

# 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.

