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# The Whipping Man

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## THE ARTISTIC PROCESS

An Exploratory Essay by Sarah Bellamy

### The Social Symbolic: Individuals in Society

Art is a complicated process that we rarely fully engage. It stimulates emotional, intellectual, even physical responses in audiences. Art is so powerful because it is one example of a deep and necessary connection between an individual and the collective world. To better understand the process of art, it helps to consider this connection and how it works.

The connection between an individual and society is made through complex systems of meaning and metaphor; groups of symbols created by humans that represent how we feel, think, see and understand the world in which we live. These systems represent the tie that binds us all to one another in relationships that constitute identity, and help us comprehend our human experience. Art is one such system and there are others too.

Individuals can only access these systems through the collective, social world. In order for a human child, for example, to learn to use language (really just a system of symbols, meaning and metaphor), that child must come into contact with other human beings who already grasp and make use of the faculty of language. Once the child is inducted into this social system, the symbols, meaning and metaphor common to all members of the community will eventually dominate the life-experience of that child and his or her ability to reflect upon or process that experience. In fact, these systems are so powerful, that the child will also only come to understand him or herself in relation to other community members, and only through the system of meaning and metaphor common to that group. This process is called socialization. A community's system of meaning, metaphor and symbolism forms its culture. Socialization does two things: it sustains culture and forms an individual's identity.

### Social Commentary and the Nature of Art

Art works by tapping into a community's system of meaning, metaphor and symbolism to represent the experience, knowledge or reality specific to that culture. Art is ultimately the expression of an idea, emotion or experience through the creation of a symbolic structure. The artistic product does not have to have *physical structure* to be considered art. Music, story-telling, and dance are all artistic modes that are active and not permanent. Instead art is defined by its ability to recreate human experience through the point of view of the artist and affect a response within an audience. This might seem fairly simple, or even obvious. A deeper examination, however, will illuminate the special quality of art and explain why it is so important to a healthy society.

Human beings have the unique ability to critically observe ourselves. We can, in other words, reflect upon our actions, emotions and experiences. The fact that the word "reflect" can mean "to think" and "to mirror, or reverse an original image back to its source," is quite telling about the nature of art. In the most basic terms, an artist creates a piece of art as a reflection of culture. Culture is made up of individuals, their experiences and the integration of all of these things to become more than the sum of its individual parts.

Artists use many different structures, or "mediums," to communicate meaning. The artist's effort to communicate his or her intent is both informed by, and limited to, his or her cultural perspective; no individual exists completely outside of some cultural context. Within that cultural context, the artist embodies different symbols that have meaning within the culture.

His or her navigation of the cultural landscape will be informed by these symbols and will also inform the art too. This is what we mean when we talk about an artist's "voice." Even though the artistic product may not have sound (like a painting or a piece of sculpture) it was created by a particular person with a particular experience in a particular social context. The artistic product reflects those particularities (the artist's perspective or point of view) and the meaning it conveys is determined by them.

Moreover, any form of communication (like language or art) requires the use of the symbolic tools of the culture. This means that in order to reflect the culture through artistic representation, the artist has to be able to stand both outside and inside a culture simultaneously (but never be totally in either place). Only from that vantage point can the artist use the symbolic tools of a culture to communicate what he or she observes about the culture itself. This is what is known as "artistic commentary." It conveys the artist's intent, or impetus for creating something.

### **The Role of the Audience and the Alienation of the Artist**

The process does not end with the creation of an artistic product. Art needs an audience other than the artist who created it. In solitude, the artist may marvel at his or her creation—might even be enlightened or surprised by it—but the artist will remain unfulfilled without the participation of an audience. The artist was moved to respond to cultural stimuli, the response now requires an audience to receive it, absorb it and refract it back to the artist. This is the contribution of the artistic product to the cultural landscape that inspired it. This way the artist can observe the change engendered by his or her commentary. To comment on something is to change it.

If the nature of the artist is to observe, interpret and then comment in order to change, the nature of the audience is also to observe and interpret. Because each human being has been exposed to an infinite number of symbols in widely divergent patterns and trajectories, and at different points in our lives, each spectator will "read" (or make sense of, interpret the symbols) the artistic product differently. An entire audience might have similar emotional or intellectual responses to a piece of art, but each spectator will have a slightly different experience than his or her neighbor. When the members of an audience have an opportunity to discuss their experience, the entire group is enlightened or engaged, bound by the same artistic element. This is how art creates community. A kind of spontaneous culture is fashioned by virtue of a shared experience. The culture is singular to itself because of the unique qualities of each audience member and any variance within the art.

The audience has one last critical role to play in the artistic process, and it is both enlightening and violent. The audience is invited to observe a translation of a common experience through the perspective of an artist. The audience is then momentarily able to achieve a similar distance from the culture as the artist did before creating the artistic product, but this time the audience starts at the end and works in retrospect back to the state of things to which the artist originally responded. They are afforded the benefit of the impetus for the art and the art itself simultaneously. This event illustrates the extent of, or limit to, the intent of the artist.

In order to comprehend the art, in order to feel it, the spectator must contextualize it within his or her own unique experience. Of course this experience is largely determined by the spectator's cultural context. Even as the spectator experiences the art he or she changes it, manipulates it so that it will fit within the frame of reference particular to him or her. Art encourages all who use the system of symbolism, meaning and metaphor to consider it differently. This is where the

integrity of the artist's original intent starts to break down, and it is the moment in which the artist **loses** the ability to control his or her artistic product. The artist can no longer speak for the art; the art now speaks for itself and for the artist. By virtue of its nature, an audience changes the artistic product fundamentally from the scope of what is intended by the artist to the full breadth of the potential audience experience. To claim the art is to fulfill it, it is also to sever it forever from its original intent—it is no longer defined by a striving to effect change through artistic translation and commentary, it is the reception of the comment and the realization of change. The artistic product has traveled a very great distance between the artist and the audience. It is now absorbed back into the cultural system of metaphor and symbolism and becomes another tool for communicating meaning. The artist is impotent to reclaim or control the artistic product. So to reiterate, the nature of the artist is to observe, interpret, comment and in so doing effect change. The nature of the audience is to observe, interpret, and claim.

### **Perpetual Motion: The Circle of Art and Culture**

The manipulation, possible misunderstanding and absorption of the artistic product by the culture, is both a fulfillment and a violation of the artist. The only way for the artist to regain agency or engage his or her artistic product from this point on is to produce more art in response to the culture. This is how art is perpetual and how culture and art continually constitute one another. It stimulates growth in both arenas and so keeps a society from stagnating.

### **Summary**

To review, an artist responds to cultural stimuli through the manipulation of symbols that the culture uses to communicate meaning. The artistic product is a blend of the system of meaning specific to a culture and the artist's interpretation of that system. The art produced is the artist's commentary. The audience functions as an agent of translation as it claims the artistic product for itself and alters it in order to access it. The culture absorbs the art and the artist no longer can change or access his or her artistic product now that it has entered the social realm of the symbolic. The artist can only create more art, using the tools of the cultural symbolic, a system that has already been altered by its absorption of the original artistic product. Thus art and culture are constitutive of one another.