

On the ambivalence of art for a transition to sustainability

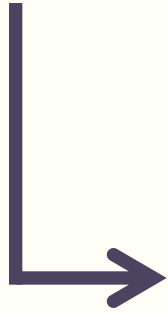
Impulses by

Davide Brocchi

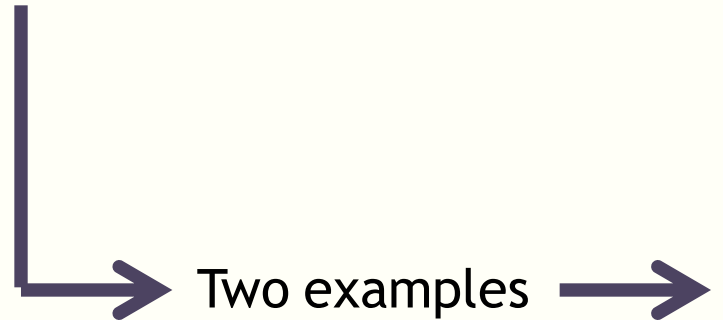
Cologne - Germany

The main question of sustainability...

- How to deal with complexity, considering that the human being is a (physically and cognitively) limited one



Social and environmental crises show, that the chosen way isn't the good one...



Two examples

What can we learn from such examples?

- No social/environmental crisis comes suddenly.
- Every crisis is the result of a growing gap between the reality and the perception of reality.
- If we want to learn *before* the „catastrophe“, than we have to ask what hinders and what promotes the perception of reality.
- People don't always do, what they know (Leggewie/Welzer, 2009).

Wolfgang Iser

Aesthetics

From gr. Aisthetik.
Every kind of
perceptions
(sensitive,
intellectual, trivial,
sublime, artistic...)

Anaesthetics

A state, in that the elementary
precondition of the aesthetics -
the capacity to feel - is missing.

What about art?

Art as anesthetic factor

- Art as part of the modern “Hochkultur” (advanced civilisation):
 - separation nature/culture and object/subject (R. Descartes)
 - dominance of humans on nature (Genesis 1:28; F. Bacon), of modernity on traditions, of the centers on the peripheries, of the social system on the environment.
 - separation of individuals and community (the “autonomy” of artist)
- Arts as medium of a cultural colonialism/modernization/globalization

Art as anesthetic factor

- Art as status symbol, investment - or as exclusive distinguishing mark of the „creative class“ (R. Florida)
- Arts in the “temples” (museums, galleries...)
- Arts as part of the cultural industry (entertainment, event, “beauty”)

Arts as aesthetic factor

- Promotion of the communication with the external and inner nature
- Contaminations instead of „purity“
- Plurality instead of an “universal” monoculture
- Laboratory for possible realities
- Unpleasant (showing the reality, we don't usually like to see)

How to change it...

- Defunctionalisation/deeconomisation of arts
- Debate arts & sustainability not reduced on fine arts
- An integrative notion of art instead of an exclusive
- Reflexivity (“the culture, I would like to change, is a part of me”)

Ambivalence isn't necessarily negative.

Ambivalence can be tension too –
and tension is the source of energy,
movement and inspiration.

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