

Aesthetic Object in Art and Design

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Abstract

Art and design are sometimes seen as a purpose and sometimes as a tool, used to make sense of the people around them, to express the impressions created by them, and to convey their inner world and feelings, from the existence of human beings to the present day. Primitive man attributes meanings according to the function of the object that exists in nature or produced by himself, and the benefit or harm it gives. For the person who attributes meanings such as gains, values and losses to the object and perceives it with its meanings, the object takes on an attractiveness apart from its benefit or harm. This attraction becomes a set of images separate from its functional purpose. Regardless of the field in art or design, the main thing is the object produced by the artist or designer and the aesthetic meaning attributed to it. Aesthetics, as a philosophical field that has been researching "beauty" for hundreds of years, interprets, explains and questions the "aesthetic object" from the perspective of the artist/designer, the recipient and the art/design object. In this study, first of all, the definitions of "aesthetics" and the views of thinkers about "aesthetics" shaped by various factors such as the age and culture were investigated. The place, importance and dimension of the aesthetic object in art and design have been examined with its various dimensions.

Keywords: Aristotle, beauty, Plato, Plotinus, Pythagoras