


## The Lecture Contains:

-  Introduction
-  New Perception of Aesthetic Appreciation
-  Aesthetic Application

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## Module 6 : Readymade &amp; DADA Movement

## Lecture 15 : Introduction, New Perception of Aesthetic Appreciation, Aesthetic Application



Plate 1 A Collage, 1911  
(Picasso)



1B Synthetic Cubism  
(Picasso, 1911)



1C Picasso's Synthetic Cubism

(Source: [http://www.google.co.in/search?hl=en&q=Picasso+Collage&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bvm=bv.1355534169,d.bmk&bpc=40096503&biw=1342&bih=542&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=F0bgUNr1MNHprQfLYHYAQ](http://www.google.co.in/search?hl=en&q=Picasso+Collage&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.1355534169,d.bmk&bpc=40096503&biw=1342&bih=542&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=F0bgUNr1MNHprQfLYHYAQ) ; December 30, 2012)

Read more: <http://en.wikipedia.org/wiki/Collage> ; December 30, 2012

## Introduction

Introduction of Collage has major contribution in the future course of Modern Art. Application of non-conventional material in art and baptizing it as art inspired number of creative minds. Readymade and Dada Movements have come out of such radical thinking, which started challenging the established theory of art and aesthetics. In late 18th Nineteenth Century Van Gogh had visualized the possibility of such aesthetic appreciation when he wrote to his Bernard, "...this morning I found an old broken lantern in a dustbin, I brought it home....it looks like Anderson's Fairytale..." Van Gogh is perhaps the first artist who could visualize the aesthetic beauty imbedded in a mass produced denatured object. 19th Century second decade witnessed revolutionary activities in every field of creativity including art, music, poetry, literature, etc. The new art expression opened a wide range of possibilities in Art and Design. The rise of The Bauhaus school in Germany took lead in cultivating a new form of technical art. Industrial Art thus, gained its recognition in the field of creativity.

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## Module 6 : Readymade & DADA Movement

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#### New Perception of Aesthetic Appreciation

The perception of aesthetics has over and over again being challenged by the scholars and intellectuals based on new concepts and expressions. **Printmaking** was not considered as creative at par with painting and sculpture since the technique can produce number of prints of the same image. It was considered that each work has to be handmade and non-repetitive. Similarly **photography** did not get the status of art until very recently. In photography, machines are used for printing repetitive prints of the same photograph. Thus, photography did not qualify as conventional art form.

Along with the time the perception of aesthetic values and appreciation has changed drastically. Aesthetics does not mean conventional sense of 'beauty' always. Post 1911, period of **Synthetic Cubism** initiated new thinking and change in perception. In 1916, a group of artists, poets, writers, musicians, and philosophers in Europe challenged the conventional aesthetic appreciation and creativity. They showed the aesthetic properties could exist in mass produced objects as well. Bicycle-wheel, bathroom wares, and various household products that were never considered work of art were exhibited with the signature of artists. **Readymade** object, machine produced consumer products were never considered at par with art that could possess aesthetic beauty like any other art.

The revolutionary movement of **Dada** in 1940s had challenged the traditional practice and believes in art. Until Pablo Picasso used real paper material, popularly known as **Collage**, on a canvas during the **Synthetic Cubism** no one could claim aesthetics value in mass produced objects like art. It gave birth to a new turn in the history of aesthetics realization. Paper, a mass produced object, was baptized with a new aesthetic philosophy. Hence, the term aesthetics is a subject of interest for philosophers, artists, and designers that has created enormous debates through ages.

#### Aesthetic Application

Aesthetic application can be divided in the following two categories- **Applied Aesthetics & Technical Aesthetics**.



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*All section of aesthetics, which lie outside art is divided into two categories-*

1. **Applied aesthetics** covering human behaviour, creative work in the field of arts, science, sports, etc.
2. **Technical aesthetics**, or theory of design covering
  - a. Its function,
  - b. The material it is made from, and
  - c. Factors which are determined by a given society



Plate 7A 'Bull Head'

(Picasso, 1944)



7B Picasso's 'Bull'



7C Cave Painting

(Lascaux, France 30000 BC)

(Source: [https://www.google.co.in/search?hl=en&q=picasso%27s+bull+head&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bpcl=40096503&biw=1318&bih=600&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=jEHQUOf8BoisrAeCrYHgAQ](https://www.google.co.in/search?hl=en&q=picasso%27s+bull+head&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=40096503&biw=1318&bih=600&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=jEHQUOf8BoisrAeCrYHgAQ) ; December 18, 2012)

Picasso's Bullhead (plate 7A) certainly became a paradigm in sculpture. Sculpture's traditional practice in carving and casting from wood, stone or metal continued for centuries. Picasso's Collage concept introduced another new technique by using readymade material such as 'bicycle-seat' and 'bicycle-handle'. Assembling two common bicycle parts together by welding them created the Bullhead. It is an evolutionary concept that accepted the value and aesthetic beauty of mass produced objects. Introduction of such concept helped to change attitude towards mass produced consumer goods. The Bullhead is extension of Picasso's Collage concept that had already accepted the qualitative value of readymade materials. The essence of Bullhead shows influence of African tribal art that reflects the simplicity and elegance in form and structure. The Picasso's drawing of Bull (plate 7B) emulates the essence of Primitive Cave Paintings (plate 7C) that shows naive like simplicity in form and expression.