

# Aesthetic Experience of Postmodern Arts between Creativity and Appreciation

**Gihan Abou Elkheir**

Alexandria University, Egypt  
gihanaboukheir@gmail.com

**Keywords:** Aesthetic Experience, Postmodernity Arts, Art Appreciation

**Abstract.** Modernity is not a departure from historical context. It goes back to the 14<sup>th</sup> century. In fact, it was a search of identity. Color assumed sovereignty, meanwhile, Perspective became of minor importance, and pure image was the main issue.

Modernity included a wide range of modern art movements, Styles such as were: performance, and conceptual Arts, were prominent. Main aspects of post Modernity were: Functionality, Abstract, and simplification. A tendency towards Consumables and every day's events were its main concerns. There was a close connection between artist and recipient, together with an ironical view towards the world, with a stress upon advertisements in media and everyday events. New thoughts came to existence, and there were radical changes of Criteria.

Hence, the research introduces a concept for art appreciation through the new Aesthetic Criteria. The Researcher's assumptions revealed, in analytical approach, the impact of post modernity upon Egyptian Art movement.

In her conclusion, the researcher found that the post modern artworks are integrated with the various environments. The recipient roles were always of prime importance. The Western Post modernity culture enhanced the free will, refusing centralized culture, and encompassed all sorts of contradictions, and that beseted unification and fragmentation. The study offered three examples, (three postmodern contemporary Egyptian artists), which confirm that: Artworks are integrated with their egyptian natural environment. Their paintings revealed their tendency towards geometrical abstraction, the importance of chance and spontaneity, and the impact of surrounding. Due to the active contribution from the recipient side, the researcher stressed upon conducting more studies about the role of the act of appreciation in aesthetic experience, and the importance of planning practical appreciation programs; together with establishing seminars and symposia, which discuss various researches problems.

*Research Issue:* All Artists, Critics, (together with recipients) must unite their creative endeavors to establish an aesthetic and artistic criteria for the post modernity Era.

*Research objective:* High lighting the role of Art recipient (in particular, the layman) in the light of post modernity- on both the regional and international level.