

The Confusion between Art and Design

Brain-tools versus Body-tools

Tsion Avital

VERNON SERIES IN ART

"This book is not just for specialists of art and design. It gives an orientation for finding values, which is essential in the current cultural turmoil of the world. Avital's distinction between body-tools which are tools or extensions of our body, brain-tools which are all symbols systems, and mind-tools which seem to be the most fundamental structuralizing properties of mind, is instructive for considering and solving various problems that we face, including the widespread confusion between art and design. There will be various debates in connection with this book, similar to his earlier work Art versus Nonart (Cambridge, 2003; in Chinese, Beijing, 2009), but there is no development without discussions and then some actions."

Dénes Nagy, President, International Symmetry Society

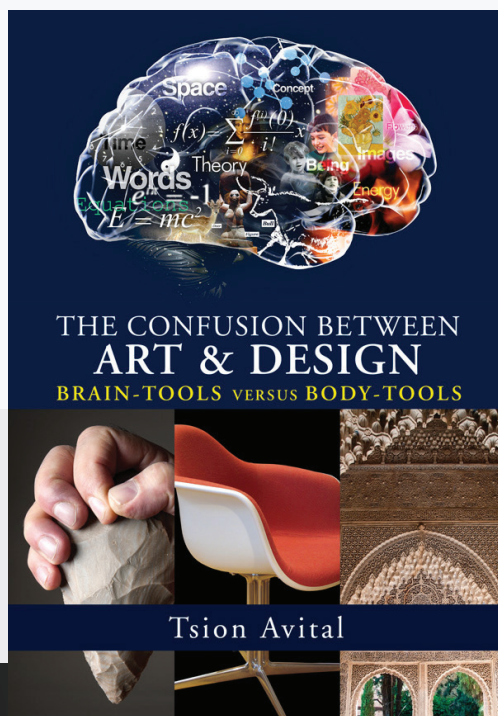
Summary

In the past century the borders have blurred between art and design. Designers, artists, aestheticians, curators, art and design critics, historians and students all seem confused about these borders. Figurative painting was reduced to graphic design while still being called 'art'. Figurative sculpture was reduced to nonfunctional industrial design while being called 'sculpture'. This fundamental blunder resulted from total misunderstanding of the concept of "abstraction" by the founders of modern art. Comprehensive analysis shows that so-called "abstract art" is neither abstract nor art, but a very simple, even trivial, kind of design.

In this book the prehistoric, philosophical, logical, historic and religious sources of the confusion between art and design are analyzed.

A new and coherent conceptual framework is proposed, to distinguish between art and design. Nearly one hundred distinctions, contradistinctions and comparisons between art and design are presented, showing clearly that they are totally independent domains.

Philosophy of art books are written by philosophers for philosophers, not for artists and designers; therefore they are irrelevant for the latter, especially for students who normally lack the necessary conceptual training. This book is not only for theoreticians but for art and design practitioners at all levels. This is a new kind of book: an illustrated philosophical book for the art and design world, which can make philosophical knowledge accessible and useful for solving real problems for designers and artists who are mostly visual rather than conceptual thinkers. The book contains over two hundred images; thus art and design people can easily follow the arguments and reasoning presented in this book in their own language; images.



Lack of distinction between art and design harms both. Design is contaminated by the ills of modern art, while modern art cannot recover from its current stagnation whilst under the illusion that it is actually art rather than design.

About the author

Tsion Avital is perhaps the most original and revolutionary thinker in the field of philosophy of art today. Even at the start in his Master's thesis (1970) and his doctorate (1974) he claimed that modern art is not a new paradigm in art, but the debris of figurative art and thus is not a substitute for it. He claimed that over tens of thousands of years figurative art contained two simultaneous layers: a revealed layer which is content related and semantic, which we call figurative art, and a hidden layer which is structural, and whose principal component is the hierarchic structure of every figurative painting without exception. In order to create a new paradigm for art, he suggested turning around and creating an artistic paradigm that would be based on representation of the structural characteristics of the mind, and neglecting the semantic layer which in any case has been exhausted. In the 1970's modern art was at its peak and so there was no chance for a new paradigm of art, just as there is no point in proposing medication to a sick person who does not realize he is sick. At the same time there was no theory in aesthetics that could clearly explain the differences between art and non-art, and so Avital was obliged to create it. After about twenty years of searching he discovered the Mindprints theory – his conjecture as to the most basic organizational structures of the mind. He has presented this theory in a number of articles, in lectures at conferences and primarily in his book – Art versus nonart: Art out of mind (Cambridge University Press, 2003).

Apr 2017 | Hardback 234x156mm | 428 Pages | ISBN: 978-1-62273-205-0

SUBJECTS Philosophy, Art

VIEW/ORDER ONLINE AT www.vernonpress.com/title.php?id=255

\$ 130

€ 122

£ 107

12% DISCOUNT ONLINE
USE CODE AT CHECKOUT

FLYPR12



VERNON PRESS

www.vernonpress.com