

# **Avantgarde & Mass Culture**

# The issue

Can the art institution and mass culture unify, so that the institution is no longer is autonomous?

Who owns artistic value?

# Bürger

	<u>Sacral Art</u>	<u>Courtly Art</u>	<u>Bourgeois Art</u>
Purpose or function	cult object	representational object	portrayal of bourgeois self- understanding
Production	collective craft	individual	individual
Reception	collective (sacral)	collective (sociable)	individual

# The mission of avantgarde

Art and life united

The failure of the avantgarde

The unauthentic failure of the neo-avantgarde



Marcel Duchamp, L.H.O.O.Q. (1930)



Marcel Duchamp, Fountain (1917)

# Art vs. Mass Culture

Absorption of mass culture

Pop art

Blurring the line between art and mass culture

Digital art

Removal from the institution

<http://www.youtube.com/watch?v=C8aTHkjaOF8&feature=channel>



Andy Warhol, Marilyn Monroe (1962)

# Adorno (1903-1969)

Theodor "Teddie" Adorno (1903-1969)

Relations: Horkheimer, W. Benjamin, B. Brecht

The culture industry reconsidered





# Art vs. Mass Culture

The concept of American Idol

An interactive mass-media production

How does it present itself?

<http://www.youtube.com/watch?v=yN50xpLYpRk>



# Discussion

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Who owns artistic value?

Art

Mass Culture  
American Idol