# CONCEPT





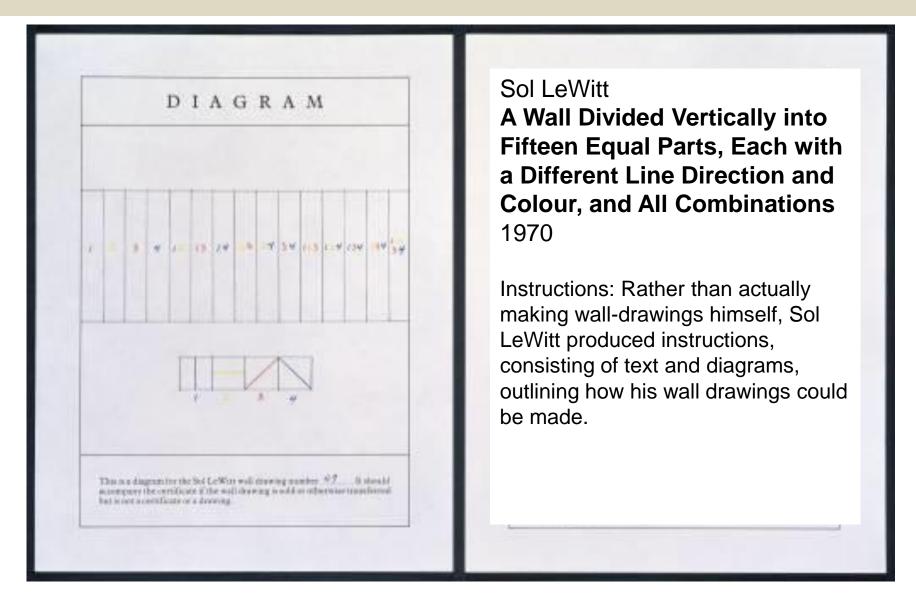
Ceci n'est pas une pipe.

Maguitt

### FIVE WORDS IN GREEN NEON

Conceptual art is a type of art whose material is ideas.

Five Words In Green Neon Joseph Kosuth

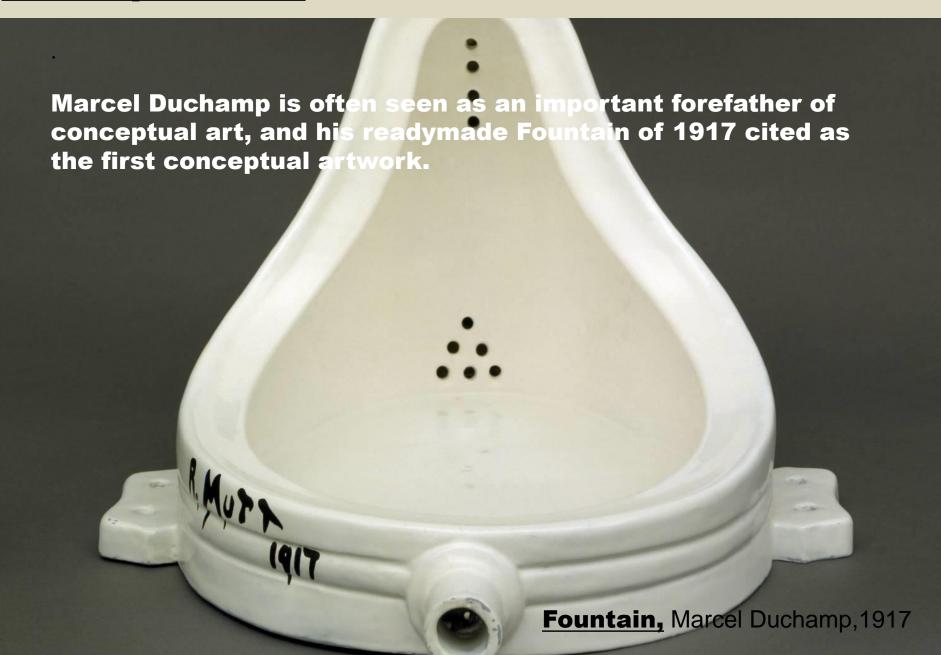


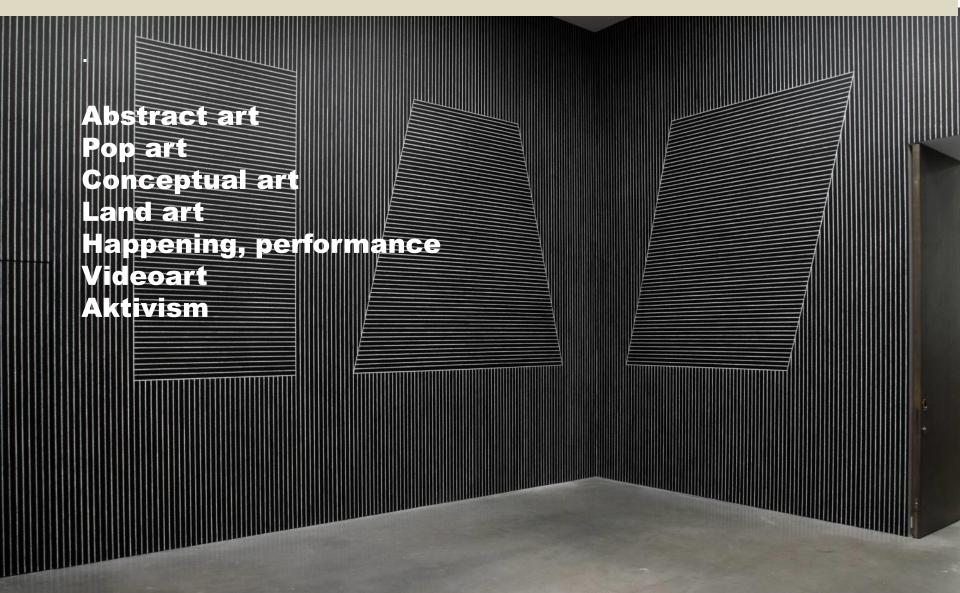
Idea, concept or thought it is an art in itself. Resignation to the realization of the work.

Marcel Duchamp Bicycle Wheel, 1913

Bicycle Wheel is mainly famous as the first example of what Duchamp called his "readymades": artworks which literally constituted found, generally mass-produced objects, placed in galleries or other suitably suggestive contexts and presented as works of art.





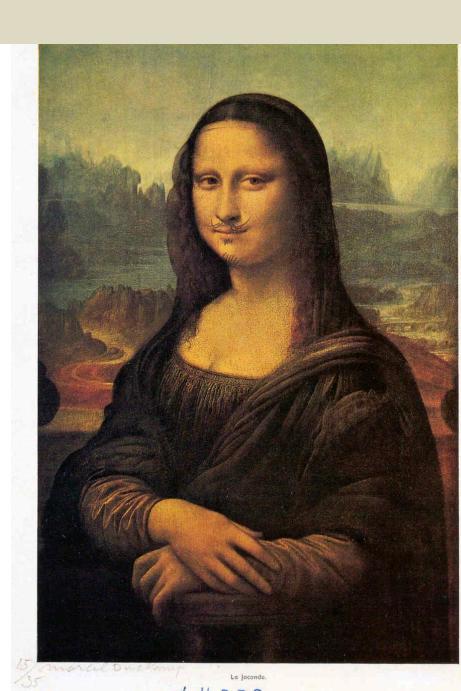




#### **Marcel Duchamp**

In *L.H.O.O.Q.* the *objet trouvé* ("found object") is a cheap postcard reproduction of <u>Leonardo da Vinci's</u> early 16th-century painting <u>Mona Lisa</u> onto which Duchamp drew a moustache and beard in pencil and appended the title.

The name of the piece, **L.H.O.O.Q.**, is a pun; the letters pronounced in French sound like "Elle a chaud au cul", "She is hot in the arse", or "She has a hot ass"; "avoir chaud au cul" is a vulgar expression implying that a woman has sexual restlessness.



L.H.O.O.Q., Marcel Duchamp,1919

#### **Marcel Duchamp**

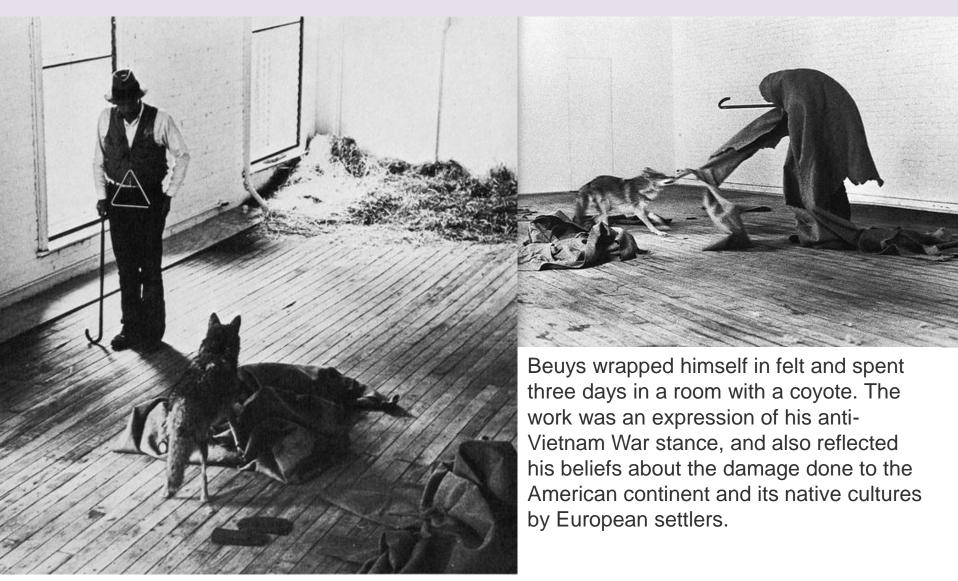




Joseph Beuys was a German-born artist active in Europe and the United States from the 1950s through the early 1980s, who came to be associated with that era's international, Conceptual art and Fluxus movements.



Beuys's diverse body of work ranges from traditional media of drawing, painting, and sculpture, to process-oriented, or time-based "action" art, the performance of which suggested how art may exercise a healing effect (on both the artist and the audience) when it takes up psychological, social, and/or political subjects.

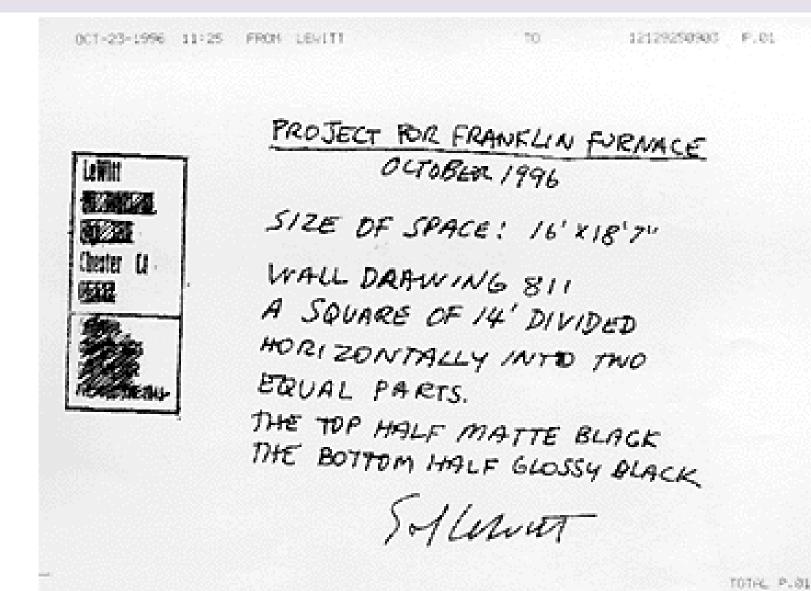


I like America and America likes me, Joseph Beuys, 1974





#### **Sol leWitt**



Instructions faxed by LeWitt to Franklin Furnace for Drafters of Wall Drawing 811

#### **Sol leWitt**

"When an artist uses a conceptual form of art, it means 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."

—Sol LeWitt

Cube Without a Cube, Sol LeWitt

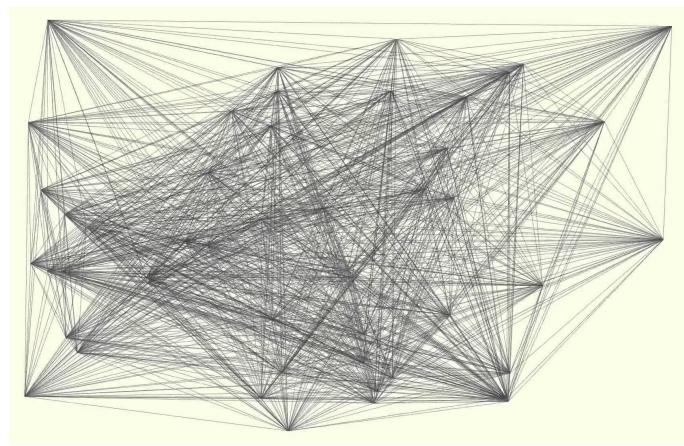
#### **Sol leWitt**



"Conceptual artists are mystics rather than rationalists. They leap to conclusions that logic cannot reach." —Sol LeWitt

Two open modular cubes half off, Sol LeWitt, 1972

#### **Conceptual art and minimalism**



LeWitt asked for fifty points to be distributed evenly over the face of the wall. After that is done, he then instructs the person to connect every one of the fifty dots by straight lines. After reading this, it seems like the idea behind the work is nothing, but after performing Sol's instructions, we begin to see the beauty behind his procedural view of artistic concepts.

#### Line Drawing #118, Sol LeWitt

#### Linguistic and semantic approaches

5.5303 Roughly speaking: to say of two things that they are identical is nonsense, and to say of one thing that it is identical with itself is to say nothing.

Joseph Kosuth, **No Number Twice (+216, After Augustine's Confessions) III'**, 1991

5.5303 Roughly speaking: to say of neo things that they are identical is nonsense, and to say of one thing that it is identical with itself is to say nothing.

#### Linguistic and semantic approaches

Visually conceptual poetry and text installations, using the possibilities of language, sometimes devoid of a single meaning that works on its own or in the context of minimal drawing or color intervention.

## pouze tři slova

Project, Jiří Valoch

#### Linguistic and semantic approaches

BECAUSE THERE IS NO GOD SOMEONE
MUST THER RESPONSIBILITY FOR MEN.
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AND HIS VISION REDEEM MEN. HIS
PERFECTION MAKES THEM GRATEFUL.
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THE LEADER GUES DRECTION
AND PROPOSE. THE LEADER PORCES
AND PROPOSE. THE LEADER PORCES
PEACE AND REPELS OUTSIDE
PEACE AND REPELS OUTSIDE PEACE AND REPELS OUTSIDE AGGRESSORS. HE IS THE ARCHITECT OF DESTINY. HE DEMANDS ABSOLUTE LOYALTY. HE MERITS ENQUESTIONING DEVOTION. HE ASES THE SUPREME SACRIFICE. HE IS THE ONLY HOPE.

FOOD WON'T GO DOWN WHEN YOU KNOW YOUR MOTHER DIDN'T WANT YOU, NEVER LIKED TO FEED YOU. ALWAYS HATED YOU IN HER KOOMS, YOU WERE WRONG TO VIE YOUR MOUTH, YOU MUST NOT BE FLOSHED, LAWRED BY FATO OR RIPE FROM MEAT OR SHE WILL DESPIFES YOUR SIGHT, YOUR SKELLFON CRIES, "I MAKE NO DEMANDS, I AM ASHIMED OF AN NEEDS, I AM LAWORTH," OF AN NEEDS, I AM LAWORTH, DESSEYNEY, THOSE WITH PRIOR I'M AWARE OF THOSE MORE DESERVING, THOSE WITH PRIOR AND URGENT CLAIMS TO FOOD." SKELETON SAYS, "MY SAFETY I'S I'N SLIGHTNESS, MY PRIDE I'S DENIAL, MY VICTORY IS NO GLUTTONY, NO GUILT."

FREEDOM IS IT! YOU'RE SO NCARED, YOU WAST TO LOCK UP EVERDROUT, YOU WAST TO LOCK UP EVERDROUT, ARE THEN MAD DORSY ARE THEN ARE THEN MAD DORSY ARE THEN ARE THEN MAD BY A STANDARD AND WASTE AND THE STANDARD AND THE FROM THE STANDARD AND THE FROM THE STANDARD AND THE STANDAR

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SOBICAC OF THEY RE SOFT HEARTED YOU'LL BE LEFT ALONE IF YOU'RE PRIGHTENING, AND DEAD YOU'RE PRIES YOU CAN CHANGE THE RADHANT CHILD IN YOU TO A REFLECTION OF THE SHIT YOU WERE MEANT TO SERVE.

BECAUSE THERE IS NO GOD SOMEONE MUST TAKE RESPONSIBILITY FOR MEN. A CHARISMATIC LEADER IS IMPERITIVE, HE CAN SERORDINATE THE SMALL WILLS TO THE GREAT ONE, HIS STRENGTH TO THE GREAT ONE, HIS STRENGTH
AND HIS VISION REDEEM HER, HIS
PERFECTION MAKE SHEM GRATEFUL
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THE LEADER GIVES DIRECTION
AND PURPOSE. THE LEADER FORCES
GREAT ACCOMPLISHMENTS, MANDAUTES
PEACE AND REPUSS OCITISME PEACE AND REPELS OUTSIDE AGGRESSORS. HE IS THE ARCHITECT OF DESTINY, HE DEMANDS ABSOLUTE LOYALTY. HE MERITS UNQUESTIONING DEVOTION, HE ASKS THE SUPREME SACRIFICE, HE IS THE ONLY HOPE.

RUIN YOUR FUCKING SELF BEFORE THEY DO. OTHERWISE THEY'LL SCREW YOU BECAUSE YOU'RE A

NOBODY, THEY'LL KEEP YOU ALIVE, BUT YOU'LL HAVE TO CRAWL AND SAY "THANK YOU" FOR EVERY BONE THEY THROW, YOU MIGHT AS WELL STAY DRUNK OR

SHOOT JUNK AND BE A CRAZY FUCKER. IF THE RICH GUYS WANT TO PLAY WITH YOU, MAKE THEM GET THEIR HANDS DIRTY, SEND THEM AWAY GAGGING, OR SOBBING IF THEY RE SOFT-HEARTED, YOU'LL BE LEFT ALONE IF YOU'RE FRIGHTENING, AND DEAD YOU'RE FREE! YOU'CN CHANGE THE RADIANT CHILD IN

YOU TO A REFLECTION OF THE

SHIT YOU WERE MEANT TO SERVE

MONDAY, SOMEONE DIED BECAUSE HE HERT ME SO I CUT HIM WITHOUT THINKING, TUESDAY, SOME ANIMAL DIED RECAUSE HE WAS TOO DANGEROUS TO BE FREE. WEDNESDAY, A THIEF DIED SO EVERYONE WILL KNOW TO RESPECT PIERIDAE WILL KNOTH TO RESTRA-PRIVATE PROPERTY. THURSDAY, SOME POLITICO DIED BECAUSE HIS IDEAS WERE CRAZY AND TOO CONTAGIOUS. FRIDAY, SOME RAYIST DEED BECAUSE HE LEFT HIS VICTIM WISHING SHE WAS DEAD. HE HAD TO DIE WISHING HE WAS ALIVE. SATURDAY, I KILLED A CONDEMNED MAN SO NO ONE ELSE WOULD GET BLOOD ON THEIR HANDS. SUNDAY, I RESTED, MONDAY, SIX PEOPLE JUMPED ME SO I CUT THEM WITHOUT THINKING.

THE MOST ENGUISHE PLEASURE IS DOMINATION. NOTHING CAN COMPARE WITH THE PEELING, THE MERTAL SENSATIONS ARE EVER BETTER THAN THE PITSYCAL OVES, ANOMING TOU. HAVE FORE PLEAS TO BE THE BRIGGST IT IS CONFIDER SECRETY. PROTECTION FROM PICEY WHEN YOU DOMINATE SOVERDODY YOU'RE DODGE THAN ANOR, HE PRAYS HE WILLIAM OF THE STREET HAS MIND OFF HIS TROUBLES, YOU'RE HELPENG HIM WHILE HELPENG TO WHEN YOU GET MEAN HELPENG HIM WHILE HELPENG TO WHEN YOU GET MEAN HE WERE TO WHEN YOU GET MEAN HE WAS TO WHEN THE WERE THE SANCH AND FLORIES RICK BETT. THE MOST EXQUISITE PLEASURE IS

SHRIEK WHEN THE PAIN HITS DURING INTERROGATION, REACH INTO THE DARK AGES TO FIND A SOUND THAT IS LIQUID HORROR. A SOUND OF THE BRINK WHERE MAN STOPS AND THE BEAST AND NAMELESS CRUEL FORCES BEGIN, SCREAM WHEN YOUR BEGIN, SCREAM WHEN YOUR LIFE IS THREATENED. FORM A NOISE SO TRUE THAT YOUR TORMENTOR RECOGNIZES IT AS A VOICE THAT LIVES IN HIS OWN THROAT, THE TRUE SOUND TELLS
HIM THAT HE CUTS HIS FLESH
WHEN HE CUTS YOURS, THAT
HE CANNOT THRIVE AFTER HE

RUIN YOUR FUCKING SELF BEFORE
THEY DO, OTHERWISE THEY'LL
SCREW YOU BEFCAUSE YOU'RE A
AOBRODY, THEY'LL REEF YOU
ALD'S, BET YOU'LL HAW TO
CRAWL AND SAY "THANK, YOU" FOR
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SHOOT JUNK AND BE A CRAZY
FUCKEE, FITHE REH GUYN MAY
TO FLAT WITH YOU, MAKE THEM
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THEM AWAY GAGGERS, OR
"HEARTED, YOU'LL RE LEFT ALONE
IF YOU'KE FRIGHTENING, AND
DEAD YOU'RE FREET YOU'LAY

DEAD YOU'RE FREE! YOU CAN

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AVERT THY MOREAL EYES FROM SIGHTS THAT YEAR THE ORBS OF MEN, REFE THY THOUGHTS FROM THE LARWINITHINE PART THAT LEADS FROM ARROGANT KNOWLEIGE TO FIREY DESTRUCTION, SEEK NOT THE LIGHTNING STRIKE THAT SLAMONS LIFEN OR THE DARK VORTEX THAT IS, DEATH BEFORE REDEMPTION, NEITHER CRY ALGUD NOR MARK CLEINCHED

CRI ALOCO NOR SHAKE CLENCHED FISTS AT THE GOD WHOSE PLAN IS TERRIBLE BUT PERFECT. CONCEIVE NO THEORIES, BUILD NO STOPGAPS AGAINST THE INEVITABLE AND THE

DIVENE, INSTEAD, LOVE THY
WIFE AND TENDER CHILDREN, GRASP
AND SAVOR THE BOUNTEOUS EARTH,
CONCERN THYSELF WITH WHAT WAS
FREELY GIVEN AS THY BIRTHRIGHT,
VENTURE MORE AND INVITE PERDITION,

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NATURE, HER KILLS NOURISH STRONG LIFE. SQUEAMISHNESS IS THE CRIME

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SENTIMENTALITY DELAYS THE REMOVAL OF THE POLITICALLY BACKWARD AND THE ORGANICALLY UNSOUND, RIGOROUS SELECTION IS MANDATORY IN SOCIAL AND SELECTION IS MANIATORY IN SOCIAL AND GENETIC ENUMERATION, FORBERT MERCHELL INFELIES POSTFONE THE CENANSING WITH PRECEDES REPORM OF THE PROPERTY OF THE LONG-RANGE POSTFONE THE LONG-RANGE NEEDEN TO MAKE WILL BE REVISED TO ABEET THE REQUIREMENTS OF TOTAL MEANINGLESS PLATITUDES WILL BE PULLED FROM TONGUES AND MINING. TO BE PULLED FROM TONGUES AND MINING. DESIRE REMOVED AS THE WATONAL PUBLIC POLICIES THEY ARE. THE GREATEST OF THE MEAN THE PROPERTY OF THE PROPERTY LIFE. SOUEAMISHNESS IS THE CRIME

ONLY MY BROTHER MEN KNOW MY SECRETS, ONLY THEIR HEARTS BEAT THE SAME CADENCE, ONLY BROTHERS SPEAK IN THE SPECIAL VOICE AND PLAN RAIDS TO STOP VOICE AND PLAN WHICH THE SPREADING INSOLENCE OF THE SLAVE RACE, ONLY BROTHER MEN WEAR THE ROBES AND BECOME GREATER THAN THEIR INDIVIDUAL. GREATER THAN THEIR INDIVIDUAL SELYES, IN DARK AND BERATHLESS SILENCE BROTHER BRIN MINGLE START THE BUNT, CIRCLE THE SLAYE, BROTHER BEN CRACK THE HUSH AND SWING A TOROKH TOWARD TERRIFLED SYES, BROTHER MEN LIGHT A TIPE TO CILLERY TO LIGHT A TIPE TO CILLERY TE WICTOR OVER SLAVES WHO SILVER SHOULD HAVE PRES BORNS, WHO ONCE BORN MUST SERVE AND OREY

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OSTRACIZE AND KILL CHILD MOLESTERS.
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EXECUTION, ONLY GOD HAS THE
RIGHT TO TAKE A LIPE AND WHEN
SOMEONE BREAKS THE LAW HE
MIST COMES WHITEL, THE OWNER
HELF ANYONE TO STALL, THE
WITST COMES WHITEL, THE OWNERS HELF ANYONE TO STALL, THE
WITST COMES WHITEL OF THE OWNERS
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OF THE OWNERS THE RELEASE
NO EXCLUSE FOR HIS AUT, TREEL
HE HAS TAKE HIS OWN LIFE. HE HAS TAKEN HIS OWN LIFE. HE, NOT SOCIETY, IS RESPONSIBLE FOR HIS FATE. HE ALONE STANDS GUILTY AND DAMNED.

REPRENSING SEX UBGES IS NO
BAD, POISON DAMS EP INSINE
AND THEN IT MUST COME OUT,
WHEN MAX IS HELD BLOCK TOO
WHEN MAX IS HELD BLOCK TOO
WHEN MAX IS HELD BLOCK TOO
WHEN, IT CAN BO A LOT OF
HARM, INNOCENT PROPIE GET
MAD OF COT BY CONFESSED SEX
WHAT IT THEN EXTRACT
CHILDREN EXPRESS THEMSELVES
SO THET DAYS GET MEAN ELVES
SO THES TOWN GET MEAN ELVES
FOR MANY OUTLIERS, ALL,
FIND MANY OUTLIERS, ALL,
FIND MANY OUTLIERS, ALL,
FIND MANY OUTLIERS, ALL,
FOR MANY OUTLIERS

TORTURES YOU. SCREAM THAT HE DESTROYS ALL KINDNESS IN YOU AND BLACKENS EVERY VISION YOU COULD HAVE SHOWN HIM.

BECAUSE THERE IS NO GOD SOMEONE
MUST TAKE RESPONSIBILITY FOR MEN.
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COMES NEAT, NATIORAN WONDERFUL,
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IT'S GOOD TO CRACK THEIR
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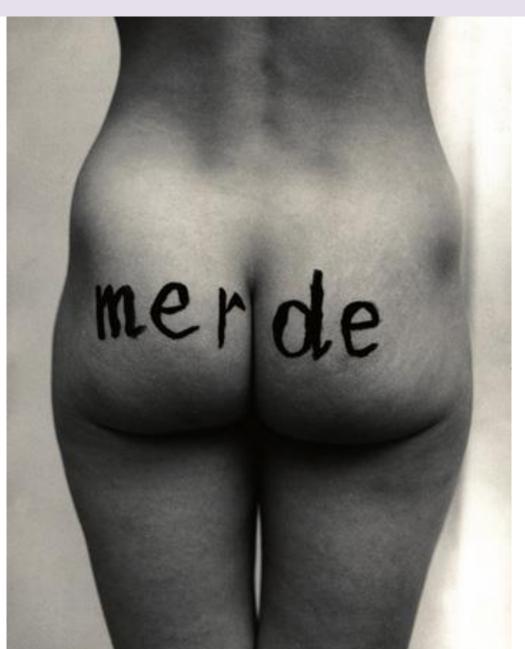
DON'T TALK DOWN TO ME. DON'T BE POLITE TO ME. DON'T TRY TO MAKE ME FEEL NICE DON'T RELAX. FIL CUT THE SMILE OFF YOUR FACE. YOU SMILE OFF YOR FACE, YOU THINK I DON'T KNOW WHAT'S GOING ON. YOU THINK PM AFRAID TO REACT. THE JOKE'S ON YOU. PM BIDING MY TIME, LOOKING FOR THE SPOT, YOU HAVE, I OF BEEN PLANNING
WHILE YOU'RE PLAYING, I'VE
BEEN SAVING WHILE YOU'RE
SPENDING, THE GAME IS
ALMOST OVER SO IT'S
TIME YOU ACKNOWLEDGE ME,
DO YOU WANT TO EALL NOT EVER KNOWING WHO TOOK YOU?

FREEDOM IS IT YOU'RE SO SCARED, YOU WAST TO LOCK UP EVERBOOM, ARE THEN MOD POIST ME THEY OF THE SOUTH OF THE

YOU GET AMAZING SENSATIONS FROM GENS, YOU GET RESULTS FROM GENS, YOU GET RESULTS FROM GENS, AND AS AN AS GENSESSIVE ATMACESSE CHILDS FROM GENS, OF THE ASSESSIVE ATMACES AND ASSESSIVE ASSESSIVE FROM THE A

SENTIMENTALITY DELAYS THE REMOVAL OF THE POLITICALLY BACKWARD AND THE ORGANICALLY UNSUREN, BROROUGH SELECTION, IS MANDATORY IN SECTAL AND SELECTION, IS MANDATORY IN SECTAL AND MERCIPLE INPUTSES POSTORY THE CLEANING THAT PRECEDES REFORM. SHORT-TERM WICKLES MAST VIELD TO BE REVISED TO MEET THE REQUIREMENTS OF DOMAY, MENUNCLESS PLAYTHOOPS WILL BE PLIZED FROM TONGUES AND MINDS. WORKS LIKE "PURGE AND "ELTHANISM" UNDER THE PROFIT OF THE PROPERTY OF

Jenny Holzer SHRIEK WHEN THE PAIN HITS Ino title mad dogs are they of the pure that the profit of the profit of



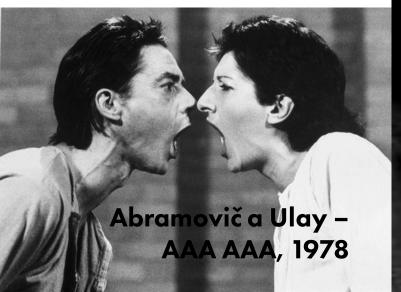
Jiří Valoch

#### **Performance**



#### **Performance**

Chris Burden
Marina Abramovič
Yves Klein
Orlan
Caroline Shneeman
Bruce Nauman





#### **Performance**

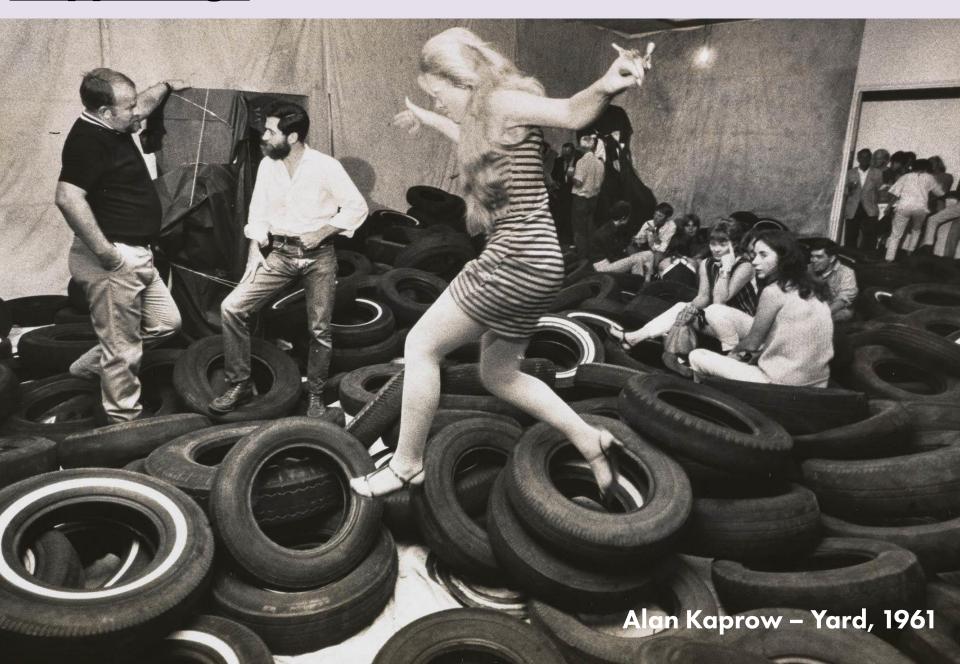
#### **Keith Arnatt**

TROUSER - WORD PIECE

'It is usually thought, and I dare say usually rightly thought, that what one might call the affirmative use of a term is basic - that, to understand 'x', we need to know what it is to be x, or to be an x, and that knowing this apprises us of what it is not to be x, not to be an x. But with 'real' .... it is the **negative** use that wears the trousers. That is, a definite sense attaches to the assertion that something is real, a real such-andsuch, only in the light of a specific way, in which it might be, or might have been, not real. 'A real duck' differs from the simple 'a duck' only in that it is used to exclude various ways of being not a real duck - but a dummy, a toy, a picture, a decoy, &c.; and moreover I don't know just how to take the assertion that it's a real duck unless I know just what, on that particular occasion, the speaker had it in mind to exclude . . . (The):function of 'real' is not to contribute positively to the characterisation of anything, but to exclude possible ways of being not real - and these ways are both numerous for particular kinds of things, and liable to be quite different for things of different kinds. It is this identity of general function combined with immense diversity in specific applications which gives to the word 'real' the, at first sight, baffling feature of having neither one single 'meaning,' nor yet ambiguity; a number of different meanings. John Austin, 'Sense and Sensibilia.'



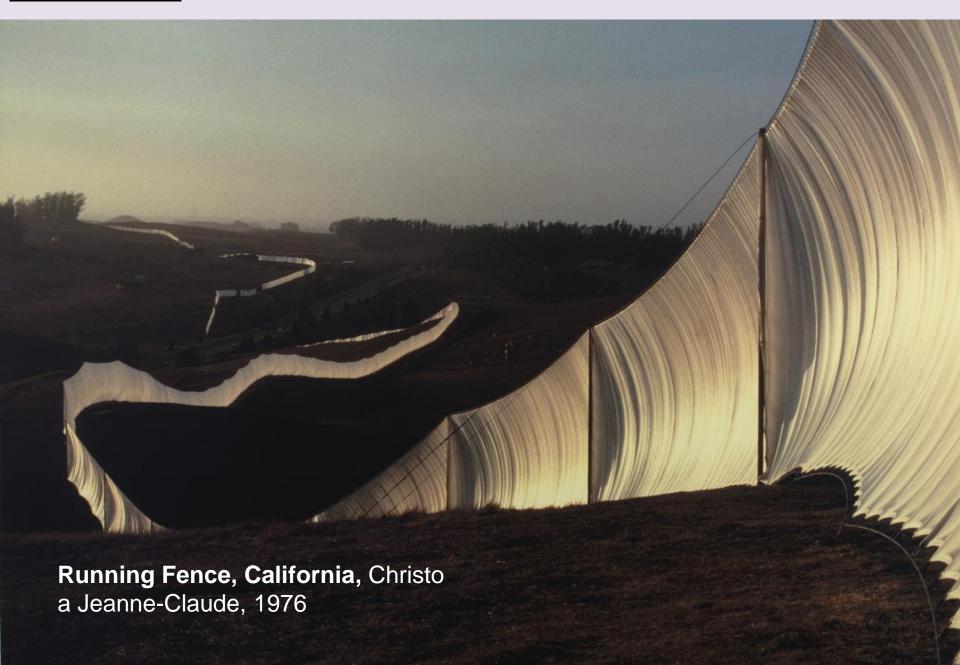
#### **Happenings**



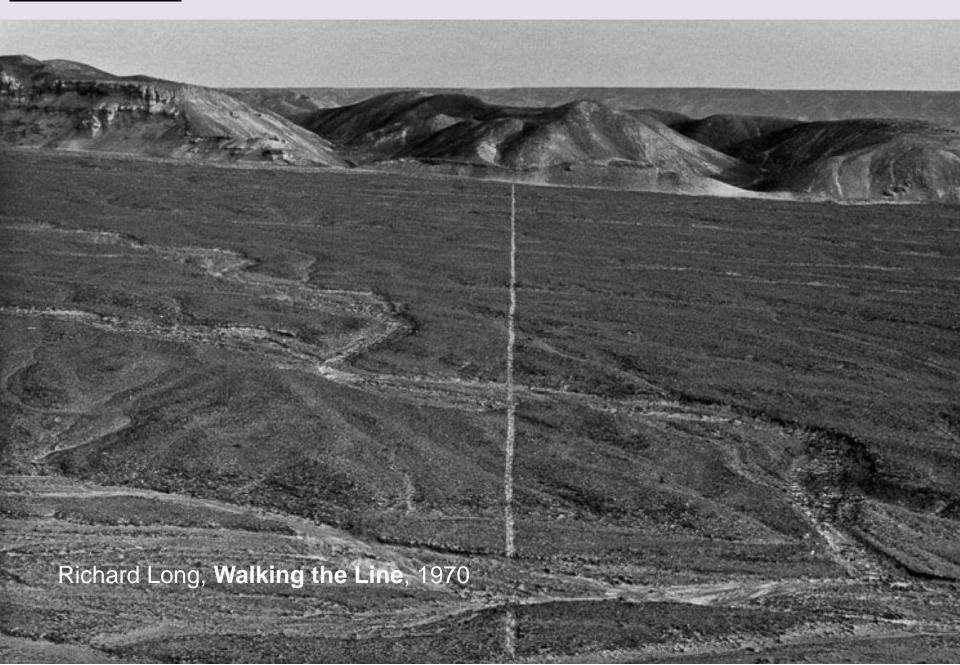
### **Happenings**



#### **Land art**



#### **Land art**



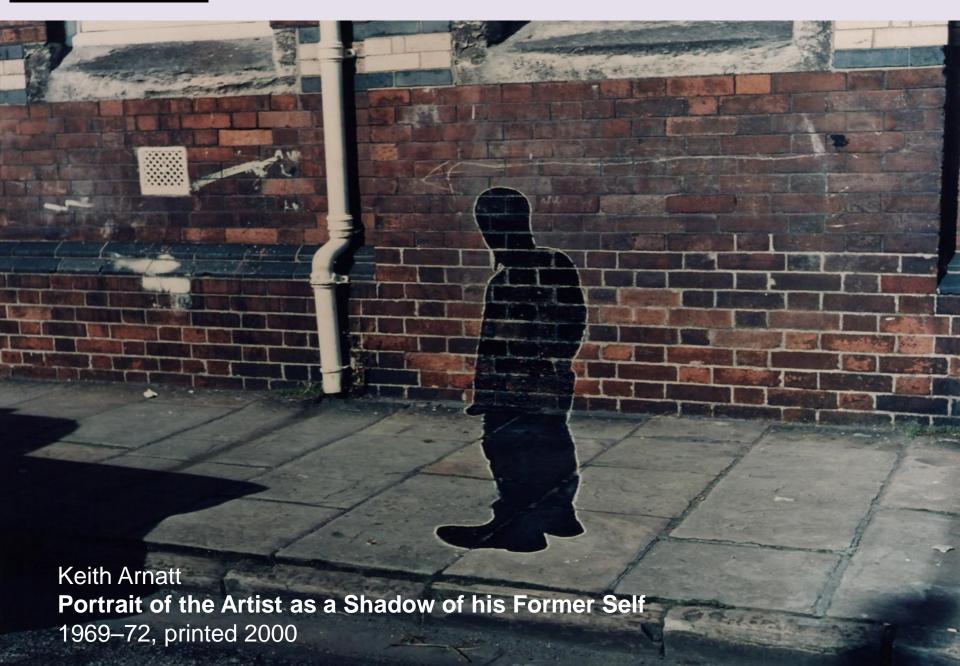
#### **Land art**

(Stonehenge, Nazca).

**Robert Smithson** Christo a Jeanne-Claude **Robert Morris** Andy Goldsworthy The artist resigns to preserving the work, to the gallery operation and to the art market. It binds a work of art from ancient anthropocentrism - it transcends the human scale and perspective and thus approaches the spirituality of prehistoric buildings

Robert Smithson – Spiral Jetty, 1970

#### **Street art**



#### **Activism**



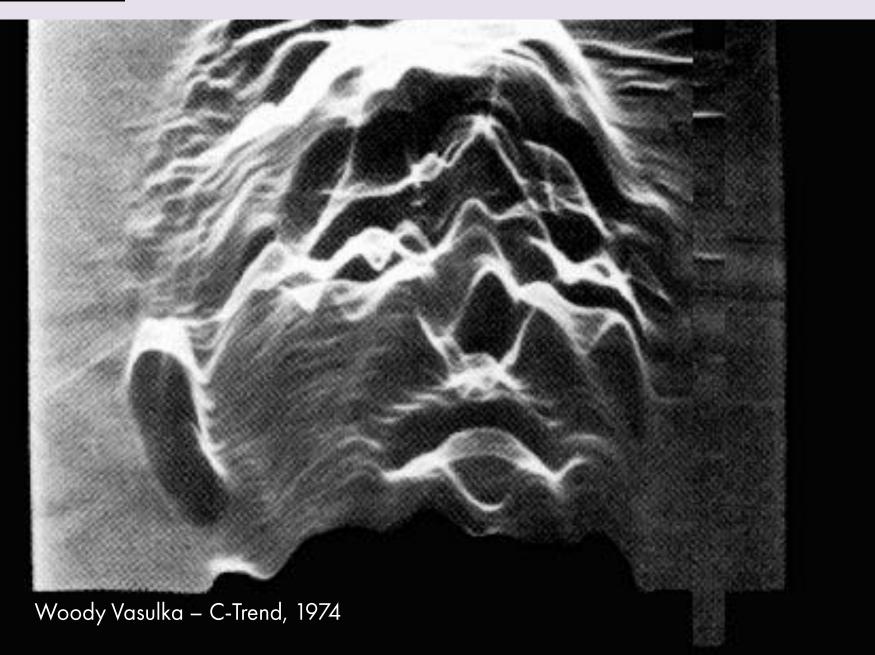
#### **Videoart**



#### **Videoart**



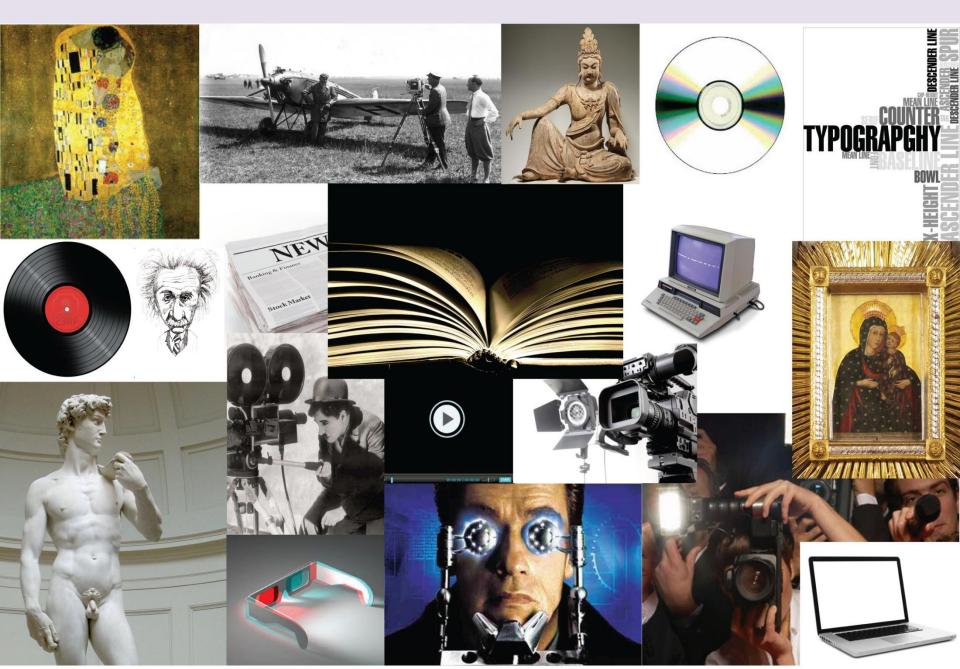
#### **Videoart**



# INTERMEDIA

Olafur Eliasson, Your blind passenger, 2010

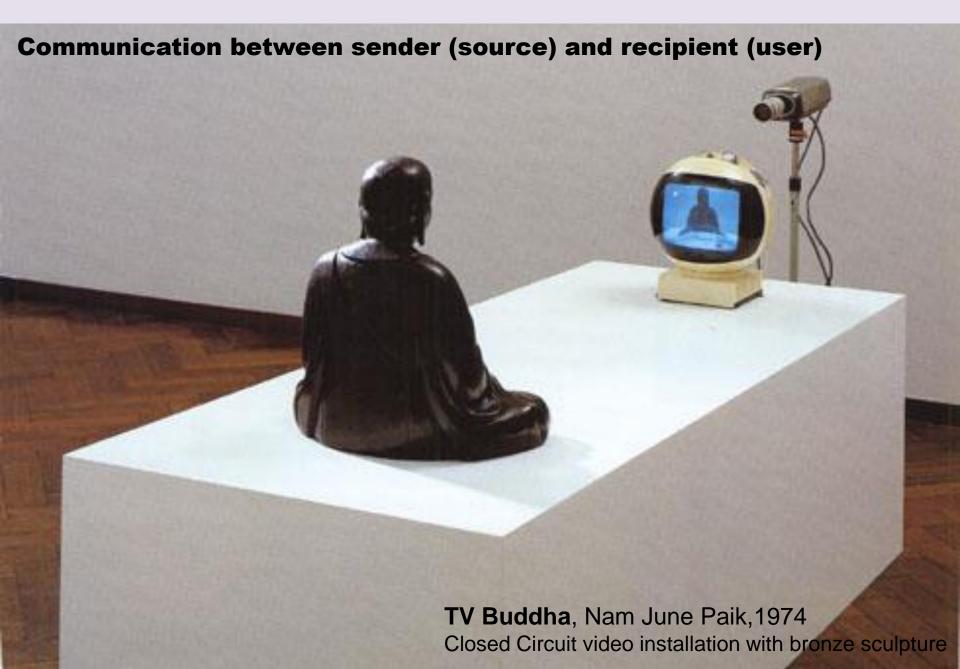
#### What are the media?



#### Media



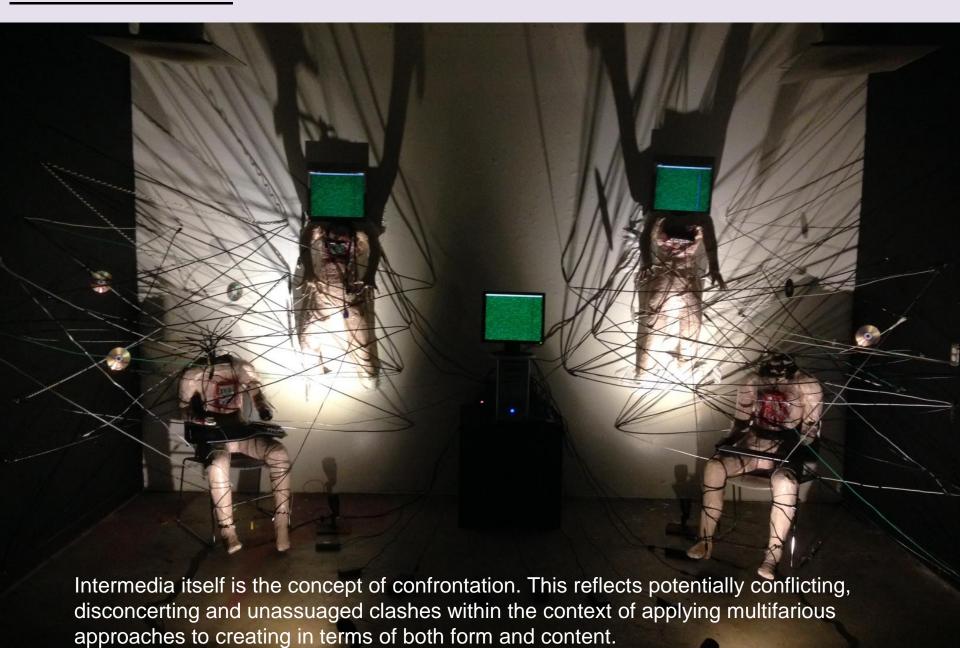
#### What are the media?



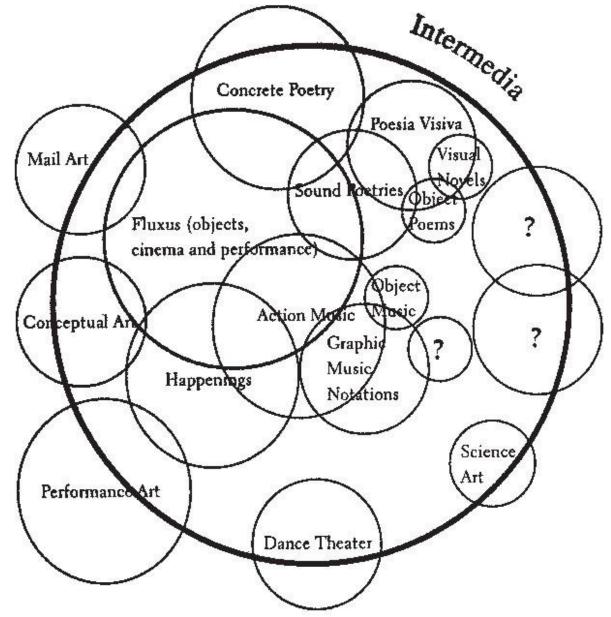
#### Intermedia



#### Intermedia



Intermedia Chart
Dick Higgins



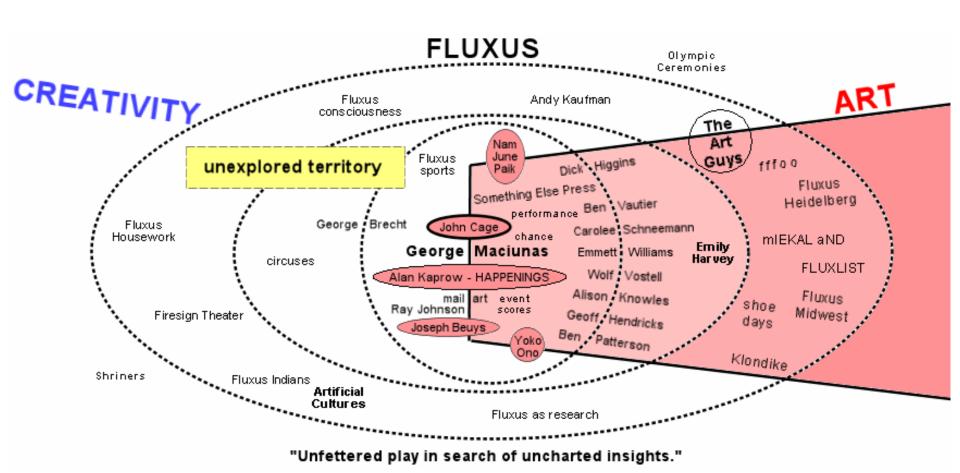
## INTERMÉDIA -

fusion or synthesis of multiple media or forms, transformation into a new form

#### **Intermedial approaches**



#### **Intermedial approaches**



#### **Cyber art**



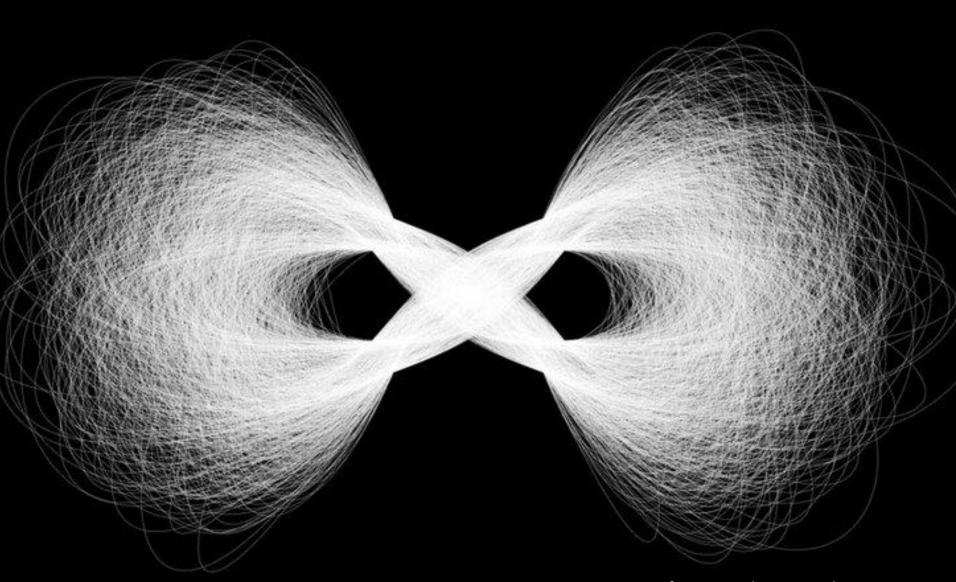
Along with cybernetics, another discipline also emerged - artificial intelligence research represented by the British mathematician Alan Turing and his essay "Computing Machinery and Intelligence". Nicolas Schöffer placed cyber objects in an art-historical context, emphasizing the importance of unpredictability as the main similarity of cyber apparatuses with living creatures. In 1956, he designed CYSP 1, whose movements were influenced by light and sound coming from the surroundings.

#### **Computer art**



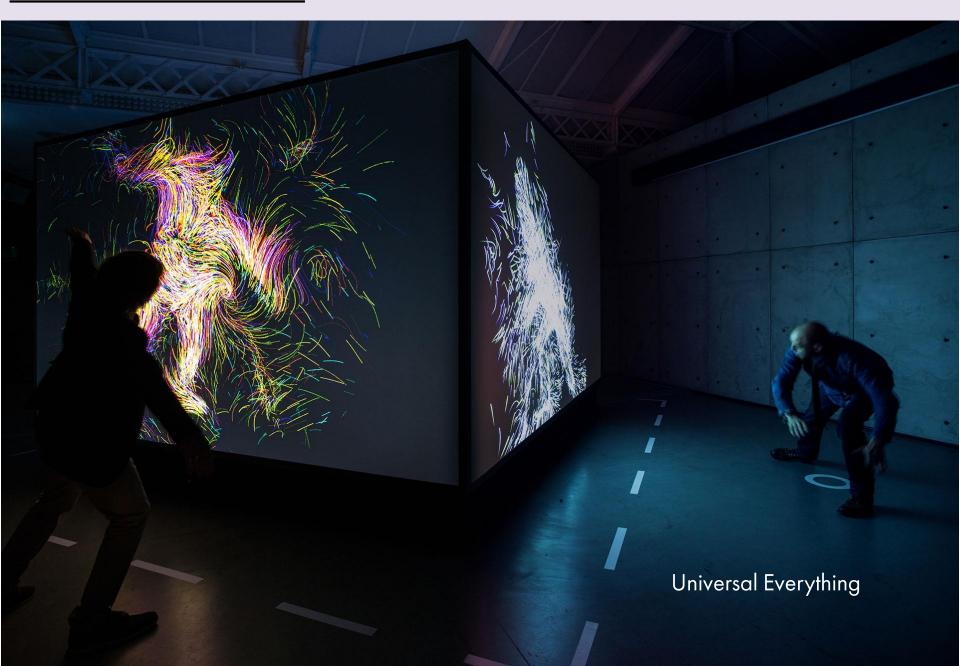
M. A. Noll – an experiment with computer-generated images and a comparison with Piet Mondrian's images. One hundred knowledgeable respondents assess the authenticity of the work and express aesthetic preferences. Only 28 respondents correctly identified the real Mondrian. 59 respondents prefer Noll's computer-generated result.

#### **Generative art**



Al Infinity - John Maeda, 1994

## **Interactive art**



## **Interactive art**



#### **Virtual reality**



Emergence is an open world environment which explores individual and collective identity and how the two relate. Developed using cutting edge graphics technology, the project models over 5000 human behaviours digitally, resulting in a virtual crowd with complex behaviour. Universal Everything, Emergence, 2019

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Katarína Baánová, Marshall McLuhan a nová média <a href="http://is.muni.cz/th/231710/ff">http://is.muni.cz/th/231710/ff</a> b/Katka\_bakalarka\_final.txt

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Stanislav Hubík, TECHNICKE OBRAZY A VZDĚLÁVÁNÍ <a href="http://www.flusserstudies.net/pag/05/Technicky-obraz.pdf">http://www.flusserstudies.net/pag/05/Technicky-obraz.pdf</a>

Universal Everything Walking City (Citizens)

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