



Group H

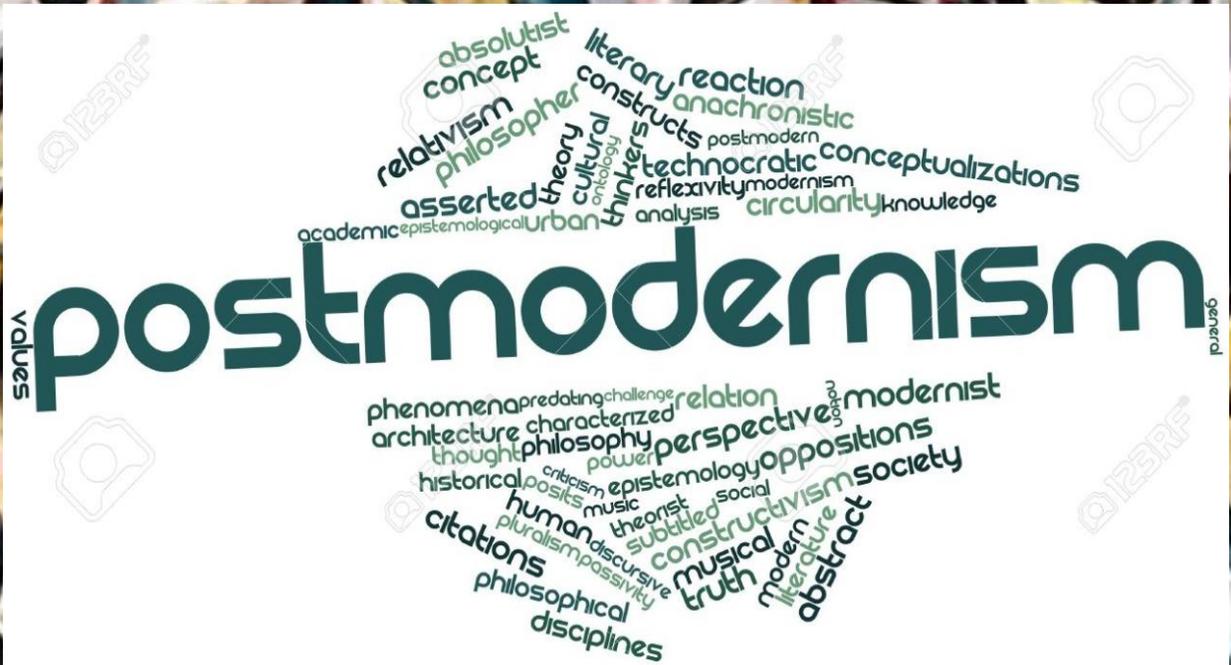
Fiza Younas

Urooj Ismail

Palwasha Nadeem

Maryam Bibi

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Fiza Younas

POST MODERNISM AND ITS PHILOSOPHY

Post modernism is negation of modernism and purified version modernism.

The main target of post modernism is to challenge Marxism, Enlightenment, Liberalism .

Francois de La Rochefoucauld



A work can become modern only if it is first postmodern. Postmodernism thus understood is not modernism at its end but in the nascent state, and this state is constant.

AZ QUOTES

Post Modernism Ideas

- There no such thing as truth
- No objective reality
- No objective truth
- No theory
- No law



Reality Types

- Objective Reality
- Remains same

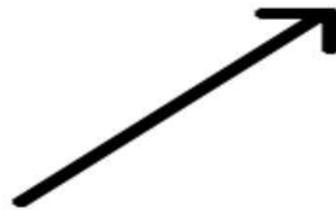
- Subjective reality
- Vary from person to person

PREMODERN



"Because God put it there and that's the way it's always been."

MODERN



"Onwards and upwards with inevitable progress!"

POSTMODERN



"Bllpppggghljsdlkfjowejfalsk djflksdjflksjldldjl;aldfkjlj;;;df"

Michel Foucault And His Ideas

- Subjective reality.
- He negates scientific reality.
- He promotes individuality.
- He rejected universal truth.
- Every thing is subjective.
- Everything is relative.



META NARRATIVE

- No universal narrative.
- All narrative for example feminism, liberalism, religion, socialism is not superior than the other narrative.
- There is no objective narrative
- HE disintegrate the society.
- Rejected scientific narrative.
- Denying all the previous metanarratives like religion, which was a great metanarrative in early century.

POWER

- Power derives from language and concepts.
- Language is power.
- No concept of army ,warrior, guns etc.

Binary thinking

- He negates binary thinking.

Essentialism

- He negates an essentialism.
- Every thing has its essence.
- Post modernist are anti essentialist.
- Anti essentialism is to not have any form/idea and that not everything is neccasrily attributed to function and identity.

Determinism

- He negates determinism like we can not explain everything through little research.
- Cause effect.
- There is no lie and truth.
- Life is meaningless.

Identity politics

- He gives an idea of identity politics
- He supports micro politics (disintegrate collectively).
- Rejected macro politics.

Relation of power and knowledge

- Discourse

reality of social world is discourse.

Relationship of power and knowledge

power is a function of knowledge.

Gender Study

- Michel has deep influence on gender study.
- Sexual revolution.

Why some people are not post modernist?

- Truth
- Language
- Hegemonic politics
- Binary
- No difference between fascism/communalism
- These are the essential tool of theoretical abstraction.
- HOW MUMBO – JUMBO CONQUERED THE WORLD by Francis when.

Foucault Influence The World

- ART
- MUSIC
- MODERN AND ANTIQUE
- MODERN FRAME THINKING

Post-modernism

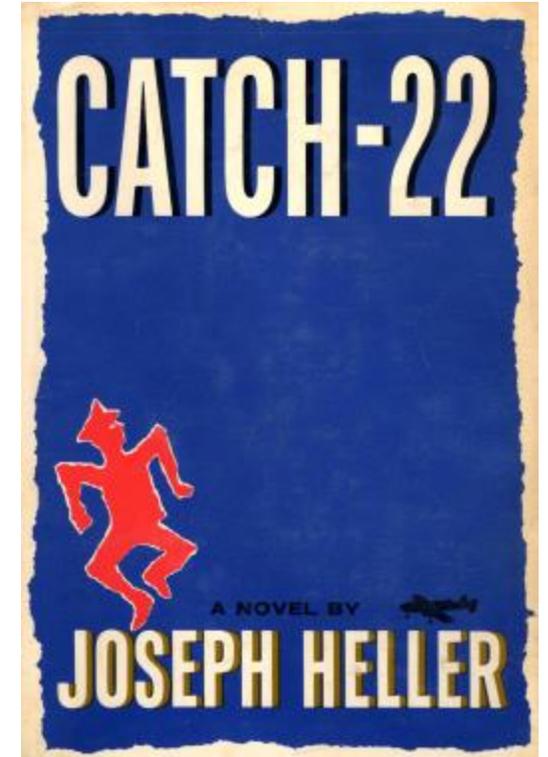
- It contradicts some aspects of modernism and merge others.
- It mixes everything and uses everything without its context.
- Postmodern art holds all stances are unstable and insincere, and therefore irony, parody, and humor are the only positions critique or revision cannot overturn. "Pluralism and diversity" are other defining features.
- postmodernism rejects modernism's grand narratives of artistic direction, eradicating the boundaries between high and low forms of art, and disrupting genre's conventions with collision, collage, and fragmentation.





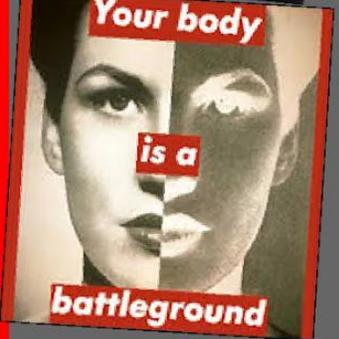
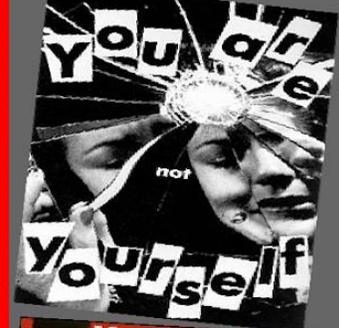
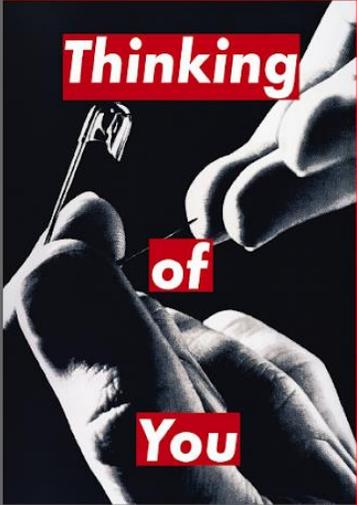
Catch 22

Catch 22 is regarded as the representative work of black humor and pioneering novel of postmodernism. Catch 22 is filled with paradoxical language and antilogical dialogues the disordering of structure forms a contradiction with the sequence of the events in some sense the character relations reflecting in the family relationship friendship and love permeated with the conflicts with erosion of war. The ostensibly harmonious relation forms another deeper contradiction with conflict and betrayal in reality.



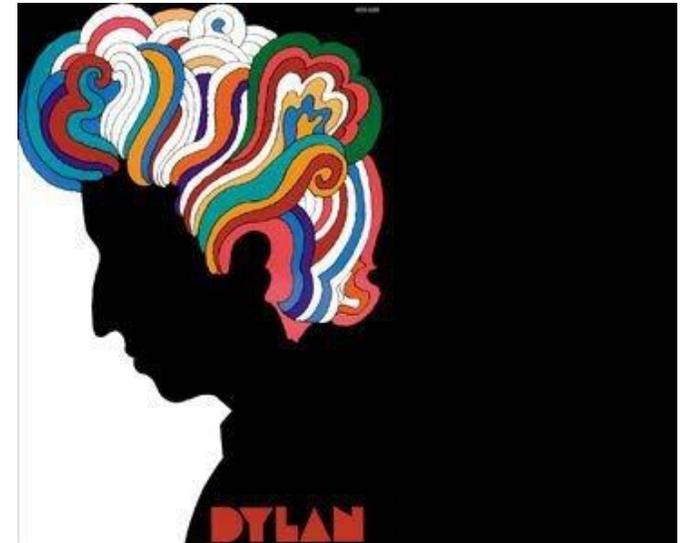
Barbara Kruger And Postmodernism

Barbara Kruger is an American conceptual artist. Her work is not as well known to the post-modernist movement such as the work as Piet Mondrian or Francis Berry, however her ideas and work as a conceptual artist are very much part of the postmodernist movement. The concept behind her work is to question the viewer on feminism, consumerism, desire and classicism.



Milton Glaser's the Iconic Poster of Bob Dylan

- Depicting Dylan with kaleidoscopic hair, the Glaser poster has been described as “psychedelic” and is often associated with rock posters produced in San Francisco at the same time. But Glaser, who had studied in Italy on a Fulbright scholarship in the early 1950s, is a formalist with a broad awareness of artists and art movements, and he took his inspiration for the Dylan profile from a 1957 self-portrait by Marcel Duchamp. Though Glaser used a similar composition, the transformation of Dylan’s curly mane into a tangled rainbow was his own invention.



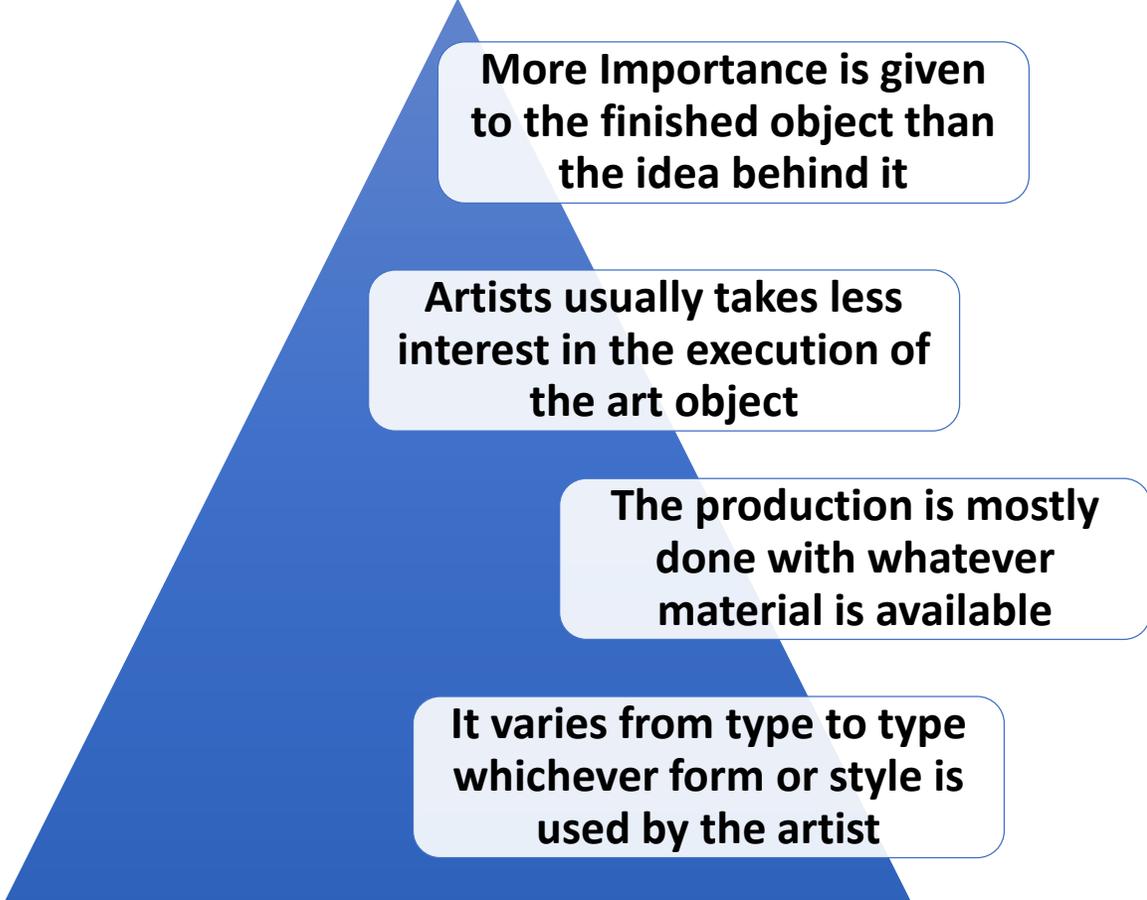
CONCEPTUAL ART

POST-MODERNISM

INTRODUCTION

- **It started off from the early 1960s till the mid of 1970s**





More Importance is given to the finished object than the idea behind it

Artists usually takes less interest in the execution of the art object

The production is mostly done with whatever material is available

It varies from type to type whichever form or style is used by the artist



TEXTILE AND FIBRE ARTIST

Fiber art got recognition in 1970s

Feminist movement by Judy Chicago

International Revolution in Fiber art by 1970s

Weaving, Coiling and Plaiting



JUDY CHICAGO

Born on 20th July

American Feminist Artist

Writer

Educator



Installation Artwork

Dinner Party

One of the first Feminist Artwork

Created during 1974-79

Located in New York

Represents Symbolic history of Women

Consists of Settings of Plates and Tables



Installation Art

- Installed in Paula Cooper Gallery
- During 10-31 October, 1980

Artist

- Solomon LeWitt
- American Artist

Era

- The beginning of Post-modern



**John
Baldessari**

**American
Conceptual Artist**



**Cremation
Project
Created in 1970**

**Solomon
LeWitt**
American
Artist

**Vertical
Lines**



**WALL
DRAWING**

**Created in
1970**

FLOWER POWER



Slogan was made for Non
Violence

● During 1960-70
● Flowers were used as a Symbol



Maryam Bibi

What is POP ART?

- Pop art is a style of modern art which began in the 1960s to 1970s.
- Pop art movement use everyday objects to portray elements of popular culture.
- Bright colors are use to make artwork pop.
- Formation of Independent group.

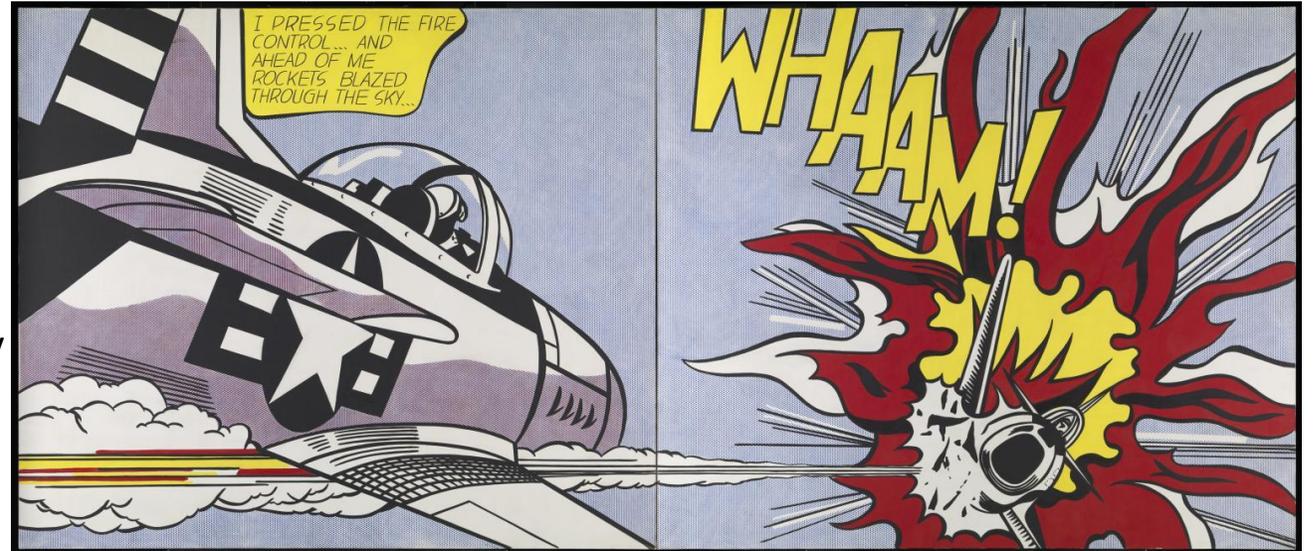
Eduardo Paolozzi

This artwork was created in 1947. This artwork was made by series of collages from American magazines. This is titled as 'I am a Richman's Plaything'



ROY LICHTENSTEIN

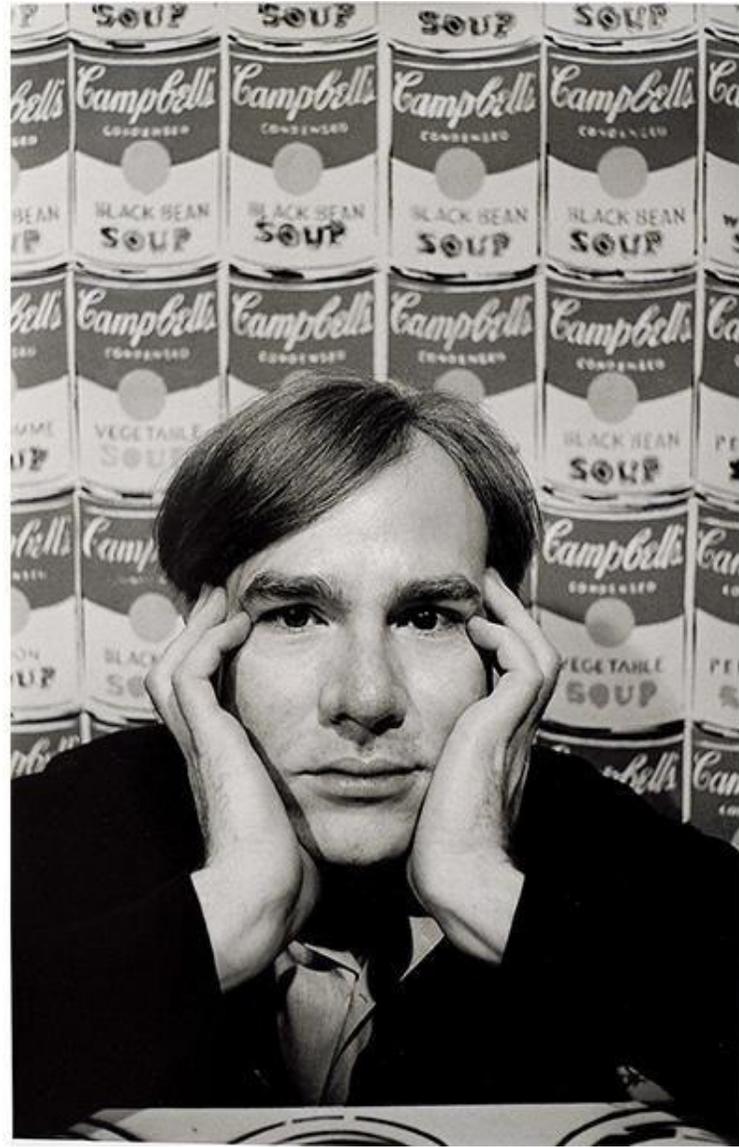
This art work is titled as 'WHAAM' by Roy Lichtenstein and was created in 1963



DROWNING GIRL by Roy Lichtenstein
1963



ANDY WARHOL



'THREE COKE BOTTLES' 1962
(Silkscreen, ink, and graphite on linen)





'32 Campbell's soup cans' 1962
(synthetic polymer paint on canvas)

What is Neo - Pop Art?

- Started in 1980s
- Rebirth of Pop art
- Also known as Contemporary art.
- Leading artist of neo pop was Jeff Koons

'RABBIT ' is a stainless steel sculpture made in 1986





POST-MODERNISM

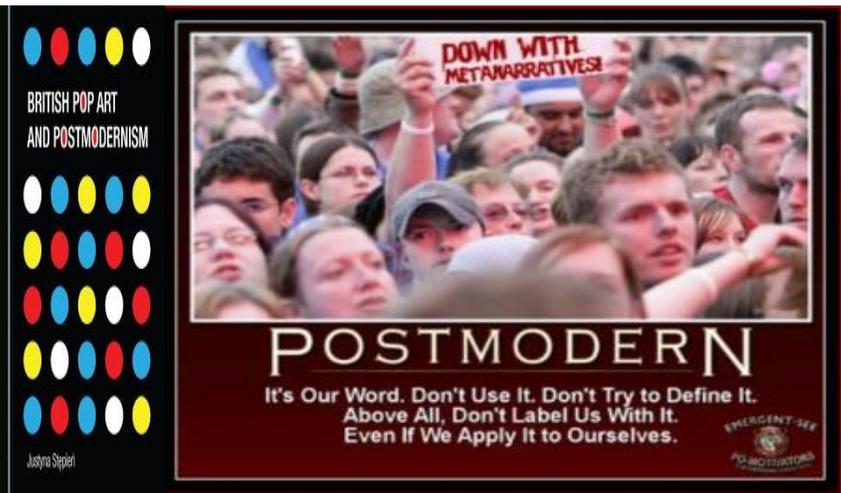
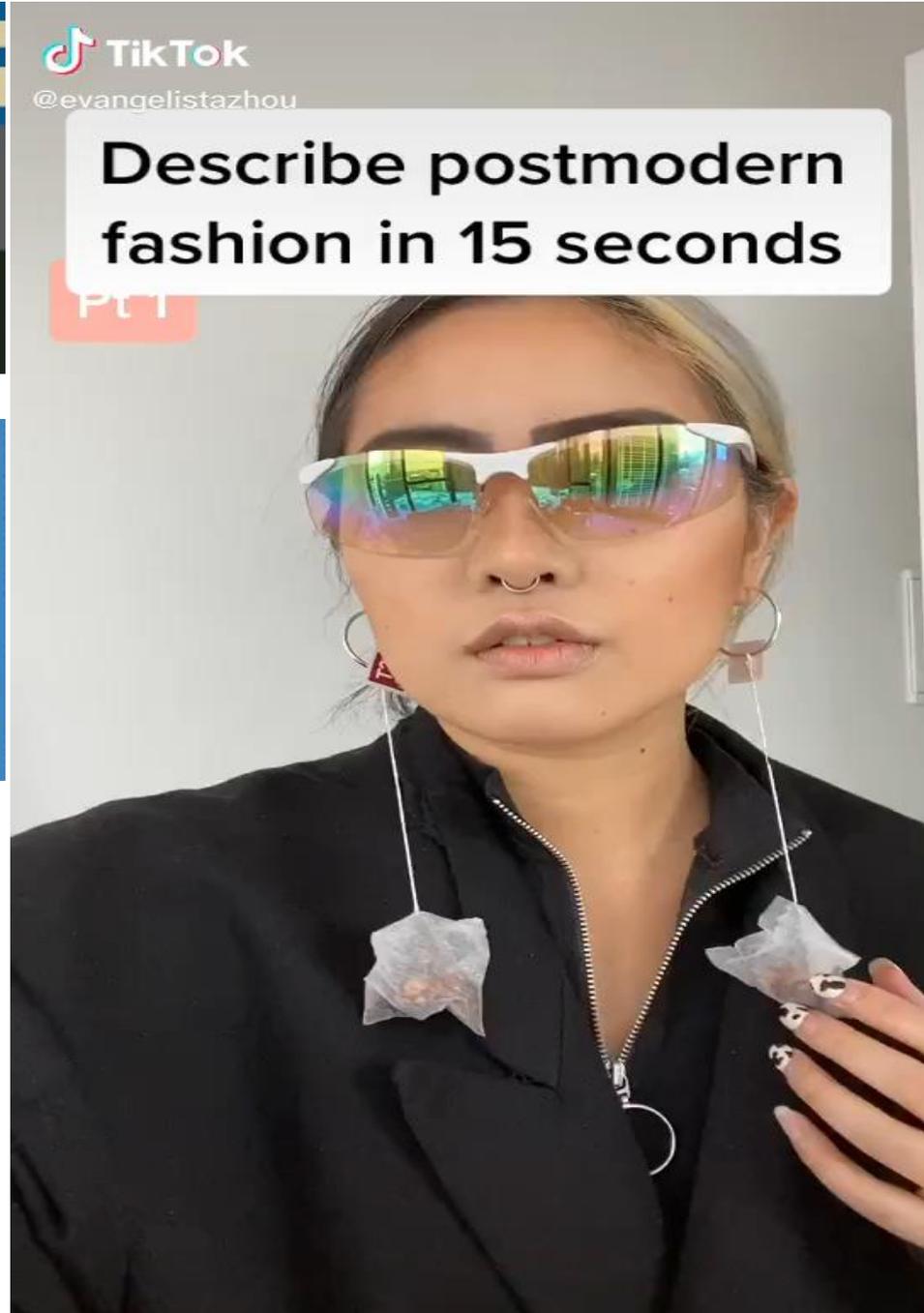
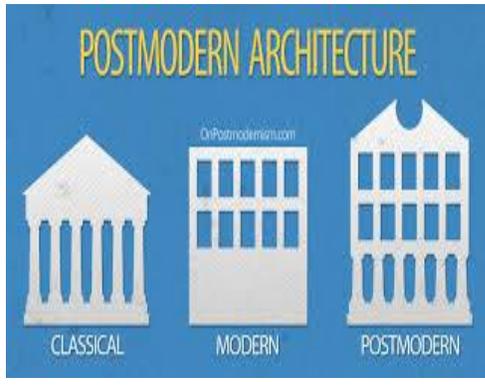
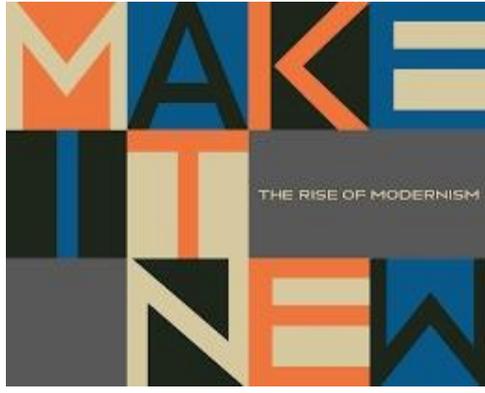
Consumption is not fixed for need only purpose.
Instead of less is more is bore for postmodernists.

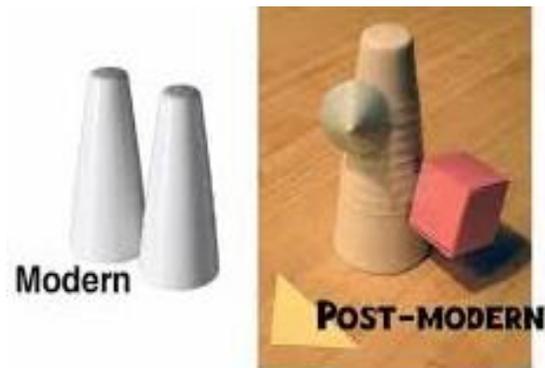
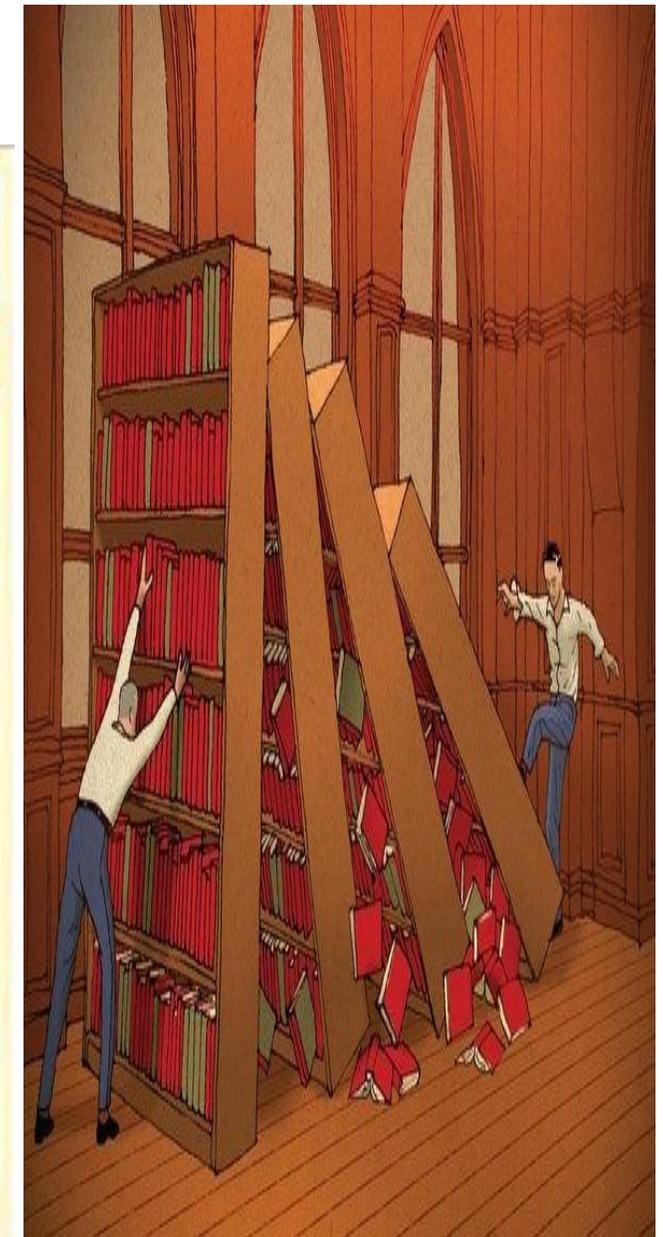
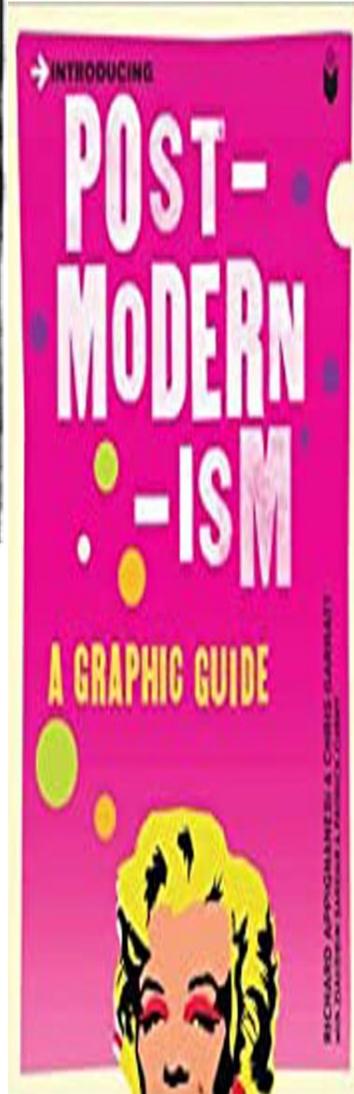
No more boundaries. Do not have to follow any
particular movement/culture/traditions.

Decline of metanarrative (science and mathematical
logistics).

Ironic, playful, colourful, whimsical, unpredictable.

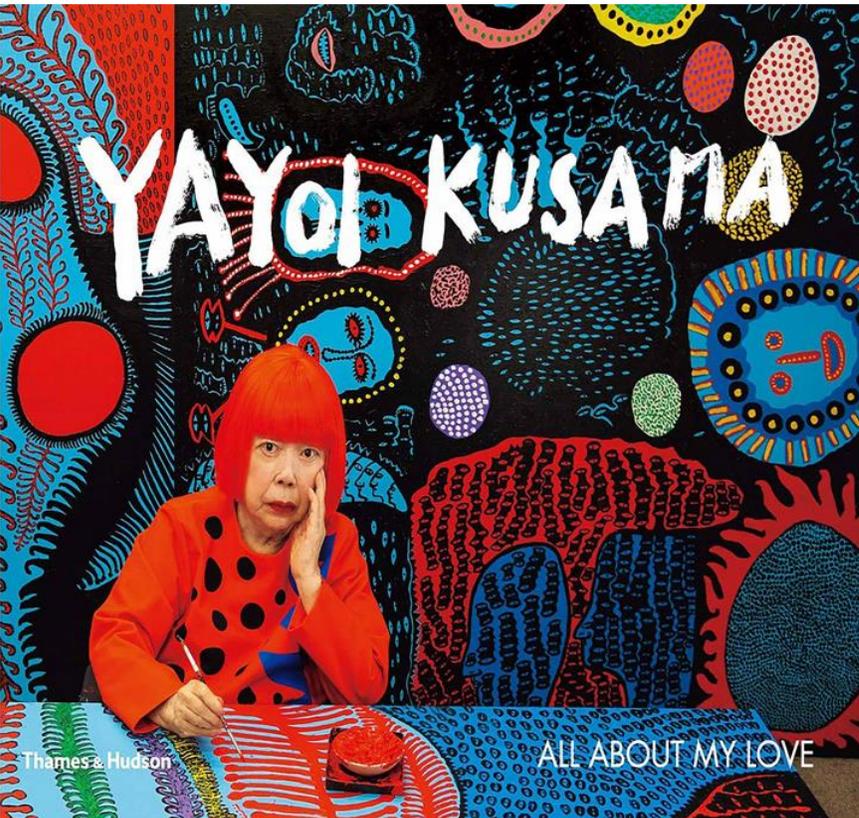
You see what you perceive and that's what it is.





YAYOI KUSAMA

A Japanese contemporary artist Yayoi Kusama's work is constructed on minimalism and pop art. She was ahead of her time and her art is vanguard as it doesn't fit into any movement. As a child, she started having hallucinations, which paved her way to create a new art form. She started doing what she saw the objects as. She used spaces to depict her artwork, she did many installations depicting the illusion of space, one such example is of her led installation room. She portrayed macroscopic and microscopic elements together. She has done it all from large scale to small sculptures, fashion, design, films, performances and intervention with architecture. Her work mainly consists of polka dots. Her revolutionary art form was personal and doesn't connect or comes under any current or bygone movement, hence making it post-modern.



Yayoi Kusama Costume



DressLikeThat.com





A polka-dot has the form of the sun, which is a symbol of the energy of the whole world and our living life, and also the form of the moon, which is calm. Round, soft, colourful, senseless and unknowing. Polka-dots can't stay alone; like the communicative life of people, two or three polka-dots become movement... Polka-dots are a way to infinity.

— Yayoi Kusama —

AZ QUOTES



GUERRILLA GIRLS

A revolutionary and anonymous activist group that remained for thirty years they used the names of dead women artists this group exposed and talked about the truth of sexism in the world of art and beyond, starting with their campaign using posters in the 1980s.





FRENCH PAVILION HAS SOLO SHOW BY A WOMAN!
WHO CARES IF IT'S THE FIRST TIME IN 100 YEARS!

WOMEN DIRECTORS AT LAST!
WHO CARES IF THEY'RE INTRODUCED AS "THE SPANISH GIRLS" AT PRESS CONFERENCES!

38% WOMEN ARTISTS IN THE CURATED GROUP SHOWS!
WHO CARES THAT SO MANY NATIONAL PAVILIONS ARE ONLY SHOWING MEN!

MORE COUNTRIES THAN EVER BEFORE!
WHO CARES THAT AFRICA, EXCEPT FOR MOROCCO AND EGYPT, IS N.I.A. (MISSING IN ART)?!

HOW MANY WOMEN HAD ONE-PERSON EXHIBITIONS AT NYC MUSEUMS LAST YEAR?

Guggenheim	0
Metropolitan	0
Modern	1
Whitney	0



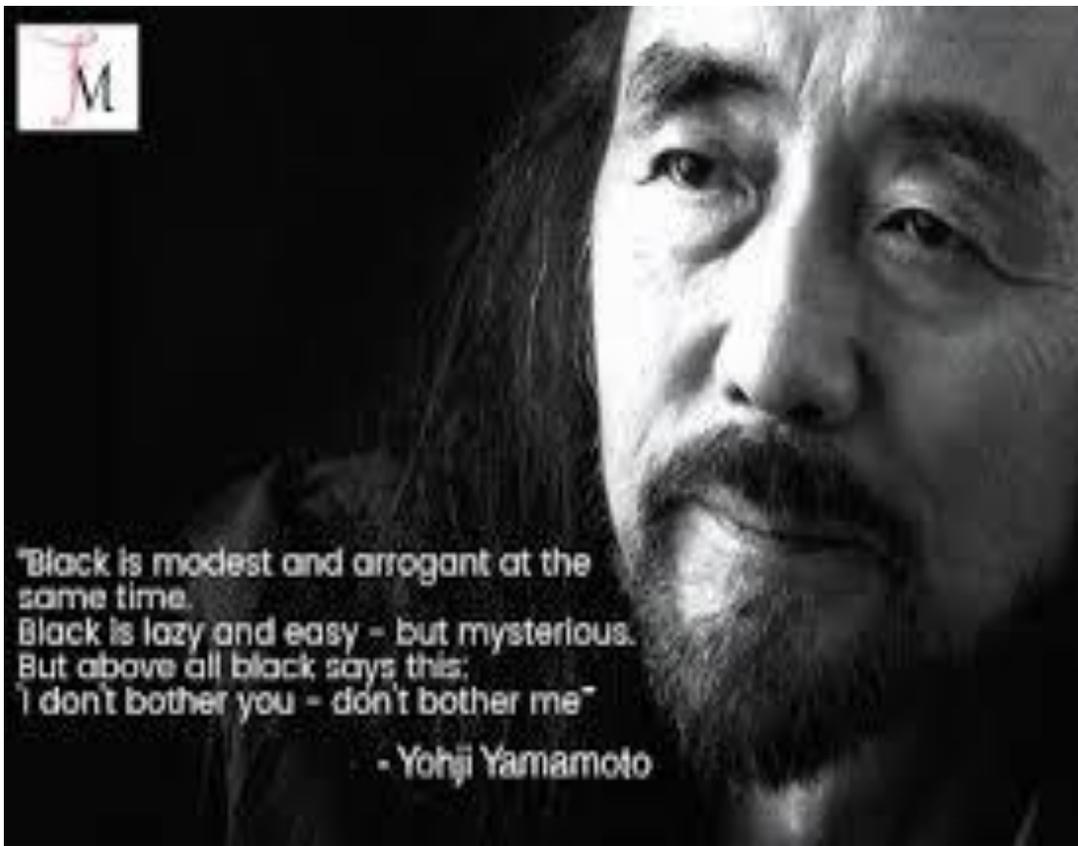
SOURCE: ART IN AMERICA ANNUAL 1985-86

A PUBLIC STREET ARTISTS' COLLECTIVE OF THE ART WORLD

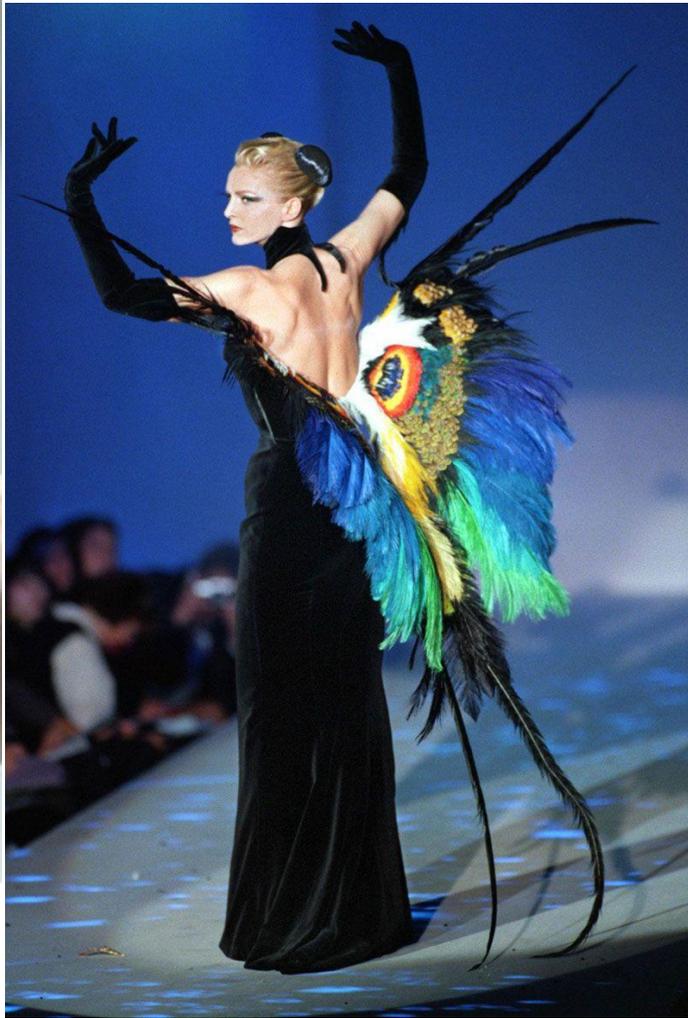
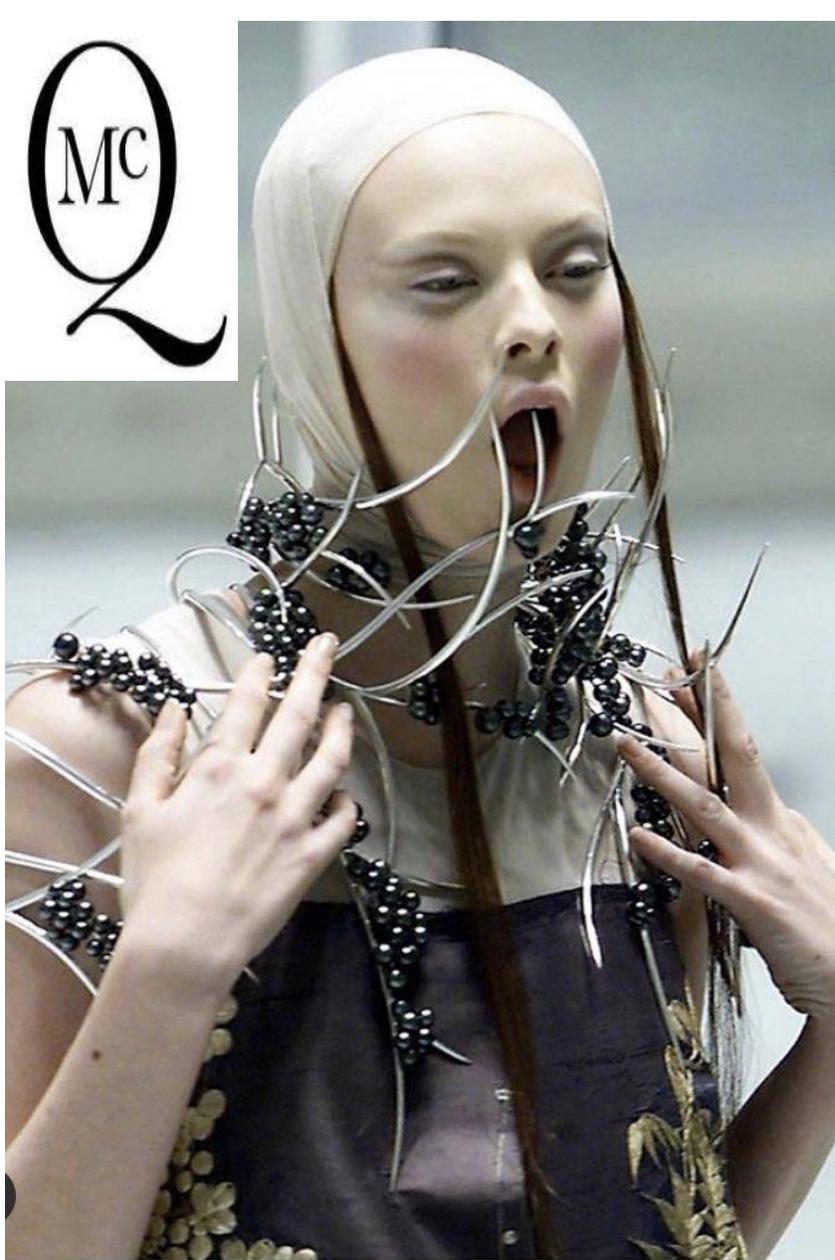


Jean-Paul Goude designed the maternity dress (1979) for the Jamaican singer, model and writer Grace Jones and also photographed her. The dress represents their fascination with pop culture's vivid color palette, along with the borrowed shapes of the earlier twentieth-century Bauhaus architectural design, Jean's approach was more on visual effects and the exaggerated shapes were formed to hide the baby bump. It is a tremendous example of cross disciplines representing the post-modernistic approach. It is very post modernistic as its compromised of different disciplines. The photograph was also made the cover of photo magazine in 1988.





The trends of postmodernism is of more futuristic approach justifying equality low and high art culture, class stratification and gender equality. In 1977 in Tokyo Japan, a unisex collection, labelled Y, was launched by an Avant-Garde Japanese designer Yoji Yamamoto. The ideology behind it was to protect women from the male gaze by using such balanced shapes and dark colours. He worked in dark colours but used colour black the most, as he believed it to be easy, mysterious, arrogant, modest and lazy at the same time. He said that questioning about society is real art along with making people ecstatic.



- ❖ The postmodernism challenges the traditional cultural value. The transition from contemporary society had a tremendous change in fashion as well, promoting new and different values not set on one meaning. It was because of the postmodernists that art got submerged with fashion.
- ❖ Alexander McQueen is known to be a rebellious Avant guard, a British fashion designer who promoted freedom of expression and thought. He showed how ideology is made real by working on ideological aspects rather than physical possibilities, hence making virtual into real. His shows were uneasy and pleasurable and also had terror and amazement. His unique ways and fashion show performances altered fashion runway manners.
- ❖ He fused the art with the fashion, which was not done before. One of his fashion show performances involved a spray paint dress in 1999, where a model wearing a white gown standing on a rotating platform, who was sprayed with paint by the robots adding a canvas feel to the gown.
- ❖ Britney Spears in her music video 'hold it against me' is seen to have a similar performance of painting her dress, hence showing the way fashion products have changed its production ways.





Hussein Chalayan's Table- Skirt Dress in Fashion Week London, in February 2000.

A van guard Turkish designer who have revolutionized his designs with technology, involving concepts of nature, architecture and science. He applies a lot of disciplines and connects to people/companies of different disciplines for creating the dresses.

We Can Do It!



In this era role of women had changed, a lot of women were doing jobs instead of restricting to house jobs, as well the upsurge was there in the feminists community in speaking about their rights as well acting on it.

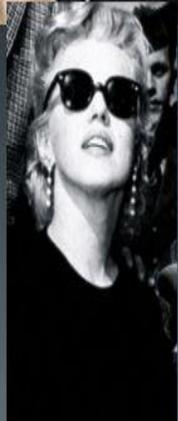
Girl Power slogans along with Spice Girls, Madonna, Britney Spears etc. are examples of challenging the stereotypical approach towards women while questioning illogical concepts of sexism. Their performances catered to the male gaze, reinforcing patriarchal values.



Lady Gaga with, in her outrageous fashion, showed the hyper-real version she created to keep her real life away from the public eye, just like her name - Stefani Joanne Angelina Germanotta, which is seen in her videos. While receiving the award in that picture she said 'Why should we care? Do as it seems right to you'.

Marylin:Madonna:Lady GaGa

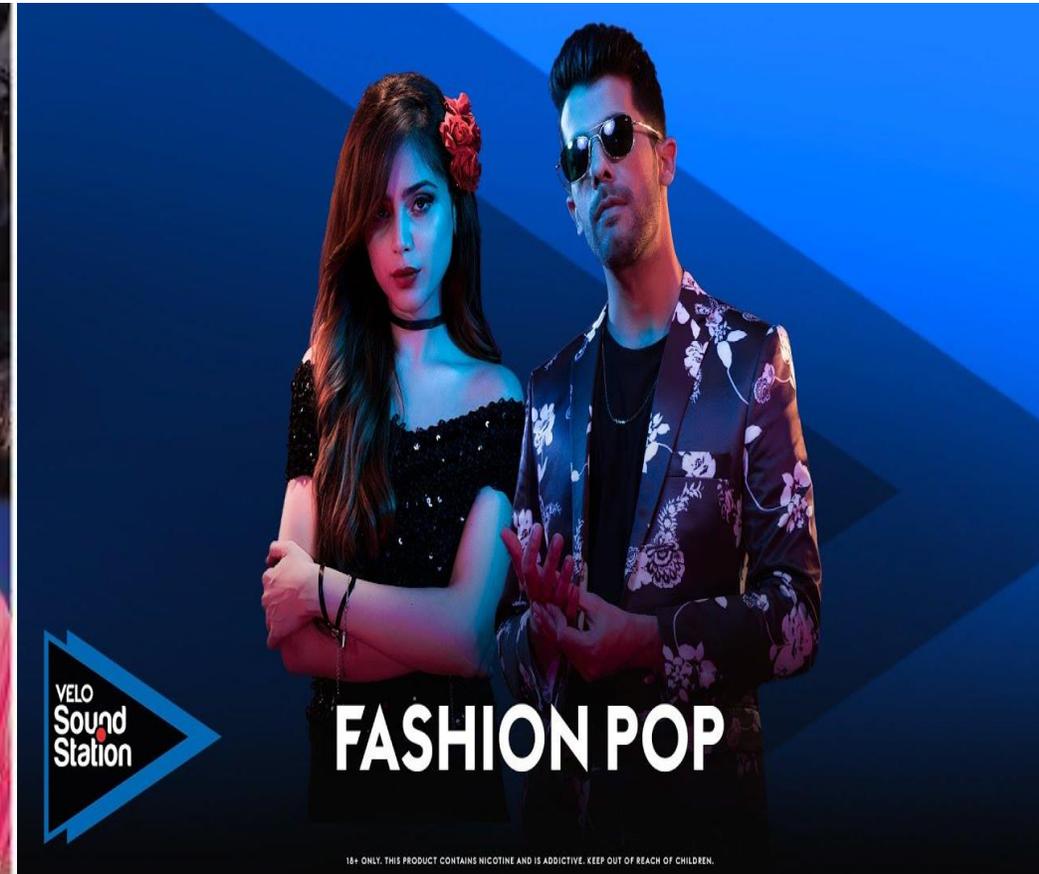
- The way in which Artists are presented can use postmodern ideas, Marilyn Monroe's style being an influence on contemporary artists Madonna, Gwen Stefania and La GaGa.
- Lady Gaga's referencing of Madonna's style in her track, lead to a feud, if you believe the press n gossip mags.



Alexander McQueen's dress, for Lady Gaga in the song Bad romance.

Coke Studio: A post-modern approach has been adapted to promote popular culture. Different instruments along with different genres are played by mainstream and new musicians. Remixes are created by fusing old songs with different genres of music. Remixes have been a thing since the '80s.

The latest example is of Velo Sound Station, on 20th November 2020, its first episode went on Air. It follows the same approach as coke studio's but mainly with disco, rock, rock and roll and Jazz genres whereas in coke studio Sufi, classical and folk music was also kept in focus. We can also see the spectators grooving to the song in Velo Sound Station (performances) songs. Meesha Shafi can be seen wearing post modernistic – bright (pop culture) colour palette clothes and makeup.



Appropriation, deconstruction and reconstruction are the characteristics of post modernism focusing on collages and multiple copies. It bridges the cultures promoting globalization.



1981, Lata Mangeshkar song, for the film Ek duje k liye.



Pepsi add commercial, 2004, featuring Beyoncé, Pink, Britney Spears, Enrique portraying (appropriating) the Roman era. Singing We will Rock you By Queen band.

MOVIE

[Monty Python and the Holy Grail police scene - YouTube](#)

2min20seconds funny
movie clip.

SERIES

[Moe Explains Post-modernism. - YouTube](#)

14 seconds clip