## **CONCEPTUAL ART**

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 Literary and artistic direction of postmodernism, has issued in the late 60's - early 70-ies of XX century in America and Europe.

## the purpose of art - in the transmission of ideas.

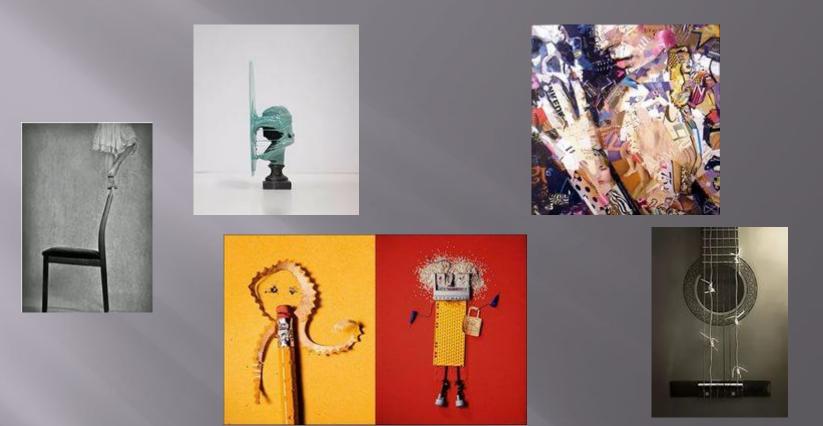












Conceptual objects can exist in the form of phrases, texts, charts, graphs, drawings, images, audio and video material. Art object can be any object, phenomenon, process, since conceptual art is a pure artistic gesture.



One of the founders of American artist Joseph Kosuth. A classic example of conceptualism became his composition "One and Three Chairs" (1965), including a chair, a photograph and a description of the object from the dictionary.





Conceptual art is not drawn to the emotional perception and the intellectual comprehension of what he saw.





