fundamentals dbe

#6_Aesthetic Function.

Aurosa Alison - aurosa.alison@me.com

Aesthetic Function.

What is meant by the term Aesthetics?
The word "Aesthetics" comes from the Greek word "Aisthesis" or "feeling," "sensation," and "perception." The aesthetic approach is by no means connectable with the realm of beauty "tout court", but expresses a mode through which one knows by **feeling**. Aesthetics is a theorized philosophical discipline that not only falls within the realm of theory but can be applied in many contexts: music, theatre, performing arts, design, architecture, literature, and many other forms of expression.

Theorized as a discipline in its own right and detached from the world of Fine Arts, Aesthetics in 1750 was first introduced by German philosopher Alexander Gottlieb Baumgarten as a completely autonomous doctrine capable of analyzing work from a **critical** point of view. Going deeper and coming into contemporary times, aesthetics is increasingly directed at the context of experience. Art is no longer something to be contemplated but becomes something to be **experienced**.

In 1934, American philosopher John Dewey enshrined in "Art as Experience" the fundamental importance of experience in the aesthetic question. "Experience is the result, the sign, and the reward of that interaction of organism and environment which, when it is carried to the full, is a transformation of interaction into participation and communication." (J. Dewey 1934)

Thus we return to the etymological concept that reminds us that regarding aesthetics, we are in an efficient and theoretical field, in which the **expressive** form becomes part of the work itself.
Who creates art? **Who** establishes the work?
In digital design, the aesthetic rule applies to both the creator and the user, where the experience becomes a **function**.

Focus on

Enzo Mari (1932-2020), an Italian designer, focused on the importance of function in aesthetic research. In this regard he wrote a book in 1970 entitled: "The Function of Aesthetic Research". His major works all come from an aesthetic-operational system based on: repetition, forms found in nature, refraction of light, and color. In Mari we find the essential question of digital aesthetics, namely, how **sensory experience** and **visual work** can be linked.
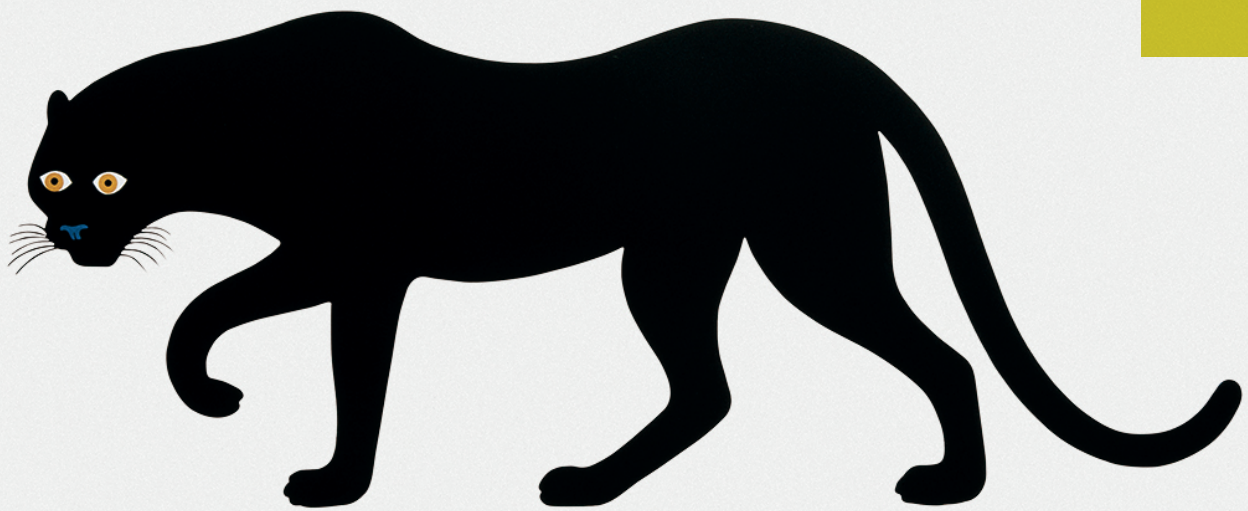
Quattro, la Pantera, Enzo Mari, 1965

Short exercise

1) Choose a commonly used object;
2) Reproduce or represent it digitally;
3) Explain your aesthetic experience with this object in a digital way.

To know more

https://www.danesemilano.com/en/designerDetails?idDesigner=14

https://www.cersaie.it/event/Theory-and-ethics-of-design-lesson-with-Enzo-Mari/4578/2010

http://www.sfu.ca/italiadesign/2008/pretrip/Papers/EnzoMari_RyanMurray.pdf