

Ways of Perceiving “The Desirability of Art”

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My exhibition is called "The Desirability of Art". I intend to create an exhibition that features 5 pieces of art in collaboration with 5 artists. The purpose of my exhibition is to showcase art that is often overlooked in favour of other styles. I plan to hold the exhibition in Swansea's Mission Gallery because I believe this gallery will work well as the gallery space is already separated into sections, and because it already has a shop connected to it - which will work well as intending to have purchasable mercy of the artists work. There will be prints, stickers, key chains etc.

I intend to build wall structures out of thick display boards - to further separate the gallery area into equal parts so that each artist has their own space. The walls will be white to make the art pieces stand out and so that it's easier for the attendees to focus solely on the art pieces themselves. White is the colour I chose because of it's pure clean symbolic quality, as Chesterton outlines "White... is not a mere absence of colour; it is a shining and affirmative thing, as fierce as red, as definite as black... God paints in many colours; but He never paints so gorgeously, I had almost said so gaudily, as when he paints in white"(Chesterton, 1908).

The type of art that is most commonly seen as valuable are fine art styled pieces. The value comes from the age of the painting also which I'm not disputing. Art that is oversimplified in some cases, some that look like any unskilled individual could have painted them. For example, pieces such as Onement VI (B Newman, 1953) that sold for \$43.8 million or Green White (E Kelly, 1968) that sold for \$1.6million. Not to say that this art isn't worthy but other types of art are often overlooked in favour of those. Artists that use a lot of colour and focus on the human form will be showcased specifically in my exhibition as those are some of the hardest aspects to understand technically and master. I am also focusing on art that has been created digitally as it ties in with how art is being created in this day and age. The intention of this exhibition is to showcase illustrations that are being created currently that most people haven't been exposed to. I also believe that age has a large influence on an individuals taste in art so I intend to collect some data during the exhibition to prove or disprove this hypothesis. But I mainly hope that my exhibition invites people to explore other styles of art that aren't considered classic or common in today's age.

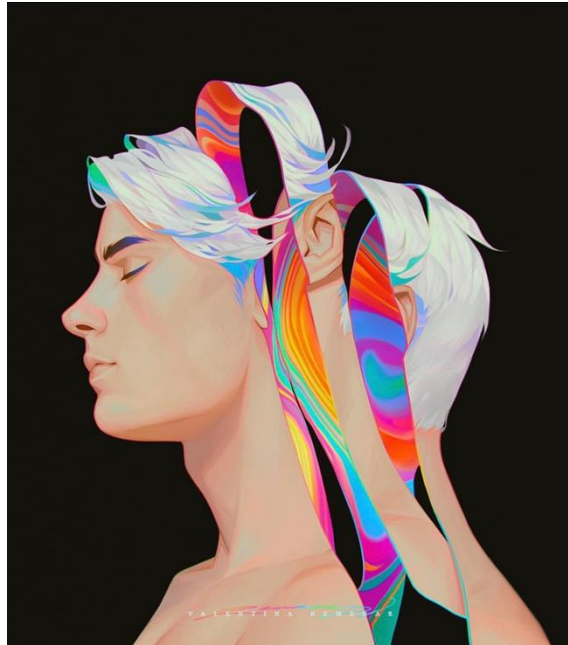
In order to collect said data there will be tables situated in each section with paper, writing utensils and a box to put their paper in afterwards. There will be instructions on each table telling the attendees to write their opinion of the art, what they liked and disliked and their age. If most people do this task for each section, I will have a good sample size to see if there is a trend based on age and their taste in art.



Artwork 1

The first room/section revolves around this piece by Angel Ganev. I have chosen this piece as it shows how modern illustration can be made to look like traditional art yet be done digitally. This

artist understands colour and portraiture very well and this highlights that illustration isn't just cartoon characters/spaces. The artist being able to style the way they draw people shows an understanding of proportions beforehand. This piece will be from floor to ceiling so that it stands out. I chose for this to be the opening piece because it's so skilfully curated and will set a great atmosphere for the rest of the exhibition.



Artwork 2

From the first piece the attendees will go immediately to the left to Valentina Remenar's section. This will also be from floor to ceiling. I felt that this piece tied in well with the previous due to the bright colours and lighting. Remenar is astounding at creating intriguing portraits that never get boring. This particular piece is 1 out of a set of 7 that all have an iridescent quality to them. The background of this image will be stark against the white walls and further highlight the kaleidoscope of colours. I believe this piece and the previous piece will be appreciated more by older generations as even though it's not considered "traditional" it's still highly skilled; I'm using this fact to ease the attendees into the different styles.



Artwork 3

Back to the right hand side there is this surrealist illustration by Pypah Santos. This piece and Remenar's tie together in that they have a ribbon like effect but also a certain gory appearance. Art with horror-like attributes are commonly most consumed by younger individuals, so I thought it would be interesting to see what the older individuals think of pieces such as this after viewing it. This piece also isn't as colourful as the others so it will be interesting to see how the attendees respond to that – whether they prefer a more natural palette or not.



Artwork 4

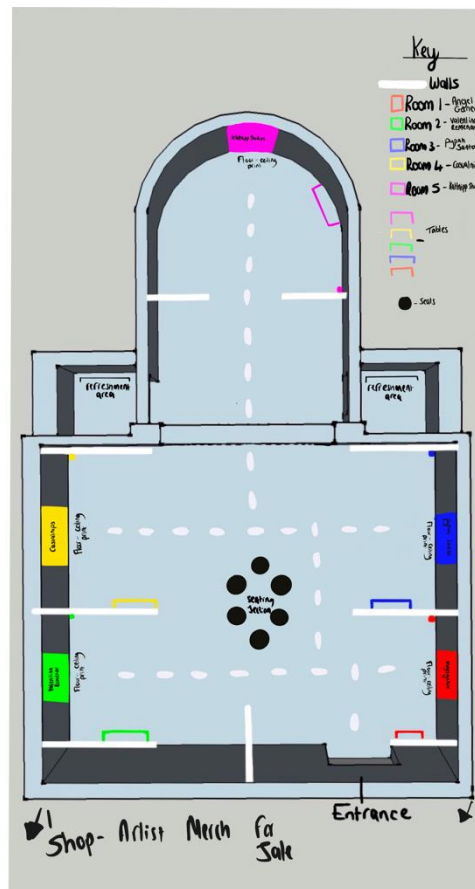


Artwork 5

The 4th art piece is by Casualnips and the 5th is by Kattnipstudios (they go by their Instagram handles). Although these pieces have very different moods and aspects, they are similar in that they are the most stylised. These types of illustrations are what people commonly first think of – they have a more cartoony appearance. I chose piece 4 in particular as it has the most harsh intense atmosphere out of all the artworks. Although it is richly coloured it has a limited palette – so it links well with image 3 in that area. The piece also includes a male because I thought it important to have an almost equal amount of both female and male. This piece is a classic example of the type of illustration that is commonly seen on social media so it creates a good foundation to compare the other artworks to.

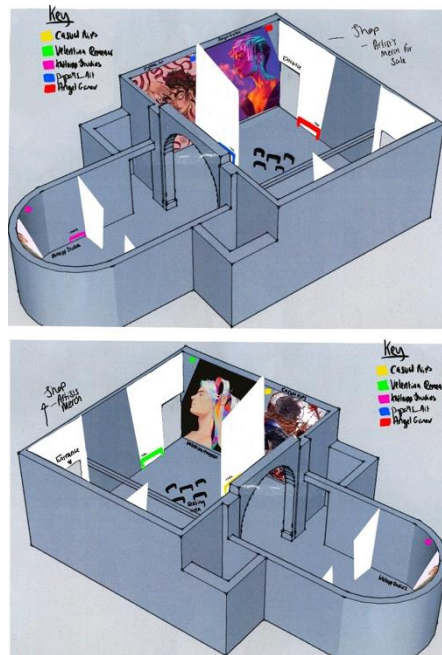
Although piece 5 is the simplest out of all the others, to me it is another prime example of commonly thought of illustrations. This differs though in that the artist has paid attention to lighting, depth really brings artwork such as this to life. It doesn't have flat colours which a lot of illustrations do which is why a lot of illustrations get overlooked – because they look too much like others. This type of artworks just tend to blend together and not stand out. Kattnipstudios has really thought about complimentary colours while creating this illustration, it overall has a very pleasing smooth atmosphere. I thought this would work well as the ending piece as it would leave a calming effect after the attendees are done viewing all the pieces.

My intention overall with these pieces is to show the different ways artists approach illustration and how it can vary largely even when focusing on the same subject – people in this instance.



Floor plan

As seen above I have created a space that is easily accessible yet still has structure. The white-walled off areas will create multiple focal points within the exhibition that the attendees can drift between. In the small square sections just in front of Kattnippstudios's section, there will be tables with refreshments on – water, juice, biscuits etc. Each section will be exactly the same with a large floor to ceiling print in the centre, white background and a table with provided materials to write. I chose this design so that no singular section would have a visual advantage other than the main art piece. This is important so that when they write their opinion they won't be influenced by external factors.



3D Plan

As depicted above, my exhibition will be utilising the whole of the gallery space. The diagrams roughly show how the arrangement will look like on both sides. As seen there is the 5 equal sections, all arranged the same. A seating area in the centre so that attendees have the option to sit and view the art – which will also be more efficient when they're writing about the pieces. The shop space before the gallery space will also be utilised – artists merchandise available to purchase. In conjunction with the idea that age influences our taste in art, I also would like for anyone who purchases any of the merchandise to write down only their age and put the paper in a box next to the till. This would show what age group most found the art interesting enough to buy merchandise.

Images

Artwork 1: Ganev, A. (2019) [digital print]

Artwork 2: Remenar, V. (2019) [digital print]

Artwork 3: Santos, P. (2019) [digital print]

Artwork 4: Casualnips, (2019) [digital print]

Artwork 5: Kattnippstudios, (2019) [digital print]

Plan 1: provided by university [Digital Generated Image]

Plan 2: provided by university [Digital Generated Image]

Referenced art

Newman, B. (1953) Onement VI [oil on canvas] New York, The Solomon R. Guggenheim Museum

Kelly, E. (1961) Green White [oil on canvas] New York, Sidney Janis Gallery

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