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Keynote Remarks
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What is Art, What is “Personart”
Art for a New Consciousness, Art for a New Humanity



**INTERNATIONAL INSTITUTE
OF SOCIAL AND ECONOMIC SCIENCES**





Art, What Art?

- **Visual Art** is dead and will remain dead until we define its true meaning.

Art is dead.

Art is dead.

Art is dead.

- Socrates' teachings propose that meanings cannot be understood without knowing their opposites. **What is the opposite of art?**



Socratic Argument of Opposites

Everything that comes to be,
comes to be from its opposite.

Opposites cannot co-exist.

**Meanings cannot
be understood
without knowing their
opposites.**

Art or NOT?

- Many great thinkers have tried to define “art,” distinguish it from **what art is not** and **defend its essence**; among them.
- Leon Tolstoy, eloquently said, **“Art is not the expression of man's emotions by external signs; but it is a universal means of union among men, toward well-being of individuals and of humanity.”**

Dr. Ramachandran (A Neurologist): Aesthetic “Laws”

- Twenty-six years ago, neurologist Ramachandran with philosopher Hirstein suggested that artists deploy certain rules or principles to “titillate the visual areas of the brain.” They called those rules “laws.”
- Those laws are the **universal values**, necessary for judging true art.



Does Anything Go?

Beginning in the late 19th century, the notion of “beauty is in the eye of the beholder,” implied “anything goes” in visual arts. That brought on freedom of expression, while gradually destroyed the true meaning of the art, its essence and its divinity.

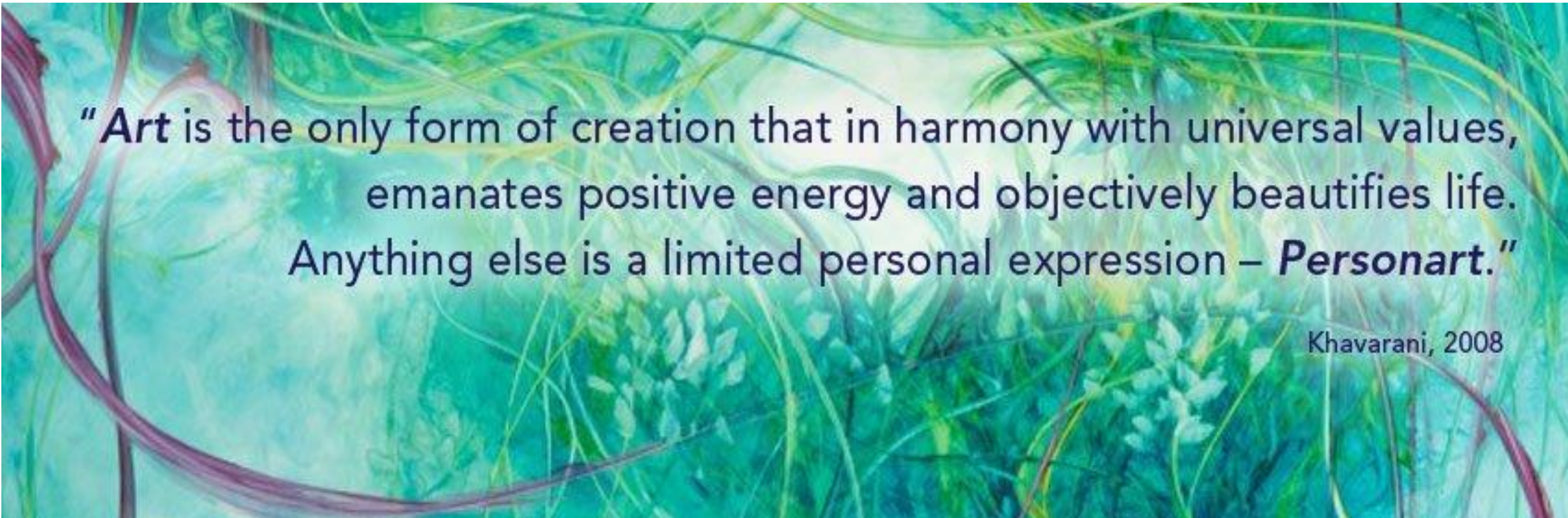
The world has paid a ransom for that “liberation.”

“Anything Goes”



Aesthetics Universal Values

In the modern aesthetics field, scientists suggest that there are “laws” that differentiate “art” from mere “**personal expressions**,” which I have termed “PersonArt.”



“**Art** is the only form of creation that in harmony with universal values, emanates positive energy and objectively beautifies life. Anything else is a limited personal expression – **Personart**.”

Khavarani, 2008

“In the Eye of Beholder”

- Today, visual art is dead because its universal values have been replaced with *personal expressions*.
- How barbaric and inhumane it would be if we declared “justice is in the eye of the beholder.”



R. MUTT

Marketeers

TRAVESTIES

- The absence of a transparent definition for “art” and its opposite in Western languages has opened the floodgates for enormous opportunities for “**tastemakers**” to create and exploit a multibillion dollar “business” with absurdities in the name of “art.” This is a travesty.
- As a result, creation has been replaced with personal expressions.
- **G**reatness has been replaced with **g**rossness, **m**astery with **n**ewness and **b**eauty with **h**ideousness.

- All the opposites of “art.” — **Travesties**

“...bacchanalian and barbaric display...”

- **Professor Albert Boime**, the foremost *Social Art Historian* of our time, noted: *“These ambiguities have brought upon us the ugliness of so much bacchanalian and barbaric display that presently passes for art.”*



“The Scream” \$119,900,000



A New Renaissance

- I trust this distinguished gathering will be the inception of a movement toward **a new consciousness** that will serve as another Renaissance in the field of visual arts.

