

# 03 Aesthetics tour, Upcycling

Tuesday, January 12, 2016 8:17 PM

Today: Admin stuff, Aesthetics definition, Aesthetics Tour

Movie Night: Mondays, 5- 7pm in ME Conference Room

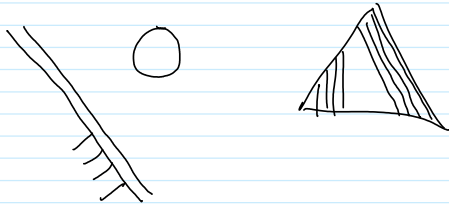
Popcorn, pizza, byob

Monday Jan 30:

<https://www.youtube.com/watch?v=v1Vr2zaYJU>



Due today: CATME survey, AesDes Perception Survey (via Qualtrics), Syllabus signature  
Don't forget to start your design notebook



### Definitions of Aesthetics

- Study of beauty
- Psychological measure of affect

"Oh yuck!  
That's awful!  
I hate it!"

Oh wow!  
That's wonderful!  
I love it!"

Palmer, Stephen E., Karen B. Schloss, and Jonathan Sammartino. "Visual Aesthetics and Preference." *Annual Review of Psychology* 64 (January 3, 2013): 77-107. doi:10.1146/annurev-psych-120710-100504.

- Branch of philosophy. Aesthetics and ethics deal with moral issues of ontology (nature of things), epistemology (nature of knowledge), etc.
- Metric for art: is it art? Is it good art?
- Synonym: philosophy of art or art theory. "What is art? What good is art? What is the purpose and nature of art?"

## Hertzberg's Theory of Art

- Art is the embodiment, the instantiation, the execution of a vision.
- Any endeavor can be raised to the level of art: Mathematics, physics, cooking, sports.
- Routine, uncaring work is not art.
- "Aesthetics of XYZ" describes a non-unique scale for evaluation of art. Once a vision or an intent has been defined, an artifact can be compared to it, measured by it.
- An aesthetic can be defined by an individual artist, or collectively by a culture.

## Aesthetics Tour

Images taken from Google search unless otherwise noted.

Using an aesthetic as a metric requires art, an artistic vision, to be defined, to set the context for the scale.

Let's look at some specific artistic visions, and the associated artifacts to get a sense of 'an aesthetic'.

The range of artifacts is broad: Design theorist Victor Margolin divides design into three categories:

- 1) Industrial design, including products, graphic, stage, interior, and fashion
- 2) Engineering or computer design
- 3) "Immaterial products": techniques, services, processes, urban design

Tim Burton, filmmaker. Vision: macabre, spidery, not really scary, humorous  
"the preeminent auteur of gothic outsider angst"

From <http://collider.com/tim-burton-movies-ranked-worst-to-best/>

[https://www.google.com/search?q=tim+burton+filmography&ie=utf-8&oe=utf-8#q=beetlejuice&stick=H4sIAAAAAAAAAAONgFuLQz9U3MC9KMVfiBLEMcyuSzbUkspOt9Ats8wtyUoFUUXF-nVufilmavEjRn9ugZc\\_7p!LuU1ac\\_!aowMXtqVCKlxsrklmSWWQJcPFJwezQYpLi44DweAEh-OjGDAAA&tbs=kac:1,kac\\_so:1](https://www.google.com/search?q=tim+burton+filmography&ie=utf-8&oe=utf-8#q=beetlejuice&stick=H4sIAAAAAAAAAAONgFuLQz9U3MC9KMVfiBLEMcyuSzbUkspOt9Ats8wtyUoFUUXF-nVufilmavEjRn9ugZc_7p!LuU1ac_!aowMXtqVCKlxsrklmSWWQJcPFJwezQYpLi44DweAEh-OjGDAAA&tbs=kac:1,kac_so:1)

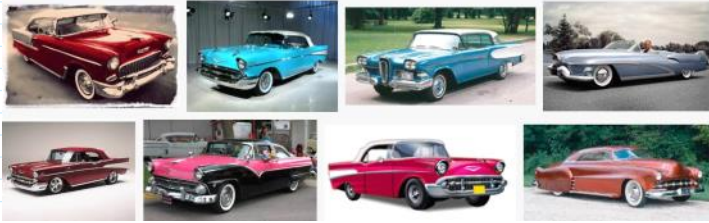


1950's cars

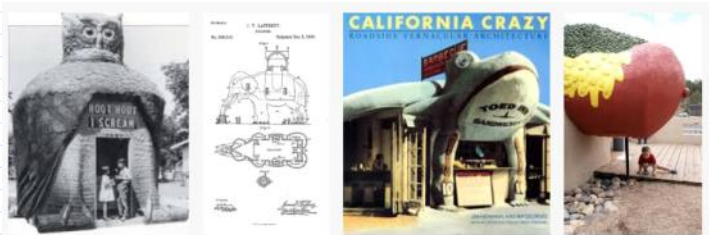
<https://www.google.com/search?q=50s+cars&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKewjSqNq7upnKAHVQzGMKHRAfBO4QsAQIHA&biw=1218&bih=388>

Filmography		Year
Jump to: Producer · Miscellaneous Crew · Director · Writer · Actor · Animation department · Art department · Production designer · Thanks · Self · Archive footage		
<b>Producer (23 credits)</b>		
Beetlejuice 2 (executive producer) (announced)		
Alice Through the Looking Glass (producer)		2016
Big Eyes (producer)		2014/1
Captain Sparky vs. The Flying Saucers (Short) (producer)		2013
Frankenweenie (producer)		2012
Abraham Lincoln: Vampire Hunter (producer)		2012
9 (producer)		2009/1
Corpse Bride (producer)		2005
Lost to Oz (TV Movie) (executive producer)		2000
The World of Stainboy (Short) (producer)		2000
Mars Attacks! (producer)		1996
James and the Giant Peach (producer)		1996
Batman Forever (producer)		1995
A Visit with Vincent (Video documentary) (executive producer)		1994
Ed Wood (producer)		1994
Cabin Boy (producer)		1994
The Nightmare Before Christmas (producer)		1993
Family Dog (TV Series) (executive producer - 10 episodes)		1993
- Family Dog Goes Homeless (1993) ... (executive producer)		
- Family Dog Gets Good and Sick (1993) ... (executive producer)		
- Family Dog's Home (1993) ... (executive producer)		
- Day One of Summer (1993) ... (executive producer)		
- Call of the Mail (1993) ... (executive producer)		
Show: at 10 episodes		
Batman Returns (producer)		1992
Beetlejuice (TV Series) (executive producer - 94 episodes)		1989-1991
- Not So Helpful Miss (1992) ... (executive producer)		
- Journey to the Centre of the Earth (1992) ... (executive producer)		
- Calamity Get Your Tongue (1991) ... (executive producer)		
- King Of (1991) ... (executive producer)		
- Frantically Frail (1991) ... (executive producer)		
Show: at 94 episodes		
Edward Scissorhands (producer)		1990
Looney (Short) (producer)		1982
Stalk of the Celery Monster (Short) (producer)		1979

2017-21=1996



### Novelty architecture/ Roadside Vernacular Architecture



Any art form has a variety of aesthetics: Dance

#### Dance Vines

<https://www.youtube.com/watch?v=HtQLLgMpoQGrease>

#### Swing Dance

<https://www.youtube.com/watch?v=myjJ0mNNe1Y>

Ron Howard/ 1950's Greaser culture (all students had seen this)



### Muscle cars



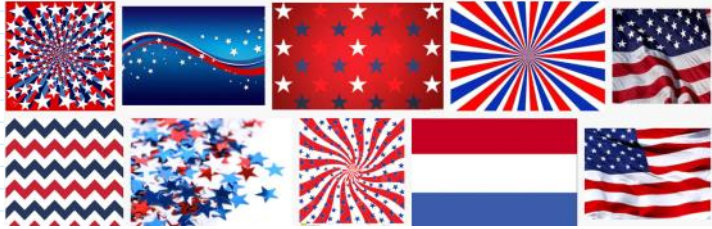
[https://www.google.com/search?q=muscle+cars&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKewi2zuDO4prKAhUC5WMMKHz\\_CPgQsAQIHA&biw=1218&bih=596Disco](https://www.google.com/search?q=muscle+cars&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKewi2zuDO4prKAhUC5WMMKHz_CPgQsAQIHA&biw=1218&bih=596Disco)

I am not a fan of the following four aesthetics, but I recognize their validity

### Religion, angels



Red White Blue,



American eagles

[https://www.google.com/search?q=Americana+eagles+colonial+furniture&source=Inms&tbn=isch&sa=X&ved=0ahUKEwiihbrR5ZrKAhVQ2mMKHZTNCQ4Q\\_AUICCgC&biw=1218&bih=596Americana](https://www.google.com/search?q=Americana+eagles+colonial+furniture&source=Inms&tbn=isch&sa=X&ved=0ahUKEwiihbrR5ZrKAhVQ2mMKHZTNCQ4Q_AUICCgC&biw=1218&bih=596Americana):

Colonial furniture



[https://www.google.com/search?q=Americana+eagles+colonial+furniture&source=Inms&tbn=isch&sa=X&ved=0ahUKEwiihbrR5ZrKAhVQ2mMKHZTNCQ4Q\\_AUICCgC&biw=1218&bih=596#tbn=isch&q=colonial+furnitureSports](https://www.google.com/search?q=Americana+eagles+colonial+furniture&source=Inms&tbn=isch&sa=X&ved=0ahUKEwiihbrR5ZrKAhVQ2mMKHZTNCQ4Q_AUICCgC&biw=1218&bih=596#tbn=isch&q=colonial+furnitureSports)

Corporate logos



## Upcycling,

also known as [creative reuse](#), is the process of transforming by-products, waste materials, useless and/or unwanted products into new materials or products of better quality or for better environmental value.

From <<https://en.wikipedia.org/wiki/Upcycling>>

## Examples

Watts Towers: <http://www.nytimes.com/2011/02/08/us/08watts.html>



Watts Towers, long an attraction for Europeans interested in the work of the artist Simon Rodia, is otherwise far off the path of visitors to Los Angeles. Michal Czerwenka for The New York Times

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LOS ANGELES — The Watts Towers rose up against a clear blue sky as James Janisse unlocked the 10-foot-high gate that surrounds the soaring outdoor sculpture. “Behold the work of the man,” said Mr. Janisse, a tour guide, and his audience took it in: the Gaudiesque mashup of towers, cathedrals, fountains and ships, constructed from pipes, broken bottles, seashells and cracked ceramic, climbing 100 feet into the air.

The towers are an iconic work of folk art with a back story — built by an eccentric Italian immigrant working alone in his yard over 33 years — that is nearly as captivating as the installation itself.



Cement covered rebar, decorated with broken tiles, glass bottles etc.

Example of 'outsider art', significant works produced by artists outside of the art school-gallery world.  
Museum of Outsider Art = American Visionary Art Museum  
<http://www.avam.org/>  
Baltimore.

<http://www.roadsideamerica.com/tip/2776>

100,000 toothpicks Ping pong ball track sculpture of San Francisco by Scott Weaver  
<https://www.youtube.com/watch?v=OG5DKJWbeEg>

Vegetable Orchestra: <https://www.youtube.com/watch?v=hpFyt7vRHuY>

Andy Goldsworthy, environmental artist. Makes sculpture from rock, ice, sticks, leaves. Biographical documentary about him:

Riedelsheimer, Thomas. *Andy Goldsworthy's Rivers & Tides*. Docurama, 2004. Available for checkout.

Excerpt: [https://www.youtube.com/watch?v=f7sZv4\\_0Fvg](https://www.youtube.com/watch?v=f7sZv4_0Fvg)

Cardboard furniture:



## Aesthetics Tour Continued Steampunk

Steampunk is a [subgenre](#) of [science fiction](#) and sometimes [fantasy](#) that incorporates [technology](#) and [aesthetic designs](#) inspired by 19th-century [industrial steam-powered](#) machinery

From <https://en.wikipedia.org/wiki/Steampunk>



