

*Reflection of Alienation Case to Art After 1960*

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Abstract

All kinds of information is produced and consumed at the same speed in communication age. Hunger brashness which is created artificially in consumption age can be observed in relationship between people and it causes our being alien to us.

Alienation can be described as a process of people moving away from their product and labor created by their own thoughts and act; and them being indifferent to cultural and social values. Hence; they aren't enjoying life and become alone and alien to themselves. Technological improvements have brought upon consumption hunger which caused alienation, losing one's principles identity and objectification. People who become indifferent turn into machine which are devoid of values. Labour has become an object due to capitalism. Relations, participation, love and friendship have turned into insignificant values because of capitalism and it has made societies spiritless.

At this point, alienation has become a concept which can aid to appear sociological, psychological, politic and philosophical comments emerge. Alienation is described as a process of people moving away from their inner part, natural and social environment and their being without control of themselves. Furthermore alienation has become a sign of human's rebel against civilization style which involves turning into slaves, marchandisation and mechanization.

Technological improvements, increasing consumption and production have caused crisis and psychological disruptions in people, but these constitutional improvements have been reflected in art and have deeply affected artists who became alien to their age and society. This social situation reflected in their works. Human alienation and this situations's reflection in art after 1980 is the focus of this paper.

**Key words:** alienation, technology, production, art

Alienation concept has come up by means of developing technology, people working as machines or their being extension of machines, market conditions and technological production. Alienation from working conditions, products and themselves makes people struggle to comprehend the World.



This situation is reflected in people's relationships and social environment so that all relations turn into expedience. Then depression, stress and even deaths emerge. Alienation happens when people move away their own thoughts, actions, labor and become indifferent to cultural and social values which cause solitude and feeling of alienation from their inner art. There are different meanings of alienation in science and philosophy. Intellectual bases of alienation were appeared by Schiller, Goethe and Rousseau who were engaged with this topic. Hegel is known to have made the first philosophical comment and definition. There are several assertions which were investigated by scientists. The first sin and redemption concepts are the very examples first and beginnings of Hegel's theory of alienation. Moreover, the first reflection on alienation in the West was found in pagan concepts. Hegel commentators and philosophers think that the idea that subjective mind being alien to itself depends on the realm of nature which is a lacking and deficient copy of Plato's great World.

Hegel first used alienation concept in work 'Phenomenology of Spirit'(1807) when he used the concept of 'absolute' to emphasise that people's life became alien to nature. Hegel's aim was to describe 'spirit- own-alienation' and Christian belief formed by ancient Greek culture. He also described modernization as the period of alienation. Hegel states that the best example of alienation is "unhappy conscience". The idea that everything is absolute idea (spirit, God, geist and certain mind) is emphasised in Hegel's philosophy and he uses the thinking process to explain it. Geist is neither union of objects nor totality of things. Geist realizes its existance dynamically. It spreads and expands during alianation and numbness period. Nature is only a form of this subjective mind's alienation from itself. In other way it isthe epiphany of a conscience which is alien to itself. Human is absolute in numbness period in contrast to alienation. We can conclude from this view that people have

turned back from their identity alienated from nature to their real identity and themselves.

Although people become alien, one of the most important of their feature is that they can still produce objects and express themselves this way in the objective World. Although people can make themselves indifferent to cultural products and social institutions, each of indifferent- becoming action is an alienation example. All objects and products which are produced become alienated from their producers. This kind of alienation is necessary for people in order to complete stage of development . This may be destiny at the people.<sup>1</sup>

People's belief about making World lovely and their thoughts about fulfilling it lasted till industrial revolution and 19 th century. People's belief about it diminished due to expanding of capitalist market and commercial imperialism Modern alienation arrived at its most strong point by means of mechanization which was reflected to people's cultural life by emphasising technological and commercial values.

People always become alien to their labour, themselves, others and humanity in modern capitalist World because industrial technological age has created a new human species. These new human have been captive of machines and have moved away from the real world. They choose to withdraw and live lonely in crowded so this psychological situation is stored in their subconscious level.

We can see traces of alienation clearly in current arts during this age. it is possible to see an objection to alienation in avant-gardes' works which were fed with nihilist spirit of dadaism objection to conventionalism . Also french writers (Andre Breton, Paul Eluard and Louis Aragon) who tried to get rid of depreciation during first stage of 20nd century showed their protest at their surrealist works . Surrealist investigated normalized measures of life by emphasising the subconscious in their works. This drift could be commented as a person moving away from the real World and staying on his own or it could be accepted as a means of objection to alienation in a different way.

Isn't it true that expressionism symbolises the objection of a person affected by war, poverty and demolition to bourgeois? Of course it does. Because instead of imitating World, expressionist artists deformed objects and re-configured them. They thought that they could overcome the deficiency which is alienation in crowd by nature and innocence. In order to express the term's broken character and destroyed social order they focused on death concept and they were able to reveal society or person's depressed condition by reflecting it in their works. Expressionists have brought in a radical criticism in thoughts like avant-garde. These thoughts comprise that "art is only for art's sake" and they see people like light and colour.

We can run into effects of alienation not only in art but also at lost of areas. Wherever it shows itself, alianation concept always deals with people and its very subject is the people themselves. Person who is face to face losing his values in an enviroment

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<sup>1</sup> Umit Husrev YOLSAL, Serkan UZUN, Erkan UZUN, Abdalbaki GUCLU, Felsefe Sozluđu , Bilim ve Sanat Yayınları, 2002, s.1563

where there is chaos and becoming indifferent has to overcome alienation on a Daily basis, day by day, in order to reach his aims and progress without focusing on object.<sup>2</sup>

Alienation takes its place as a ‘‘ spirit’’ in Hegel’s theory. This concept is ‘‘alienated spirit’. Alienated spirit is totally withdrawn from culture. It is part of a different area and the area is moral consciousness.

‘‘Alienation’’ causes being different as a step and continues by leaving a person who lost himself at his own loop. At last the person won’t become one with his reality. <sup>3</sup>

Marks makes alienation begin in nature. After people had become alienated from the nature, they tried to be more superior than object and creatures in the nature. People became alien in this period and insensitive people appeared. They lost themselves among iron wheels of capitalism, forgetting there is life except working period.

Artists who make performans and installation have benefitted from video technologies to get different effects and as a documenting means since 1960s.

Artists started to adopt gameikonografi and aesthetic much more by means of possibilities of media art and they have used game technology in their Works, they even made their own games. Viewing video games as an art work on their own made that these games more realistic and made them increased in numbers too. Henry Jenkins said that games are new and alive art for digital age as old media which was art at machine era. He adds that games convert monitor to an accessable, experimental and innovator realm also digital games leave behind gallery and museum which are exposition enviroment. Henceforth it could be said digital games are new constitutional art form.<sup>4</sup>

Video art television and cinema included is based on moving images. Although aim of art is fun, video art investigates a different concept which is different from cinema. It is not compulsory to use scenario , scenario or player in video art as it is used at cinema.

In short, alienation which emerges in modern World has produced two concerns in art. First one is the works of artist who became alienated. The other concern is about the artists who make approach to alienation, criticism and satire. I will maket he second one more clear by using examples from sculpture art.

## **SPENCER TUNICK**

American artist Spancer Tunic is known for his installation lar which were made involving a huge number of nude people. These bodies as a mass was documented with photographs in different cities all over the World. Sometimes the bodies of sacrifices who were in injustice were at squares as bulks and sometimes as if they had been at Sirat Bridge. Although they resemble great budget Hollywood films, they were not made in order to become a part of a film. There was no need for funding and these actions were animated by people who were volunteer at squares that Tunick

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<sup>2</sup> <http://kulturlukedi.wordpress.com/2012/09/12/yabancilasma-ve-sanat/>

<sup>3</sup> <http://www.on5yirmi5.com/genc/yazar/bilal-can/kendine-yabancilasma.i53106.html>

<sup>4</sup> Alex Stockburger, "From Appropriation to Approximation", Videogames and Art, ed. Andy Clark, Grethe Mitchell (Bristol: Intellect Books, 2007): 25-37.

chose. All these volunteers use bodies to form geometric shapes. Minimalist understanding and symbolic meaning were used in organising bodies. Recognisable features of bodies gets lost among these masses.



Body is no more part of power components which are not human-like and at metaphysical dimension. Bodies which were gathered at the center of attraction loose in combination with each other. Class values such as gender, nation and identity vanish among bodies which are gathered there. Time concept loses its meaning and all periods of person's life are controlled in this modern order. Organised bodies form a resistance by not being supported by any political will and ideology. 5

<sup>5</sup> Uğur Tankut, "Plastik Sanatlarda (Heykel, Performans, Video) Bedenin Kullanımı" Dokuz Eylül Üniversitesi Güzel Sanatlar Enstitüsü Heykel Anasanat Dalı, Yayınlamamış Yüksek Lis. Tezi İzmir, 2007 syf.18



Dusseldorf, Art Palace, 2006

## **RON MUECK**

Ron Mueck whose family dealt with production of toy was born in 1958 in Malbourne. He could sustain this custom and he carried out puppet-making and playing for children tv programs. Mueck worked at Shirl's Neighborhood ( it is a tv Show for children) and Labyrinth. His attending to art circle began by his giving place to “

Dead Dad'' at the exhibition of Londraroyal Art Academy, Sensasyon and owner of the exhibition was Charles Saatchi who was an famous collector.



He went on to make sculptures non-stop after he had made a huge success with his first sculpture which was made by him for in 1996. Success of Ron Mueck who is one of the most important artist of Hyperrealism depends on the relation between audience and sculpture. audience experience various emotions one after another after they see sculpture. The moment they meet with sculpture is shocking and this clause may be too casual today. Hyper-real sculptures are seen especially in museums too much. Flawless bodies which were made adroitly are exhibited in order to surprise the audience .They are such a successful works that people sometimes pass near it without recognising the sculptures. The source of shock which Mueck creates is not only by their being much similar to human but also by their ability to change atmosphere of the environment and being out of norms. There is an excitement about whether there could be human at this scale. Dead Dad is nearly at half scale of a normal person. Scale of ''Boy'' and '' Pregnant Woman'' which are exhibited at Venezia Biennial is paramount.



<http://www.boredpanda.com/13-hyper-realistic-sculptures-by-ron-mueck/>



<http://mauvecloudstudio.wordpress.com/2010/09/06/the-hyperrealist/dsc00481/>



Audiences of our consumption society are in such a close relationship with objects and symbols that has never been seen before. People are accustomed to fast consumption. Therefore, they want to maintain this habituation in art works which they run into. After they shock, they wait for a while and start. Furthermore they want to stop and clarify the excitement which is integrated with perturbation. They watch sculpture for a long time in order to find mistakes because they find satisfaction in it. Meanwhile they have doubts, and they are curious about works. After they verify correctness of anatomical structure of sculpture, they start to investigate whether it is correct as dermatologically. They try to investigate their own body, be it shape of acne, colour of freckle and wrinkles to verify it. Having checked their own body and body of sculpture by comparing, they admit their fascination by sculpture which is realistic and extraordinary abundant with details.

It is not sufficient to explain Mueck solely with his domination on materials. He is proficient in this and effects audiences this way. Prohibitive fears which originate from Freud's psychology are expressed in sculptures of Ron Mueck. Pregnant woman, taboos such as child and father-storey concept are samples of wishes at the human's subliminal.<sup>6</sup>

## CONCLUSION

Alienation is not a hollow concept and it is a reflection of reality of human beings. It is about people's being people or not. Human's being freedom is an universal reality. Conceptually meaning of freedom is not being dependent and not being effected by outer sovereignty, power and restraint. People's ignoring their own nature, forming by outer effects and reflecting emotions, thoughts which do not belong to them mean that they are not freedom and they are about to become alien. Furthermore it means to lose freedom on finding, signification, knowing, designing and reflection which are particular.

Alienation reflects the objective reality of social development. It states that people who are trapped in production relations become unfamiliar with themselves by being indifferent. To summarize labor which is an object of production makes people different and alienation creates affirmative or negative states. The easier one becomes alien to himself, the more he becomes alone. If alienation of a person arise, the person becomes dependant and does not remain ownself. Also this reality becomes source of objection. Art and especially sculpture art becomes an effective way of expressing and reflecting alienation in this perspective.

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<sup>6</sup> Uğur Tankut, "Plastik Sanatlarda (Heykel, Performans, Video) Bedenin Kullanımı" Dokuz Eylül Üniversitesi Güzel Sanatlar Enstitüsü Heykel Anasanat Dalı, Yayınlanmamış Yüksek Lis. Tezi İzmir, 2007 syf.21

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