



APPROPRIATION

Ideas-Objects-Artists-Culture

WHAT IS APPROPRIATION?

Dictionary definition:

ap · pro · pri · a · tion
[ə ,prōprē' āSH(ə)n]

NOUN

the action of taking something for one's own use, typically without the owner's permission.

WHAT IS APPROPRIATION?

Artist's definition by Ilyda Hanci:

Appropriation in art is the use of pre-existing objects or images with little or no transformation applied to them. The use of appropriation has played a significant role in the history of the arts. In the visual arts, to appropriate means to properly adopt, borrow, or recycle. Notable in this respect are the Readymades of Marcel Duchamp.

- We will learn about Readymades later in this unit!



ARTIST'S USAGE OF APPROPRIATION

Appropriation in art is the use of pre-existing objects or images with little or no transformation applied to them.

Pre-exist: exist at or from an earlier time. It was there earlier, and is still there now.

Transformation: to go through change.

Appropriation uses objects or images that already exist without changing the object or image very much.

ARTIST'S USAGE OF APPROPRIATION

In the visual arts, to appropriate means to properly adopt, borrow, or recycle.

Adopt: 1. take up or start to use or follow (an idea, method, or course of action).

Synonyms: take on/up, embrace, assume

2. take on or assume (an attitude or position).

Borrow: to take and use something that belongs to someone else with the intention of returning it.

Synonyms: take, help oneself to, appropriate, commandeer, carry off.

Recycle: 1. convert (waste) into reusable material.

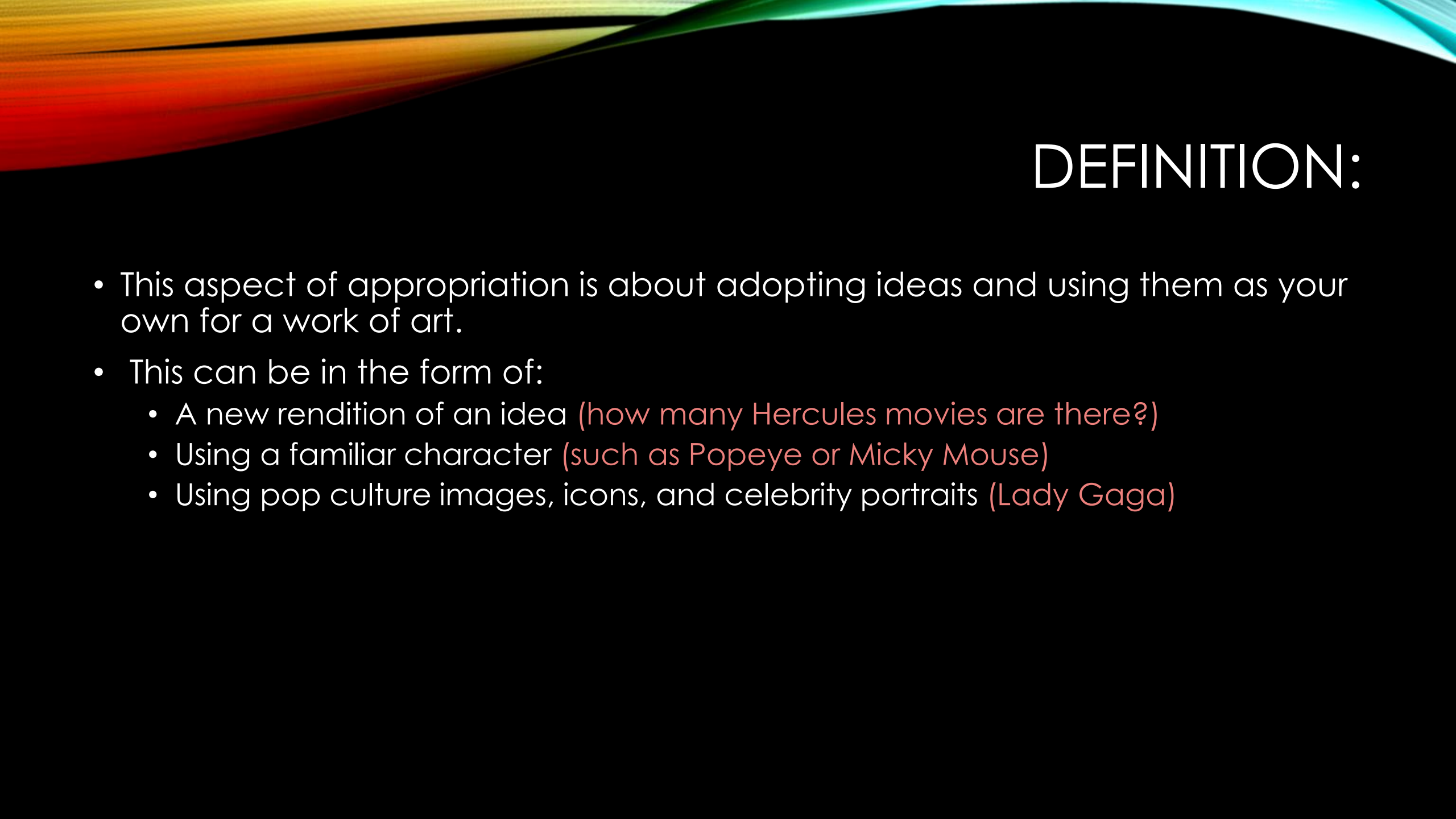
Synonyms: reuse, reprocess, reclaim, recover.

2. return (material) to a previous stage in a cyclic process.

3. use again.



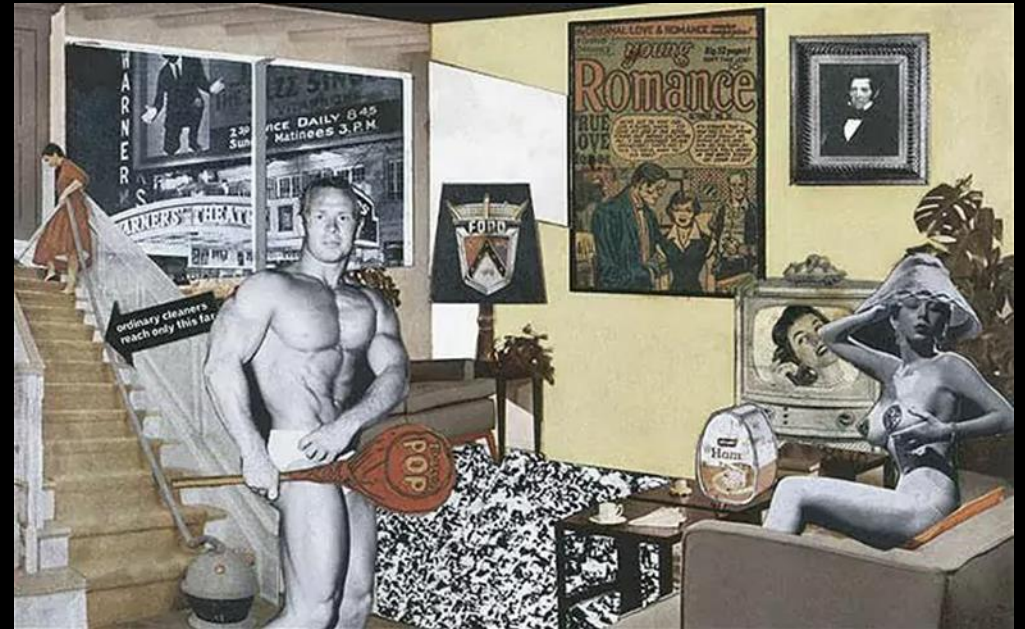
APPROPRIATION OF IDEAS



DEFINITION:

- This aspect of appropriation is about adopting ideas and using them as your own for a work of art.
- This can be in the form of:
 - A new rendition of an idea (how many Hercules movies are there?)
 - Using a familiar character (such as Popeye or Micky Mouse)
 - Using pop culture images, icons, and celebrity portraits (Lady Gaga)

EXAMPLES

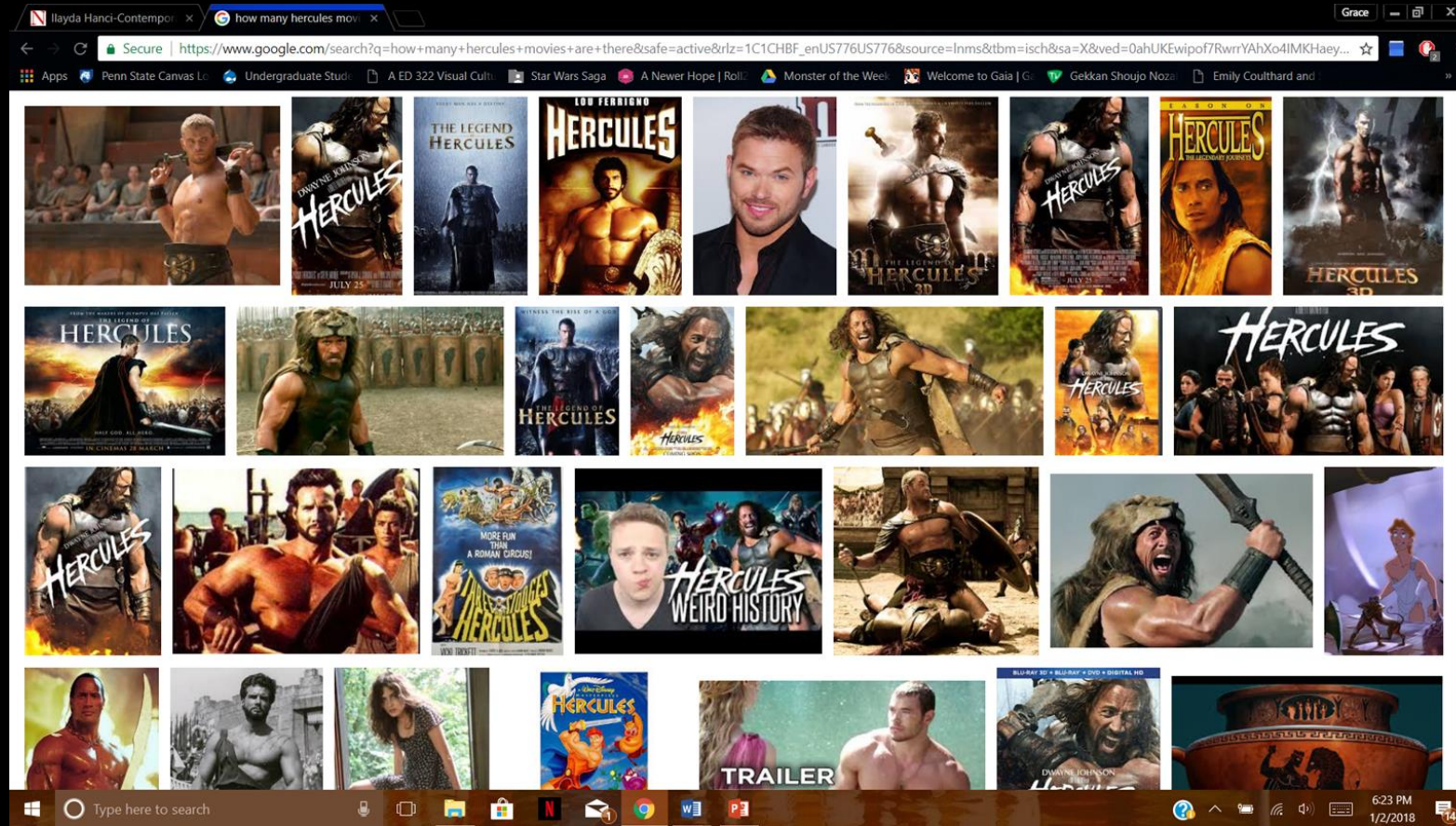


EXAMPLES



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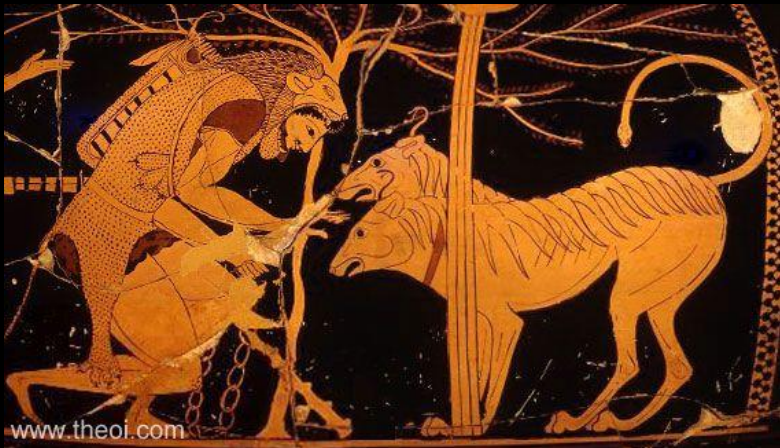
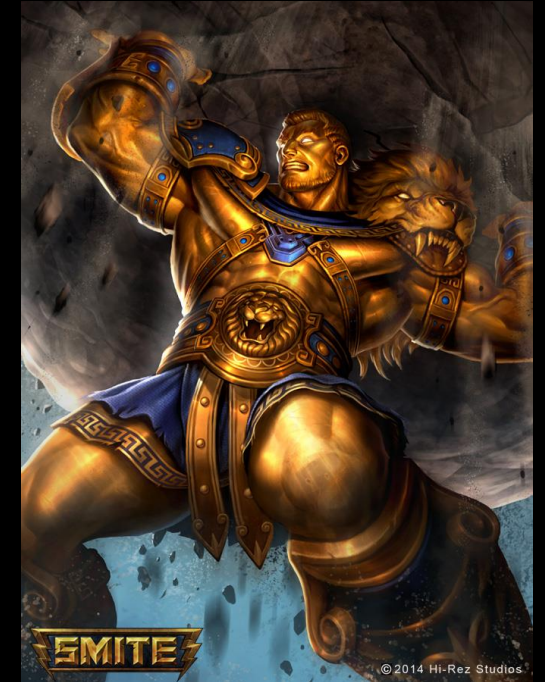
- Also... There are 39 different movies featuring Hercules. Some of which are part of the same franchise.



WHY ARE WE TALKING ABOUT HERCULES?

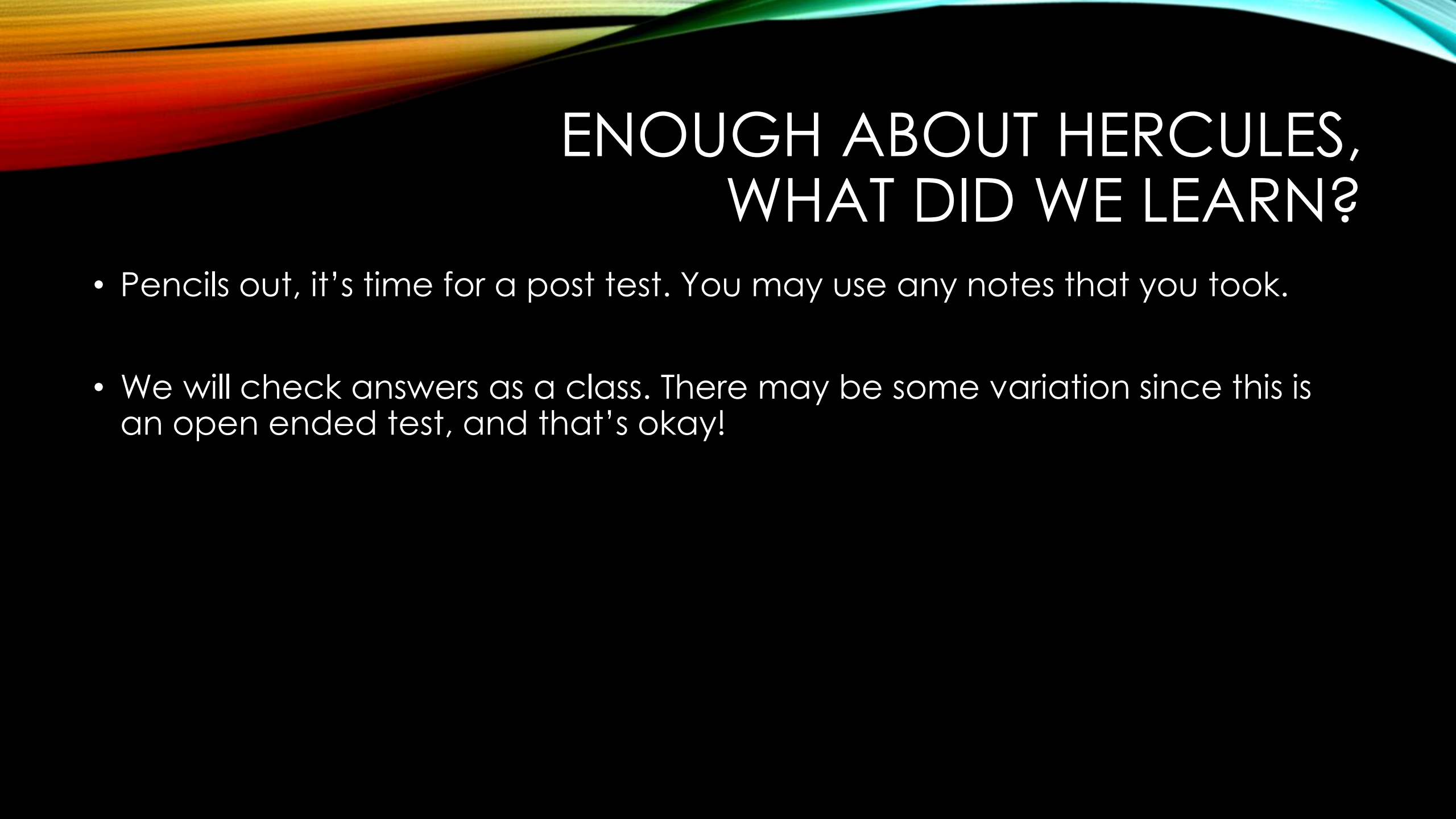
- Hercules came from Ancient Greco-Roman Paganism and was a demigod, son of Zeus (or Jupiter if you prefer the Roman gods). *Herakles is his Greek name, but Hercules is the more well known name.*
- There were many stories of Hercules and his super human strength as he completed various feats.
- He has many statues and paintings depicting his image, as well as the 39 movies and the various other television series featuring him.
- Hercules was a character in mythology, he was not real, therefore he is an imaginary, or an idea. *This idea was then depicted and appropriated many times over.*

IMAGES OF HERCULES



HERC!



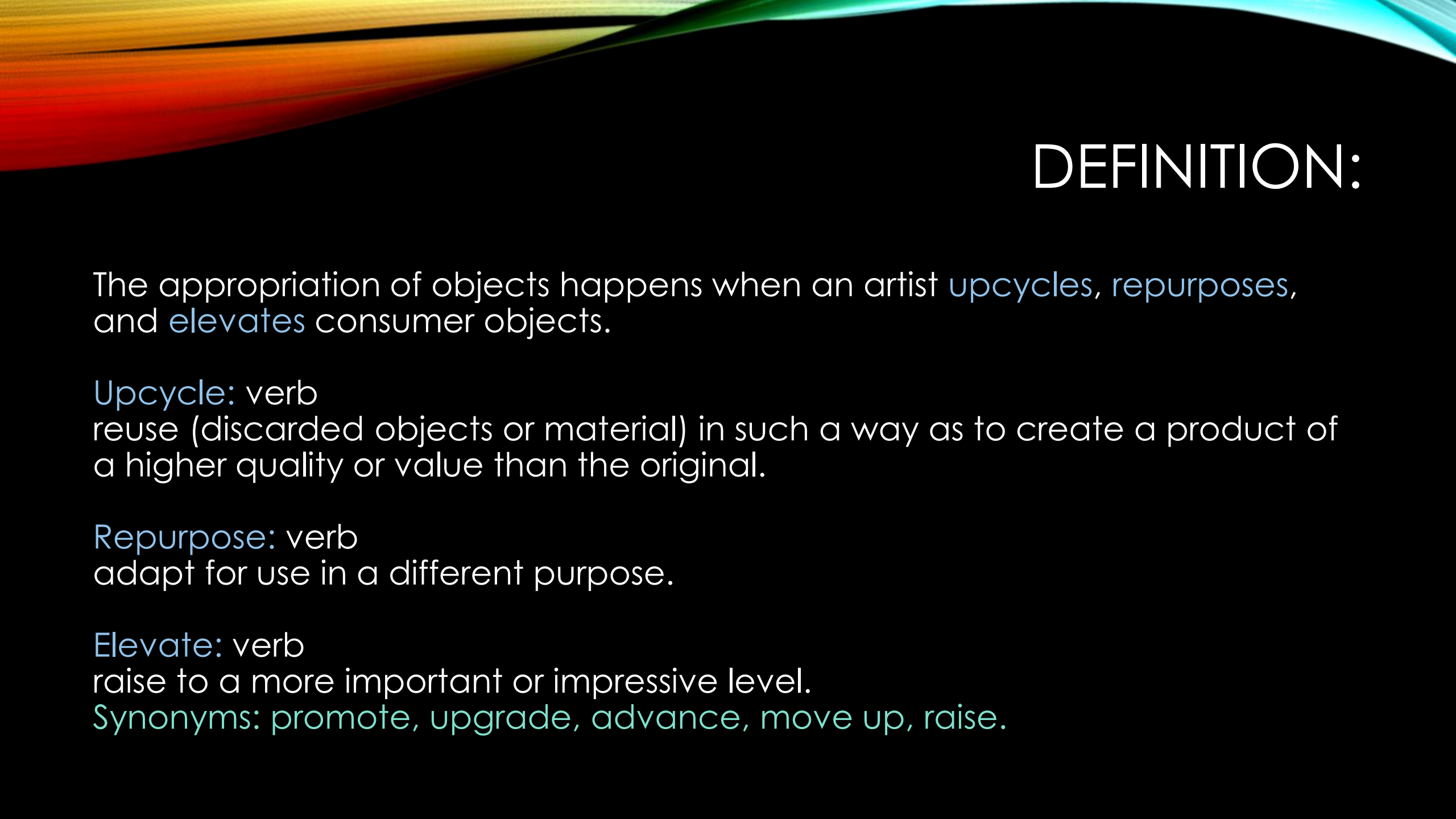


ENOUGH ABOUT HERCULES, WHAT DID WE LEARN?

- Pencils out, it's time for a post test. You may use any notes that you took.
- We will check answers as a class. There may be some variation since this is an open ended test, and that's okay!

APPROPRIATION OF OBJECTS

The background features a series of flowing, translucent ribbons in vibrant colors: red, orange, yellow, and blue. These ribbons curve and swirl across a solid black background, creating a sense of dynamic movement and depth. The lighting highlights the edges of the ribbons, giving them a three-dimensional appearance.



DEFINITION:

The appropriation of objects happens when an artist **upcycles**, **repurposes**, and **elevates** consumer objects.

Upcycle: verb

reuse (discarded objects or material) in such a way as to create a product of a higher quality or value than the original.

Repurpose: verb

adapt for use in a different purpose.

Elevate: verb

raise to a more important or impressive level.

Synonyms: promote, upgrade, advance, move up, raise.

DEFINITION:

Also, recall this from the beginning of the unit:

In the visual arts, to appropriate means to properly adopt, borrow, or recycle.

Recycle: 1. convert (waste) into reusable material.

Synonyms: reuse, reprocess, reclaim, recover.

2. return (material) to a previous stage in a cyclic process.

3. use again.

And

Notable in this respect are the Readymades of Marcel Duchamp.

We will be talking about the readymades this lesson!

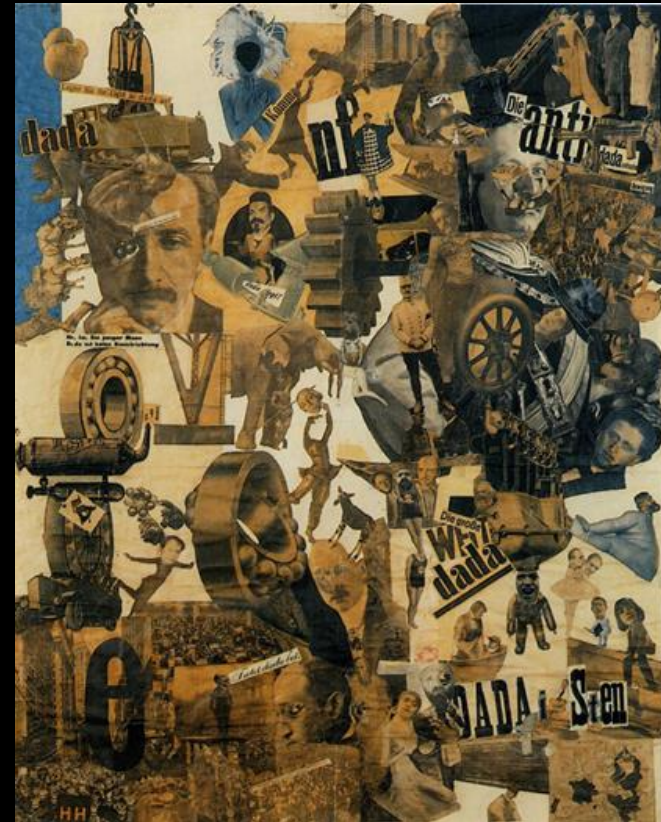
EXAMPLES



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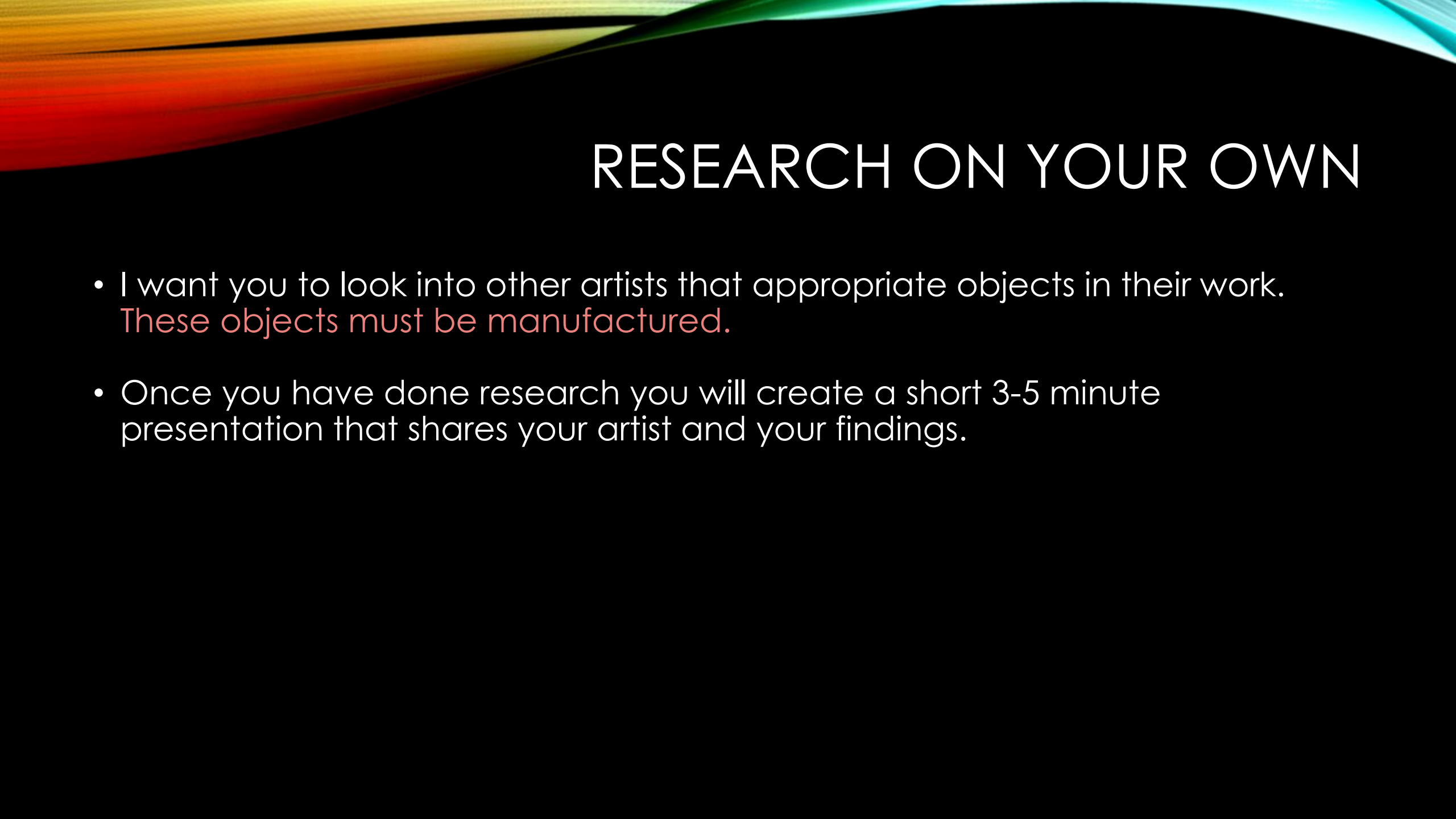


READYMADES

- Created by Marcel Duchamp, the readymade is a work of art that is created from common manufactured objects with next to no alteration.
- In the previous slide, you saw *Fountain*, the upside down signed urinal.
- These found objects are elevated and turned into objects of fine art. Below are some more examples.
- The use of found objects was instrumental to the Dada movement in the 1910s through 1920's. This is the movement that Duchamp was a part of.
- Dada can be seen as the anti-art period that happened around WWI where traditional notions of art were rejected and both found objects and the idea of chance came into play.

READYMADES



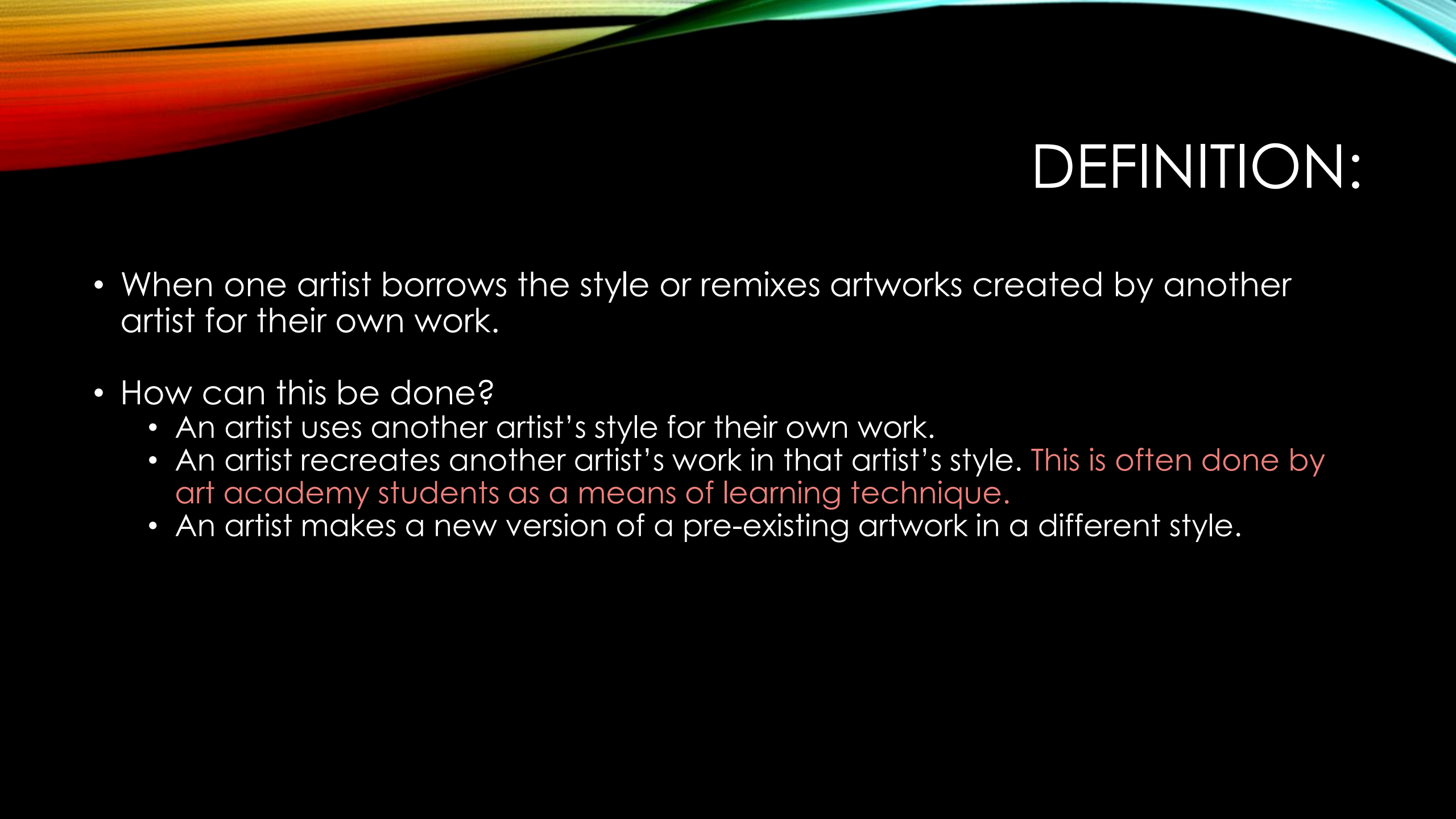


RESEARCH ON YOUR OWN

- I want you to look into other artists that appropriate objects in their work.
These objects must be manufactured.
- Once you have done research you will create a short 3-5 minute presentation that shares your artist and your findings.



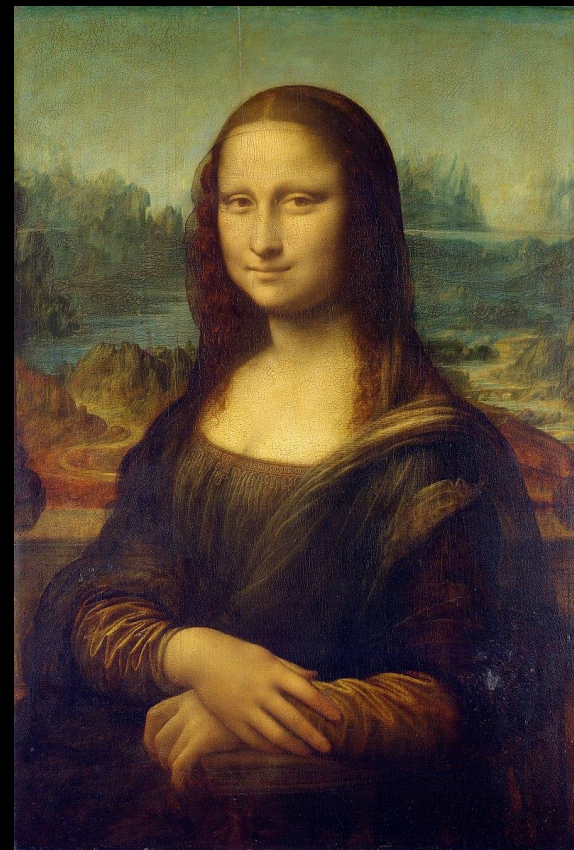
APPROPRIATION OF OTHER ARTISTS



DEFINITION:

- When one artist borrows the style or remixes artworks created by another artist for their own work.
- How can this be done?
 - An artist uses another artist's style for their own work.
 - An artist recreates another artist's work in that artist's style. This is often done by art academy students as a means of learning technique.
 - An artist makes a new version of a pre-existing artwork in a different style.

EXAMPLES



EXAMPLES



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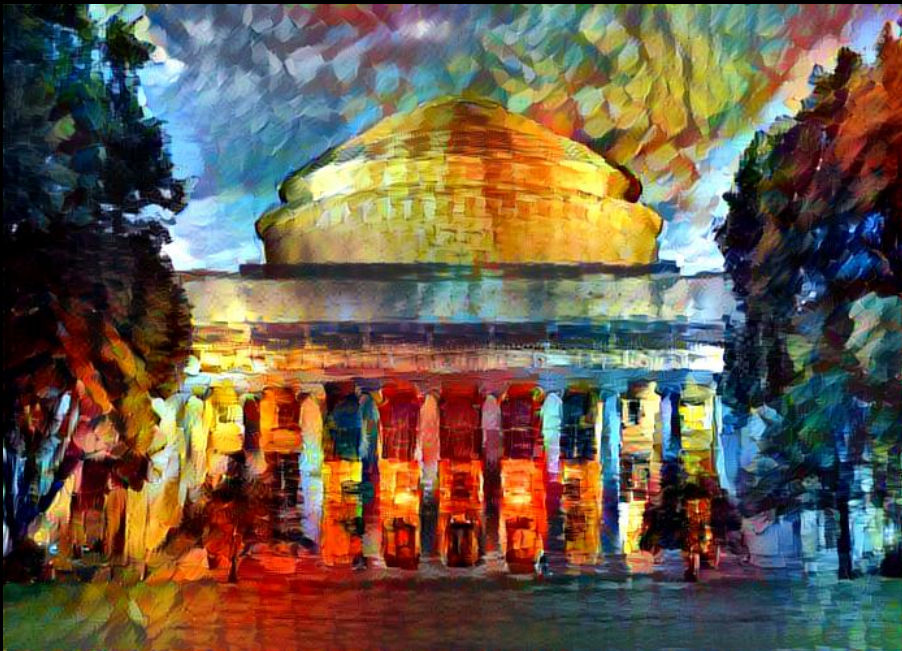


EXAMPLES



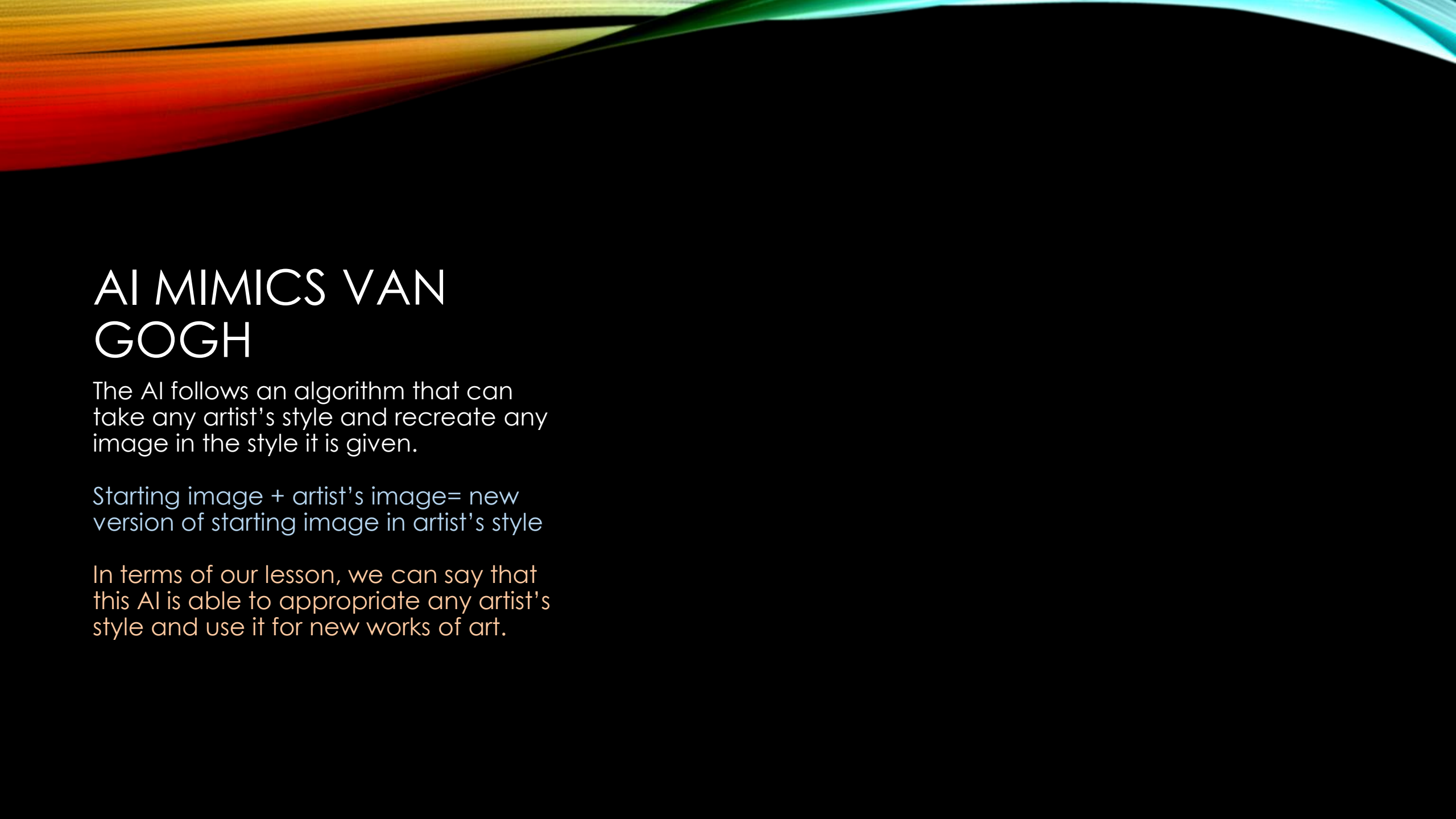
EXAMPLE: AN AI THAT MIMICS ART STYLES

An AI's artwork in the style of Leonid Afremov.



Leonid Afremov's *Rain Princess*.





AI MIMICS VAN GOGH

The AI follows an algorithm that can take any artist's style and recreate any image in the style it is given.

Starting image + artist's image = new version of starting image in artist's style

In terms of our lesson, we can say that this AI is able to appropriate any artist's style and use it for new works of art.

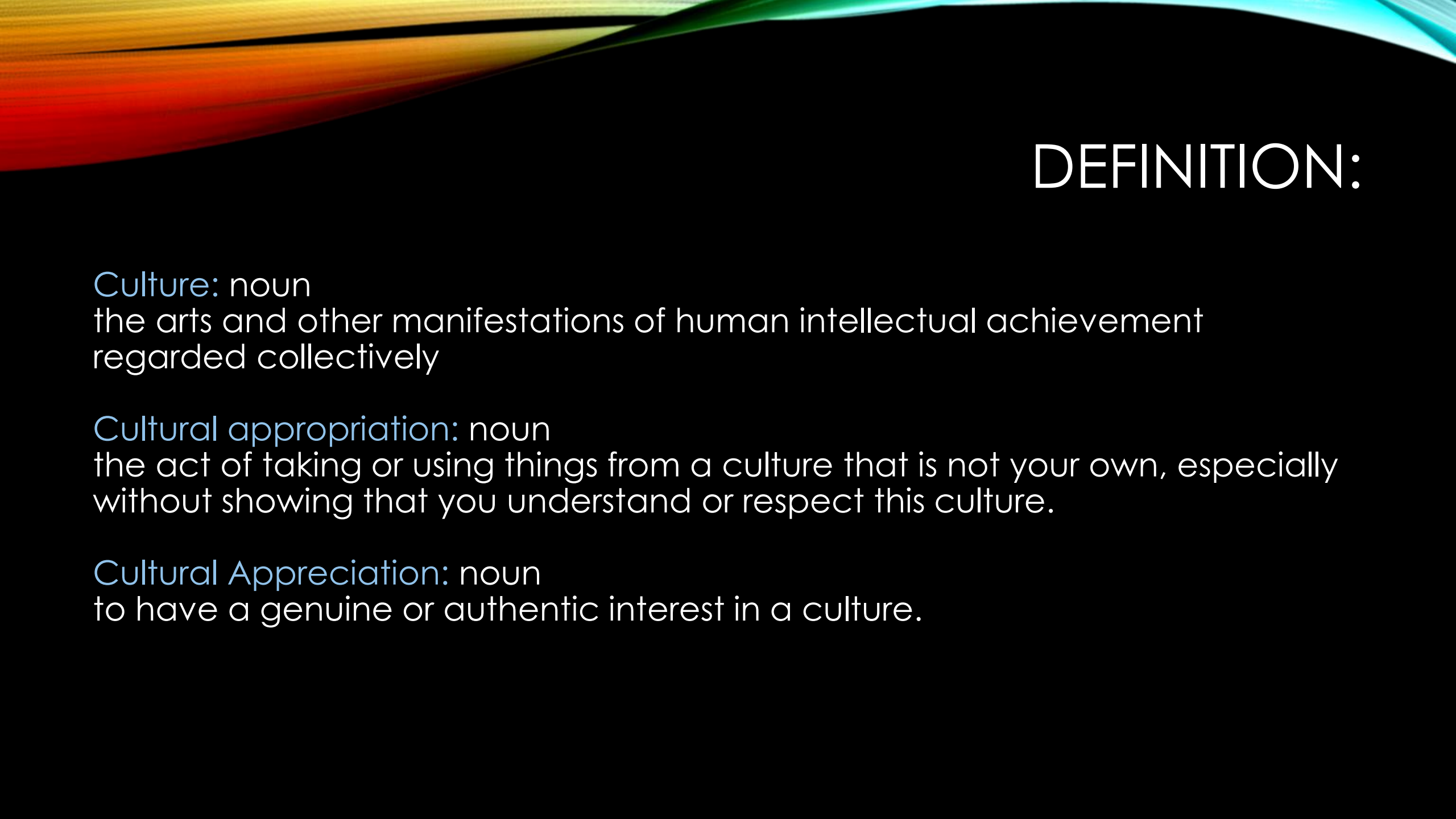
ACTIVITY: WORKSHEET AND PRESENTATION

- Your mission today is to choose a famous work of art or famous artist and look for three other artists that mimicked their art style or remixed that particular artwork.
- I will provide a sheet with questions to help guide your search.
- After you have found at least three other works appropriating your artist style or work, you will make a three to five minute presentation to show what you have found.



APPROPRIATION OF CULTURE

Appropriation or Appreciation?



DEFINITION:

Culture: noun

the arts and other manifestations of human intellectual achievement regarded collectively

Cultural appropriation: noun

the act of taking or using things from a culture that is not your own, especially without showing that you understand or respect this culture.

Cultural Appreciation: noun

to have a genuine or authentic interest in a culture.

WHAT CULTURES ARE THERE?

- There are many different cultures out there involving national, ethnic, racial, religious, and sexual minority communities.
- This includes but is not limited to the following:
 - Black or African
 - Asian communities such as Chinese, Korean, and Japanese.
 - Latin or Hispanic
 - Indian
 - Middle Eastern
 - Angolian
 - LGBTQ
 - Religious communities including: Hindu, Islam, Judaism, Shintoism, Christian
 - American culture
 - Ancient civilizations including Greek, Egyptian, and Aztec
 - Native American or First Nation

HOW DO PEOPLE APPROPRIATE A CULTURE?

- This can be done quite easily in the form of costumes. Halloween anyone?
- There is also Blackface and Yellowface. This is when someone deliberately changes their skin tone and features to appear more like another race, such as Black or Asian. Usually based off of offensive racial stereotypes.
- Henna kits or henna stands at carnivals, stick-on bhindis, wearing your hair in corn rows, weaves, wearing clothing from a culture that is not your own just because you can.

HOW DO YOU NOT APPROPRIATE A CULTURE?

- By not dressing as a cultural stereotype for Halloween or any other occasion.
- By learning about the cultures you are interested in without blindly imitating it.
- Treat the culture with respect. Their culture is not a joke.
- Get to learn about the people and traditions.
- If you still insist on using cultural garb from a culture you don't belong to, do it right and do it out of respect. For example, it is customary to wear a sari to a traditional Indian wedding. If you are invited, wear one correctly. Don't wear one out and about normally if you are not Indian.
- If you are unsure, just ask someone!

EXAMPLES: THE MANY FAILURES OF KATY PERRY

Perry's geisha inspired American Music Award Performance.



Perry's Dark Horse music video where she is dressed as Cleopatra.

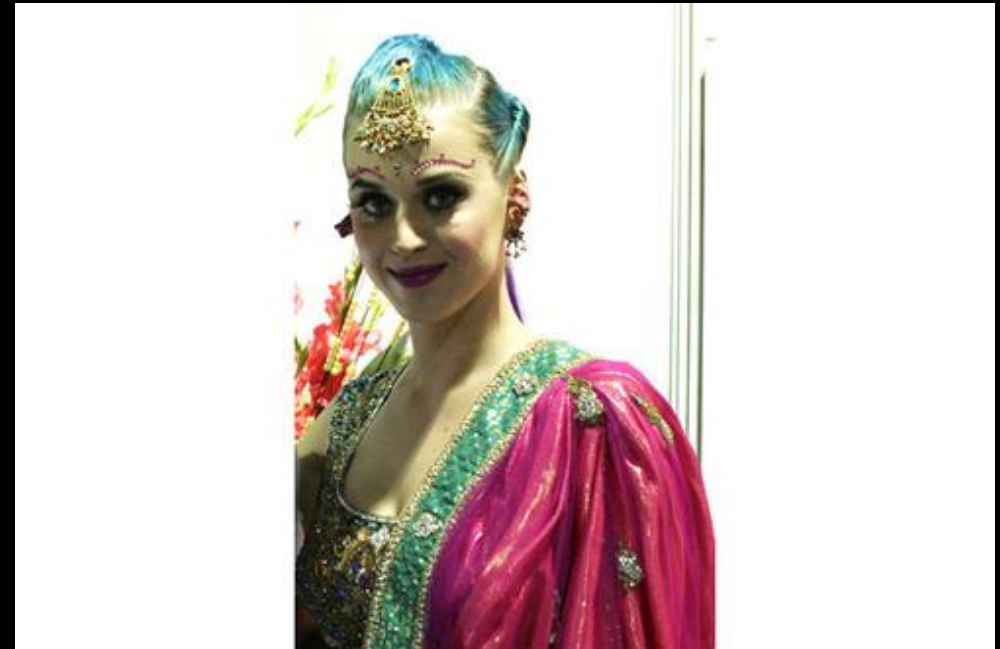


EXAMPLES: THE MANY FAILURES OF KATY PERRY

Perry appropriating Black culture in her "This is How We Do" music video.



Perry appropriating the traditional Indian sari and bhindi.



EXAMPLES: OTHER STAR FAILS

Heidi Klum's 2008 Halloween costume of the Hindu goddess Kali.



Avril Lavigne's appropriation of Japanese culture in her "Hello Kitty" music video.



EXAMPLES: OTHER STAR FAILS

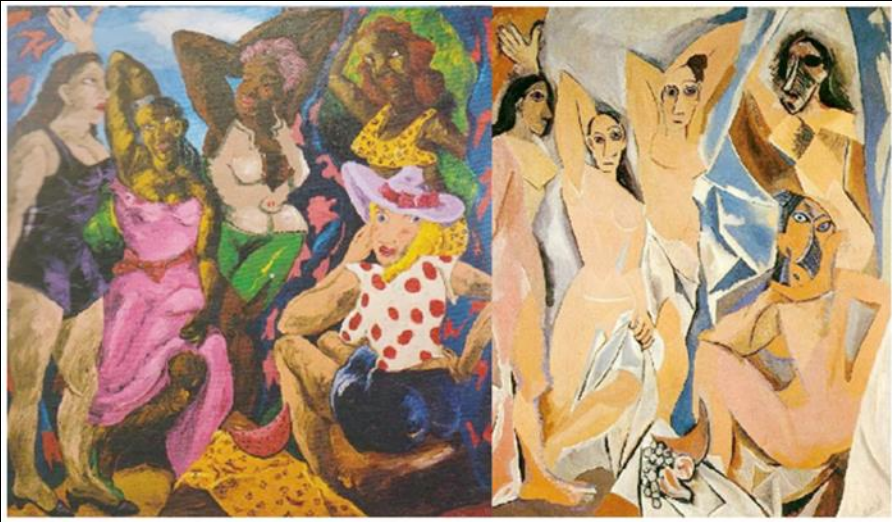
Taylor Swift appropriating Black (and maybe Latinx) culture in her “Shake it Off” music video.



Beyoncé in her section of Coldplay's “Hymn for the Weekend” music video.



FINE ART EXAMPLES



TAKE AWAY

- Cultural appropriation is very prevalent in our society.
- No one is exempt from appropriating other cultures. (Looking at you Beyoncé and Nicki Minaj)
- You can avoid cultural appropriation by learning about the culture and using respect and a bit of common sense.

This presentation wouldn't be complete without a short activity, get out your pencils!

EXAMPLE OF REMADE MUSIC VIDEO

- <https://youtu.be/0UsSv2nGqR8>
- Through the Make A Wish Foundation, Addy was able to create her own production of Katy Perry's Roar because she felt that it told her story.
- This is a good example of remaking a music video- don't worry, no singing on your part required!
- I don't expect the quality to be this professional, because she did have a whole crew working with her. Do your best and have fun!



CREDITS

- <http://www.northeastern.edu/experimentalgamedesign/?p=1531>