**Conceptual Art**

1. CONCEPTUAL ART based on the concept that art may exist solely as an idea and not in the physical realm.

2. For advocates of this movement, the idea of a work matters more than its physical identity.

3. Conceptual art is intended to convey an idea or a concept to the perceiver, rejecting the creation or appreciation of a traditional art object such as a painting or a sculpture as a precious commodity .

**Origins of Conceptual Art**

The movement began in the early 20th century, but was based on the European Dada movement and the writings of philosopher Ludwig Wittgenstein. Conceptual art also had roots in the work of the father of Dadaism, Marcel Duchamp. Conceptual art became an international movement, beginning in North America and Western Europe and spreading to South America, Eastern Europe, Russia, China, and Japan. It was a major turning point in 20th century art, challenging notions about art, society, politics, and the media with its theory that art is ideas. Specifically, that art can be written, published, performed, fabricated, or simply thought. emerged as an art movement in the 1960s.The first exhibition specifically devoted to Conceptual Art took place in 1970 at the New York Cultural Center under the title &quot;Conceptual Art and Conceptual Aspects.“Conceptual Art is so dependent upon the text (or discourse) surrounding it, it is strongly related to numerous other movements of the last century

**4. Examples of Conceptual Art and Artists**

**5. Marcel Duchamp :**

DaDa or Conceptual? Dada or Dadaism began in Zürich, Switzerland in 1916. A direct response to the horror and absurdity of the First World War, Dada was anti-aesthetic, anticulture, anti-war. It has been said that all 20th century art is a footnote to Marcel Duchamp.Duchamp and DADA artists of early 1900’s had a huge influence on art since the 1960s.

**6. Christo Christo is best known as the artists who wraps things up includingmany buildings and bridges as well as a small island. His work is produced in collaboration with his wife , Jean Claude**

**7. Judy ChicagoFeminist artist of 1970s who created work that challenged people to question why women were under represented in art history. Premiere of The Dinner Party at San Francisco Museum of Modern Art where it was seen by 100,000 people Each hand crafted place setting was made in honour of an influential woman from art history CleopatraJoan of arc Godiva**

**8. Holocaust Project: From Darkness into Light1985 -1993, an eight-year project by Judy Chicago and Donald Woodman selected artisans) is a journey into the darkness of the Holocaust which resulted an exhibition that combined painting and photography**

**9. JEFF KOONS,Michael Jackson,And Bubbles ,1988,Ceramic,A satirical look at popular culture**

**10. Betye Irene Saar an American artist, known for her work in the field of assemblage. In the late 1960s Saar began collecting images of Aunt Jemima, Uncle Tom and other stereotyped ((African American)) figures from folk culture and advertising. She incorporated them into collages and assemblages, transforming them into provocative statements of political and social protest. In the 1970s Saar shifted focus again, exploring ritual and tribal objects from Africa as well as items from African American folk traditions. In new boxed assemblages, she combined shamanistic tribal fetishes with images and objects evoking the magical and the mystical.**

**11. Works by B. Saar Madonnas Loss The Liberation of Aunt Jemima**

**12. Jenny Holzer Posted her art and poetry on LED screens on streets, subways and sports stadiums in New York**

**13. Cindy Sherman Photographed herself posed in typical roles assigned to women through Art and the media.By “Faking it” her staged Self portraits uncover the irony and the difficulties of being female in a contemporary world**

**14. Maya Lin Designed the Vietnam Veterans memorial in Washington DC at age 21.Her works are both beautiful and social /political**

**15. Frank Gehry Toronto Born Artist and OCAD student always Blurring the lines between art and architecture Designed new addition to AGO**

**16. Liz Magor Canadian Artist, Her recent works look at the consumer lifestyle, features acrylic sculptures of party debris, including candy wrappers and discarded coats, combined with sculptures of the corpses of small animals.**

**18. Installation Art.**

**Installation art describes an artistic genre of site-specific, three-dimensional works designed to transform the perception of a space.Generally, the term is applied to interior spaces, whereas exterior interventions are often called land art; however the boundaries between these terms overlap. Installation art can be either temporary or permanent. Installation artworks have been constructed in exhibition spaces such as museums and galleries, as well as public- and private spaces. The genre incorporates a very broad range of everyday and natural materials, which are often chosen for their evocative qualities, as well as new media such as video, sound, performance, immersive virtual reality and the internet. Many installations are site-specific in that they are designed to only exist in the space for which they were created.**

**19. Social Political Art Political art serves to uncover critique social norms and conservative ideals.**

**20. Performance Art.**

**its start in the 1960s in the United States. It was originally used to describe any live artistic event that included poets, musicians, film makers, etc. - in addition to visual artists.**

**Core Characteristics**

Conceptual Art is all about "ideas and meanings" rather than "works of art" (paintings, sculptures, other precious objects). It is characterized by its use of text, as well as imagery, along with a variety of ephemeral, typically everyday materials and "found objects". It also typically incorporates photography and video, as well as other contemporary media such as computers, performance art, projections, installation art and sound. One might say it was an artistic revolt against the increasing commodification of art, and/or the creative limitations imposed by modern art taught in traditionalist venues.

The first quintessential conceptual artwork was Erased de Kooning Drawing (1953) by Robert Rauschenberg (1925-2008) which, as the name indicates, is a drawing by the Abstract Expressionist Willem De Kooning (1904-97) which Rauschenberg erased. The work raises interesting questions about the meaning of art. Is the erasure of another artist's work a creative act? Is the finished product as important or more important than the idea behind it? And so on. The work itself now resides in the San Francisco Museum of Modern Art.

Conceptual art emerged as an international art form during a period of social and cultural upheaval in the 1960s and 1970s, which coincided with the era of Pop-Art and the Italian movement Arte Povera. Its profile was raised significantly by the 1970 art show "Conceptual Art and Conceptual Aspects" - the first exhibition in America devoted exclusively to conceptualism, which was hosted by the New York Cultural Center. Participants included Sol LeWitt (b.1928) and Joseph Kosuth (b.1945), who both exemplified the conceptualist notion that genuine art is not a unique or valuable physical object created by the physical skill of the artist - like a drawing, painting or sculpture - but is instead a concept or an idea. Sol LeWitt, the High Priest of Conceptualism attached great importance to the primacy of 'the idea', admitting in his Paragraphs on Conceptual Art (1967) that "all of the planning and decisions are made beforehand and the execution is a perfunctory affair. The idea becomes a machine that makes the art." His attitude can be illustrated by the fact that many of his works can be constructed by anyone who follows his written instructions. Other influential pioneers of conceptual art included the performance artist Allan Kaprow (1927-2006), noted for his "Happenings" and Andy Warhol (1928-87), who used conceptualism in several different forms. Recent examples of conceptualism include the word art practised by Barbara Kruger (b.1945) and Christopher Wool (b.1955), and the body art practised by Marina Abramovic (b.1946).