

Test of Taste //

▶SLIDE 001

Good evening, thank you all very much for coming. We are here today to learn about your taste. The experiment will consist of 7 cases to resolve. Each of these 7 cases has a number of questions to answer.

All of you will be given several options to answer each question. Indicate your answer by holding up a colour plate, which corresponds to your choice.

Please hold up a colour plate for at least 5 to 7 seconds.

All your answers as well as rejections to answer the questions will be recorded on the video camera installed behind you. The recording will be used for further research.

▶SLIDE 002 **Case one.**

▶SLIDE 003

Please indicate the colour you like the most.
Thank you for your choice.

▶SLIDE 004 **Case two.**

▶SLIDE 005

According to a classical idea, there is a point of perfection in Nature as well as in Arts. This idea explains why a natural scenery, for example landscape painting, is the best art genre to present virtuousness, completeness and beauty.

▶SLIDE 006

Imagine... Perfect glade of water surface is reflecting piles of clouds, which are slowly crawling over the side of the mountain. There, shiny snow covers sharp ribs of stone cliffs. Further down, deep green of forest starts. Hanging branches of the tree are piercing the foreground of an image and fracture the sky in a contrast pattern of black and sunlight.

Question:

On this picture, where would you like to rest yourself to appreciate the beauty of the scenery the most:

1. In the white mountain snows.
2. In the green forest on a mountainside.
3. On the brown rocky cliffs.
4. In a boat in the middle of the blue lake.
5. Under the black branches of the tree.

Please, keep your answer plates up. Please look at the colours around you. Are you surrounded by the landscape you chose? I mean, are the choices of your neighbours allowing you to rest in the kind of landscape you preferred?

▶SLIDE 007

Y - Red

N - Purple

▶SLIDE 008

Please choose a philosophical question you prefer to think about later:

1. What is a better viewpoint from which you can see point of perfection?
2. How to make others to enact perfection according to your taste?
3. What are the ideas of perfection of other people?

▶SLIDE 009 **Case three.**

▶SLIDE 010

In fact, the branches on the idyllic picture belonged to an apple tree in an orchard somewhere, lets say, in South-East England.

In this orchard apples are grown to be sold locally and internationally within EU. 30% of a harvest are yellow apples of 15 varieties for example Aurora Golden Gala; 35% are red-orange of 5 varieties, for example Kidd's Orange Red; and 45% are Binet Rouge and these are used to make brandy and cider. Among those only 20% are biological.

Also there are those called Fair Trade next to the above mentioned on a supermarket shelve.

...

Which one would you prefer to eat for breakfast?

▶SLIDE 011

1. Yellow-Green
2. Red-orange
3. Calvados Bottle
4. Bio
5. Fair-trade

▶SLIDE 012

Independently of your choice around 80% of the apples as well as other fruits grown in Europe are collected by seasonal workers from outside of EU.

Question:

Does your taste, your choice, depend on the taste of apples?

▶SLIDE 013

Y - Color 1

N - Color 2

▶SLIDE 014

Do you think that taste of a fruit depends more

1. On your mouth
2. On those who produced it
3. On those who collected it

Thank you.

Apparently, if a selection is made un-freely, then one shall not speak about freedom of choice.

▶SLIDE 015 **Case four.**

▶SLIDE 016

In the year 1519 Michelangelo was commissioned to make Medeci familial chapel by the Cardinal Giulio de'Medeci. This should have epitomized fame and power of the oligarchic family. The project of the chapel Sagrestia Nuova was changing during the course of work many times, hence some niches planned for the sculptures stayed empty and some figures were not fully finished. Constant revision of the work was happening due to the eagerness of the Cardinal to intervene in the artistic process and to provide useful advises on the composition of the interior.

▶SLIDE 017

Please define which parts of the interior were planned by the artist and which part was influenced by the mecenat.

Please vote Green or Brown.

In fact, we know that the artist didn't only show any irritation with Cardinal's participation, but even told to one of his pupils that his sponsor has exceptional understanding of artistic process.

▶SLIDE 018

Question. Would you like to influence the selection of artists for the exhibition programme at PDT?

▶SLIDE 019

- Y - Color 1
- N - Color 2

▶SLIDE 019a

Do the exhibitions at Palais De Tokyo reflect your art interests?

▶SLIDE 020

- Y - Color 1
- N - Color 2

▶SLIDE 020a

Do you pick up apples for breakfast personally?

▶SLIDE 021

- Y - Color 1 / N - Color 2

► SLIDE 022 **Case five.**

► SLIDE 023

Usually nature is understood as everything that is not produced by people. Thus an encounter with it is full of danger: forces are hostile and unpredictable. At the same time passions and wild forces are a part of human nature... So What do you consider to be the most unpredictable force:

► SLIDE 024

- A. Love
 - B. Inspiration
 - C. Health
 - D. Luck
- Thank you.

Now, please answer if the risk involved in your professional activity is equally high or higher than the risk involved in the phenomena you chose in the previous question.

► SLIDE 025

- Y - Color 1
- N - Color 2

► SLIDE 026 **Case six (TO BEHAVE PUSHY)**

► SLIDE 027

1. Please choose which art piece do you like the most:
 - A. - Feminist institutional critique by Guerrilla Girls
 - B. - Critique of economy and money in the performance of David Hammons.
 - C. - Cute pink cat.

2. Please do not put cards down. We will calculate the ratings.
[Calculation. Least first, then more...]

Now we will play a mini-game. Everybody who voted for the same thing are the stakeholders of it. Every voter has a share of 10.000 EUR and every vote represents the same sum of 10.000 EUR. So, a color-card represents your share in collective ownership of the thing you chose. Please put aside all the cards except the one that represents your share.

Accordingly the prices are:

- Praying mantis - ...;
- Hammons - ...;
- Guerrilla Girls - ...;

Further please use only the color card of the thing you OWN to vote.

3. Now the question to the owners of the artworks A. and B.
Do you want to buy artwork C? Put up your cards. [Calculation.
Announcement of the price: today the price for the C is XXX]
4. Now the owners of the artwork C. please answer if you agree to
sell the work for the price proposed. [Simple majority - Y/N]
5.

ETC...

Thank You!

▶ SLIDE 028 **Case seven.**

▶ SLIDE 029

Ok, what is good work of art? Apparently it has to demonstrate complexity which results from tensions and play between ideas and materials. This tension, between the elements of a work gives rise to an aesthetic perception.

So, when you are in front of a such good work of art, and for being a sensitive person, you feel you have completely understood it, finally appreciated all the details and aspects of it...

Do you have sometimes a feeling that you could have been the author of the work?

▶ SLIDE 030

Y - Color 1

N - Color 2

▶ SLIDE 031

You fully understood the artwork but you are still not the creator of it.

So, how do you react to the fact that perfect knowledge of the work of art cannot make you to be the author of it?

▶ SLIDE 031

1. You become irritated and jealous.
2. You become artist on your own.
3. You prefer not to have a critical opinion about art in order not to feel frustrated.
4. You have a better idea how to answer the question.

▶ SLIDE 032

Thank you for your cooperation. The video recording of the experiment will be reviewed by the specialists and will be available for the participants upon individual requests.

Enjoy the rest of the evening.