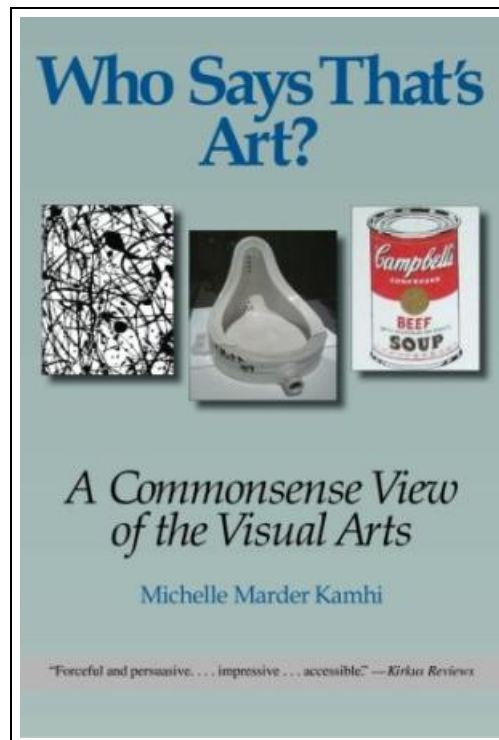


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Pro Arte Books, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Today s artworld experts accept virtually anything as art --from all-black paintings and facsimiles of supermarket cartons to dead animals preserved in formaldehyde. Many art lovers reject such fabrications, however, arguing that they are not art. This book explains why those ordinary people are right and the presumed experts are wrong. Museums and galleries of contemporary art around the world are filled with cutting-edge pieces that art lovers largely detest, while painters and sculptors whose work the public would appreciate are ignored by the cultural establishment. How did this happen? What mistaken ideas have led to it? Who is responsible? And what can be done to reverse the situation? Who Says That s Art? answers such questions--in commonsense terms that non-specialists can readily understand. Many books have attempted to bridge the controversial gap between the public and the contemporary artworld. What makes this book different? Other writers claim that people need to know the theories behind advanced work in order to appreciate it. Who Says That s Art? debunks those theories. Moreover, it reveals the cultural forces that collude to promote pseudo art in the contemporary artworld--from art educators and wealthy collectors to museum administrators and the media. Drawing on evidence ranging from cognitive science to cross-cultural studies, the book explains how and why the traditional fine arts of painting and sculpture profoundly move us by embodying important human values. In contrast, it demonstrates the emptiness of the installations and conceptual art that dominate the postmodernist artworld. Further, it documents the shallowness of collectors who pay huge sums for notorious works of contemporary art, such as a dead shark in a tank of formaldehyde. Surprisingly, however, the author--unlike most conservative critics--argues...



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