There are many ways to build confidence back after lockdown alienation. Some artists believe we are not ready, and some are happy and confident we can live in a new ordinary reality.

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