



جامعة الاسكندرية
كلية الفنون الجميلة
قسم التصوير
شعبة التصوير الزيتي
الدراسات العليا

الفن المفاهيمي وأثره على فن الفيديو والفنون البصرية المعاصرة The conceptual art and it's impact on the video art and The Contemporary visual arts.

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RESEARCH SUMMARY

Artists had many challenges during the era of the sixties and seventies to develop their creative activities out of the traditional outlines surrounding the different art forms like sculpture, painting, carving, and others in addition to exhibition places. The result of all this was the rise of the conceptual art, which had a profound effect on contemporary art forms as it elevated the "Idea" over the "Object", where the soul of the idea and the art work goal exists. That's how art form is a creation with thought at its center, as prototype designs for any work guide the process by the idea, however the technical abilities and creative practices are the materialistic result of the idea. That is where conceptual art depends on to realize the art process in the form of texts, maps, movies, etc.

CHAPTER 1: INTRODUCTION TO THE CONCEPTUAL THINKING - A HISTORY PREFACE

Conceptual art emerged as an artistic style in 1960. It depended on the idea and the concept which both formed the main manifestation for it. Sol Le Witt defines conceptual art as what includes all thought processes free of any craft skills the artist may possess, as the idea is the concept, and the tool that creates art, therefore the term "conceptual art" is an aesthetic equivalent to the artist message to the audience.

Conceptual art has risen by many factors, most notably the psychological reaction to the two world wars, the technological and scientific advancement, as well as the influence of the contemporary movements that appeared in the twentieth century like surrealism, abstract expressionism, abstract engineering, and the trials of Marcel Duchamp in the second half of the twentieth century.

The term "concept" is often associated with another term, conception, the concept is an innovative state of the content, which is a transformation of the sensory image into a mental image of the recipient, Conceptual art is trying to transform the sensory image into a mental one for the recipient and create a mental image that provokes the viewer to reveal the hidden meaning after understanding its code. The conceptual process was the art pathway that represents mixing art

and philosophy together, as the effect of philosophy and logic on conceptual artists had a big role in forming their own language which is characterized by their multiple levels of explanation, besides that, the value of linguistic symbols is seen as an essential tool in the conceptual art, where conceptual artists have gained their radical character in artistic performances.

(Readymade) items had a role in changing the beauty science concept when this kind of art was keeping up with the idea of melting the limits between different art areas. The beginnings of emergence of ready-made work on the art scene returns to the Dadaism artists in their exhibit that was held in Voltaire in 1917 where Marcel Duchamp presented what is called ready-made putting a spotlight on artistic beauty which lies in a non-artistic material like remains of metals, glass, and other ready-made objects that are extracted from the remains of everyday objects to turn into an art work. Marcel Duchamp used this new concept in order to rebel against the prevailing concepts in the fine art movement in an attempt to attack the aesthetics inherited in the Renaissance.

Fluxus group is considered to be one of the important trends to pave the emergence of conceptual thought. They are an artistic group established in Germany in the early 1960s by Joseph Beuys, John Cage, George Brecht, Cane Friedman, Nam June Paik, and Wolf Vostel. It followed the same ideology of Dadaism which called upon change and mixing art with every-day life. The movement quickly moved to New York, Northern Europe, Japan and California.

Joseph Kosuth is one of the conceptual artists, His work was popular during his age, for example "One and three chairs". It was a real chair, its photograph, and a linguistic definition for the word "chair". They all represented one thing, where the sensory thing is self-evident, and what is important is to realize and understand it, The critical trends of television were the conceptual material for video artists until the mid-1980s like the ideas of Fluxus artists before, Johan Jonas, Peter

CHAPTER 2: THE IMPACT OF CONCEPTUAL ART ON CONTEMPORARY ART

One of the concepts that influenced the creative arena of art in recent years is the art of postmodernism and emerged according to the technological progress that caused the change of many artistic concepts, which led to the emergence of new terms in art: Conceptual art, Post conceptualism, Minimalism, Neo Dadaism, L'art Povera, Performance art, Happening art, Environment art, Installation art, Body art, Pop art, Video art.

During that period, the conceptual art that gave rise to the influence of the other arts and the change of some concepts of other arts appeared. The concept has influenced many of the arts, including:

Assemblage art – Example artists: Daniel Buren, Barbara Kruger, Monat hatoum, Magdy Mostafa. Performance art – Example artists: Marina Abramović, Joseph Beuys. Action art – Example artists: Paul Jackson, Pollock. Contemporary theatre and its influence by conceptual art, like Alternative theater, Happening theater, Live theater. Happening art – Example artist: Alan Kaprow

CHAPTER 3: THE RELATIONSHIP BETWEEN CONCEPTUAL ART AND VIDEO ART

In this chapter, works of several video artists have been shown that dealt with conceptual art in their works from different point of views either in the technique or in the content. They are:

- Nam June Paik
- Wolf Vostel
- Charlotte Moorman
- Bill Viola
- Bruce Nauman
- Dan Graham
- John Cage
- Stiena Vasulka
- Peter Campus
- **CHAPTER 4: PRACTICAL EXPERIMENT**

A group of experiments for the researcher during her study for the conceptual art and its influence on contemporary art. She introduced

works that combine video art, installation art, conceptual art, and photography art in different places.