

key conventions

Ready-mades

Most of my sculptures are ready-mades. I believe that the artist expresses himself with his soul, with the soul, the art must be assimilated. I thoroughly dislike the sort of artist who just paints what he sees. My ready-mades are a sort of antidote to this retinal art. While retinal arts value lies in its aesthetic qualities, the objects I choose carefully for my ready-mades are chosen not for their beauty or ugliness, but from my interpretation of the ideas behind them. Their value lies entirely on conceptual meanings. The fact that I ~~choose~~ choose items that are neither ugly nor beautiful, is also to help the viewer understand that I'm trying to put across that the ideas are more important.

1

I use everyday objects which everyone is familiar with, and place them in an entirely new setting, giving the object an entirely new idea (For example, 'Fountain'. You would expect a urinal to be in a mens-toilets, but in a gallery space, on a pedestal, it is now art.) This idea or ideas are not obvious, so the viewer is intellectually challenged. I try to encourage people to think about what the work might mean. Even if the ideas are not what I intended, it is not a loss, because the viewer is trying to analyze the art, and is a step away from retinal art.

Using everyday objects as opposed to luxury items also draws attention to the gulf between everyday objects and what we perceive as unique, unapproachable art.

Fountain is a urinal I purchased from Mottworks in 1917. It was entered into an exhibition, but was hidden from view during the exhibition. It was entered to good the board members responsible for hanging artwork.

The ideas behind Fountain are to influence the viewer's opinion on what they perceive as art. Some people say that the urinal was a crude symbol of my opinion of art, but it was actually just because I ~~to~~ saw it and thought that it was perfect for a ready-made. It is neither ugly nor beautiful, and all of its value lies in its ideas. Both the viewer's ideas and my own are equally important, and it fascinates me how different people can have such different meanings from a simple urinal, based on their different experiences in life.

2

Fountain's purpose is to influence the viewer into wanting to analyze it, natural human curiosity. It draws attention to the difference we put between unique, exotic artworks and mass-produced everyday items. It asks the viewer, "What makes an object deserving of being ~~will~~ called art?"

The pseudonym B. Mutt, gives the viewer something else to think about, like how B.M. is for ready-made. The reference to Mutt and Jeff references my ~~early~~ school days, when I made and sold comics and pens.

3

Other Artists
Everyday objects as art.

I will feature Michael Parekowhai, Jeff Koons Rabbit to go with Marcel Duchamp's Fountain. Though Parekowhai and Koons works are more contemporary, they still contain similar ideas in the sense that they have ~~any~~ originally come from ~~to~~ everyday objects.

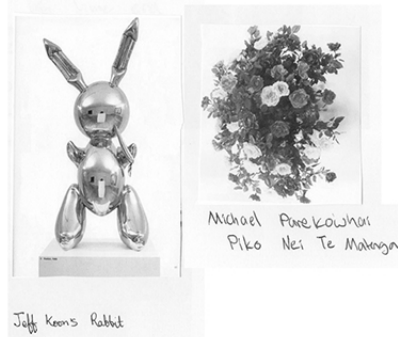
4

Rabbit is made from coating an animal balloon in stainless steel. The result is a lustrous, fragile work, just as beautiful as any other sculpture. It ~~does with~~ ~~how~~ people ~~are affected by~~ marks tasteless art and compares it to a cheap child's toy. I think that this will nicely

complement & Duchamp's Fountain, as they convey similar ideas, but in different ways.

5

Piko Nei Te Matenga (zoo) looks like flowers cut from a bush and arranged perfectly, and that it is in a sense, a type of ready-made, & suggesting that nature was the manufacturer of this work. However, every single flower was handmade from silk and plastic, silk being the material from which soldiers' clothes are made. ~~Thus~~ Though there are ~~in~~ sombre tones, the surface idea of questioning authorship is relevant to Duchamp and Koons works.



Gallery Space

The 3 x's are where I believe that the works should be placed. I chose this gallery because it is quite traditional looking, so makes a direct reference to the time era when Duchamp began exhibiting his ready mades. It looks like a gallery where one would expect to see traditional, realist oil paintings, or realist sculptures. The gallery will be completely empty apart from the 3 artworks. The traditional-looking gallery is a big contrast to the arbitrary artworks.

