

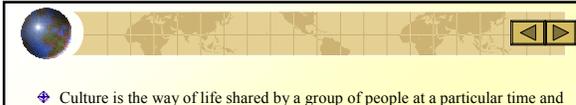



Contextual Analysis

Exploring the Visual Arts of Non-Western Cultures

Cultural Context Art 244

End




◆ Culture is the way of life shared by a group of people at a particular time and place. It includes the values, beliefs, knowledge, customs, traditions, behaviors, arts, products and organizations of everyday living.



2

Cultural Context Art 244

End




◆ A culture shares these institutions and organizations which influence artists and their subject matter:

- ◆ Politics
- ◆ Religion
- ◆ Economics
- ◆ Social Organizations
- ◆ Artistic Influences
- ◆ International Influences



3

Cultural Context Art 244

End




◆ During this course you will learn about the cultural context of five very different geographic areas. You will study their artworks and see through many examples the culture influenced artists and their art.



4

Cultural Context Art 244

End




◆ During class discussions, in your section tests and in your research paper and presentation, you will analyze artworks for cultural context. If you need clarification of any ideas in this presentation, please ask questions.



5

Cultural Context Art 244

End




The Five Cultures Are:

- ◆ Benin Kingdom of Africa
15th – 20th century
- ◆ Mughal Kingdom of India
16th – 18th century



6

Cultural Context Art 244

End

The Five Cultures Are:

- ✦ Tang Dynasty China
7th – 9th century
- ✦ Tokugawa Japan
17th – 19th century




7 Cultural Context Art 244 **End**

The Five Cultures Are:

- ✦ Mayan City States
of Central America
6th – 9th century



8 Cultural Context Art 244 **End**

✦ You should have already reviewed your handout, "Contextual Analysis." This presentation will help you become more familiar with the research questions for each of the six areas of contextual analysis.



9 Cultural Context Art 244 **End**

✦ Let's look more closely at each of these areas:

- Politics - rulers and power
- Religion - beliefs and institutions
- Economics - where's the money?
- Social organizations - groups and their influences
- Artistic Influences - traditions and experimentation
- International Influences - exchange of ideas



10 Cultural Context Art 244 **End**

Politics:

✦ **Politics** describes the secular power structure in a culture. From warlords to kings to dictators to elected officials and many other variations, **politics** affects artists and their art.



Procession of the King of Benin, Etching, c. 1600

11 Cultural Context Art 244 **End**

✦ Many rulers hire artists or fund workshops to produce art that glorifies their power. The rulers may dictate the subject matter, the compositions and/or the materials that the artist uses.



Emperor Wu Di, Attributed to Yan Liben, 7th century, China, Museum of Fine Arts, Boston

12 Cultural Context Art 244 **End**




✦ Government activities can affect artists and their freedom to create artworks. Politics may encourage or discourage certain activities that affects the artists ability to create art - war, trade, travel, or even censorship.



Vessel With A Procession of Warriors,
 Unknown Mayan Artist, 700 - 900,
 Mexico, Kimbell Art Museum

13 End
 Cultural Context Art 244




✦ Services the government provides or doesn't provide can affect artists and their art, for example, schools, roads, courts or medical care.



Kanagawa, Ando Hiroshige, 1834, Japan,
 Minneapolis Institute of Art

14 End
 Cultural Context Art 244




Religion:

✦ **Religion** is a central part of most cultures. It is the system of *spiritual* beliefs that people use to explain why events happen in the world and it includes the culture's ideas about life after death. It also includes the religious institutions that develop.



Crowned Buddha Shakyamuni,
 Unknown Indian Artist, Kashmir
 8th century, The Asia Society

15 End
 Cultural Context Art 244




✦ Religious beliefs affect what religious images are created and how those religious images are presented.



Altar of East Main Hall of Foguang Temple,
 Scanned Image from "Sons of Heaven" Exhibit Catalog

16 End
 Cultural Context Art 244




✦ Most religions use artworks of great beauty and powers in their ceremonies or rituals.



Altar of the Hand,
 Unknown Benin Artist,
 Late 19th century,
 The British Museum

17 End
 Cultural Context Art 244




✦ Religious beliefs also affect religious architecture, from simple buildings to complex monuments.



Friday Mosque, 16th Century Unknown
 Mughal Architect, Delhi, India

18 End
 Cultural Context Art 244

Most religious leaders purchase artworks. This could be through commissioning work from individual artists, funding workshops and/or building temples, churches and shrines.



Mayan Sacred Temple Complex
Illustration by Jordi Ballonga and Josep Escofet

19 Cultural Context Art 244 **End**

Economics:

- Economics is concerned with the production, distribution, and consumption of goods and services in a culture. Some people say it's the study of where the money goes - who has it and how it is spent.
- Economics affects who buys art and what type of art they want to buy.



Portuguese Traders, Unknown Benin Artist, 15th century, Africa
National Museum of African Art

20 Cultural Context Art 244 **End**

- Many different organizations and people buy art:
 - Governments
 - Religious institutions
 - Businesses
 - Social Organizations
 - Individuals
 - Wealthy
 - Middle-class
 - Poor



Benin Ancestor Altar,
Photo by Elliott Elifson, 1970
U. S. Library of Congress

21 Cultural Context Art 244 **End**

- A **patron** is an individual who pays the artist for one artwork or hires them for a period of time.
- Artists can depend on patrons to buy their artwork.
- The patron often dictates the subject matter and style of the artwork they purchase.



Ewer, 1700,
Unknown Mughal Artist, India,
Minneapolis Institute of Art

22 Cultural Context Art 244 **End**

Artists may create their artwork for buyers in a competitive market. They produce their art then take it to an area where buyers can shop and compare items and prices.



Mayan Marketplace, Illustration by Jordi Ballonga and Josep Escofet

23 Cultural Context Art 244 **End**

- The materials and technologies available to an artist greatly affects what they produce. The greater the variety of materials and the more sophisticated the technology and techniques, the more options an artist has for what they can create.



Guardian Warrior of Heavenly King,
Unknown Tang Artist, 8th century,
China, The Asia Society

24 Cultural Context Art 244 **End**

Social Organizations:

- Within a culture, secular organizations or social class structures can limit or expand the artist's ability to create art.



Mayan Artist Creating an Historical Stele
Illustration by: Jordi Ballonga and Josep Escofet

25 Cultural Context Art 244 **End**

- The social status of the artist can vary greatly across cultures:
 - Slave
 - Servant
 - Lower-class craftsperson
 - Middle-class entrepreneur
 - Upper-class aristocrat
 - Honored and famous individual



Portrait of Hiroshige I.
Kunisada Utagawa, 1858, Japan, Minneapolis Institute of Art

26 Cultural Context Art 244 **End**

- Artists may be involved in providing artwork for secular entertainment:
 - Costumes
 - Props
 - Advertisements
 - Sets



Ichikawa Danjuro VIII as Gogoro in Shibaraku
By Utagawa Kunisada, 1836, Fitzwilliam Museum

27 Cultural Context Art 244 **End**

- Organizations can influence how much information people have about art and artists and how it is easy it is to get that information:
 - Orally
 - Printed
 - Electronically
 - Local
 - National
 - International



Door (Ilekan), Olowe of Ise (1875 - 1938)
Early 20th century, Nigeria, Africa

28 Cultural Context Art 244 **End**

Artistic Influences:

- Artists **influence** other artists and their cultures. The art they create is influenced by artists they work with and those who came before them. They influence artists who live after them.



Da'ud Receives a Robe of Honor.
Hiranand, 1604, India, Freer & Sackler Galleries

29 Cultural Context Art 244 **End**

- Artists may be able to get training and exchange ideas with artists through:
 - Guilds
 - Art associations
 - Universities
 - Clubs
 - Business organizations



Mongol Archer
(From *Drawing Instruction Manual*),
Unknown Indian Artist, 15th century, Los Angeles County Museum of Art

30 Cultural Context Art 244 **End**

It's important that artists are able to see the art of other artists to understand traditions and learn new ideas. Is art:

- Displayed publicly in public spaces, markets, government buildings, museums?
- Displayed privately in palaces, homes, religious institutions?
- Are artists' studios very private or do artists invite other artists to visit?



Warrior Chief and Attendants, Unknown Benin Artist, 16th century, Metropolitan Museum of Art

31 Cultural Context Art 244 **End**

Artists work in many different circumstances, each affecting what they create:

- Collaboratively in a workshop as a master or assistant following established artistic and cultural traditions
- Independently as an individual, free to experiment with materials, ideas, themes and styles



Celebration of Shah Jahan's Forty-sixth Solar Birthday, Abid, Son of Aqa Reza, 1640, India, San Diego Museum of Art

32 Cultural Context Art 244 **End**

International Influences:

Diversity sparks creativity. Influences from outside a culture challenge artists to explore new ideas, materials and techniques. International trade and travel can expand an artist's artistic vision.



Salt Cellar, Unknown Benin Artist, 16th century

33 Cultural Context Art 244 **End**

When one culture trades with another culture, exotic goods and artworks are available.

Luxury goods might be seen by artists in the ruler's workshops or patron's home.

Foreign goods in the marketplace can be seen by even the lowest craftsman or artist who can be inspired by the motifs, materials or techniques.



Silk Merchant's House, Scanned Image From "Silk Roads, China Ships" Exhibit Catalog

34 Cultural Context Art 244 **End**

When artists have the money, time and ability to travel to other cultures they are able to see new artworks and meet artists who have very different traditions.

Perhaps the artist can train in another artist's studio in that foreign culture to acquire new skills.



Bowl, Unknown Tang Artist, 700 - 750, China, Freer & Sackler Galleries

35 Cultural Context Art 244 **End**

Now you'll be divided into groups to practice what you have just learned about analyzing an artwork's cultural context.

Each group will be assigned one of the six research areas.

In your group, you will answer the research questions as they apply to visual artworks created in contemporary America.

You will share your answers with the class.



July 4th Celebration, Mary Beringer, 2009, Ursuline Academy

36 Cultural Context Art 244 **End**




✦ Contemporary America, now in 2010

✦ Please give examples of specific influences on art and artists

- ◆ Politics: democratic, local, state and national
- ◆ Religion: diverse traditions, many non-affiliated individuals
- ◆ Economy: free market, many different places to buy art
- ◆ Social organizations: entertainment, sports, special interest groups and diverse information technology
- ◆ Artistic Influences: museums, galleries, universities, famous artists
- ◆ International Influences: which cultures, how influential

37 Cultural Context Art 244 **End**




Politics:

✦ How much does politics affect the artist and the subject matter of the artwork?

- ◆ Does the ruler or government hire artists and/or fund workshops? Why? How much does politics dictate the subject matter or style of the work? Please give examples.
- ◆ How do government activities affect artists and their freedom to create artwork? Does the government provide services (roads, courts, etc.) and encourage or discourage certain activities such as trade or travel? Why? Please give examples.

38 Cultural Context Art 244 **End**




Religion:

✦ How does religion affect the artist and the subject matter of an artwork?

- ◆ What religious beliefs affect religious images? Are the visual arts part of religious observances? Please give examples.
- ◆ What religious beliefs affect religious architecture? Please give examples.
- ◆ Do religious leaders and/or religious institutions buy art, fund workshops and/or influence subject matter? Why? Please give examples.

39 Cultural Context Art 244 **End**




Economics:

✦ How do patrons affect the artist and the market for artworks?

- ◆ Who buys art: government, religious institutions, businesses, social organizations and/or individuals? Please give examples.
- ◆ How much do artists depend on the support of patrons to buy their artwork? Please give examples.
- ◆ How many artists create their art for buyers in a competitive market? Please give examples.
- ◆ What is the level of technology? How skilled are the artists and craftsmen? How easy is it to exchange technology? Please give examples.

40 Cultural Context Art 244 **End**




Social Organizations:

✦ What organizations or social class structures limit or expand the artist's horizons?

- ◆ What is the status of the artist in the community - slave, servant, lower-class craftsman, middle-class entrepreneur, high-class aristocrat or famous individual? Please give examples.
- ◆ How are artists involved in providing artwork for secular entertainment? Please give examples.
- ◆ How do people get their information about art and artists? How much information is available (orally, printed, electronic; local, national, international)? Please give examples.

41 Cultural Context Art 244 **End**




Artistic Influences:

✦ Who influences artists and how they create art?

- ◆ Where can artists meet for training and exchange of ideas: guilds, art associations, universities, clubs or business associations? Examples.
- ◆ Where is art displayed - publicly and privately? Where are artists able to see the work of other artists? Please give examples.
- ◆ Does the artist work collaboratively? Does the artist work with others as a master or an assistant? Do they follow established artistic traditions? Please give examples.
- ◆ Does the artist work independently? Do they add new ideas, themes or a style to the arts in a culture? Do they teach and encourage others to experiment? Please give examples.

42 Cultural Context Art 244 **End**



International Trade:

- ◆ How expansive is the artist's worldview?
 - ◆ How easy is it for artists to see artworks or meet artists from other cultures? Please give examples.
 - ◆ How easy is it for artists to travel to other cultures to study diverse artistic traditions and techniques? Please give examples.