

# WESTERN AESTHETICS IN MEXICAN TOURIST ART

Brynna Elizabeth Tussey

University at Albany, SUNY

Latin American & Caribbean Studies

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# OVERVIEW

- ▶ Tourist Art
  - ▶ Foundation Research
  - ▶ Western Aesthetics
  - ▶ Authenticity
  - ▶ Cycle of Production
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# WHAT IS TOURIST CRAFT

- ▶ An Art Object created for a tourist market, typically inexpensive.
- ▶ Also called Folk Art, or Commodities

# FOUNDATION RESEARCH

- ▶ Michael Chibnik

- ▶ “Oaxacan Wood Carvings in the World of Fine Art: Aesthetic Judgments of a Tourist Craft” *Journal of Anthropological Research*, 62:4 2006

- ▶ Michael D. Coe

- ▶ “Art and Illusion among the Classic Maya” *Record of the Art Museum, Princeton University* Vol. 64 (2005)

- ▶ Walter E. Little

- ▶ Maya in the Marketplace 2004

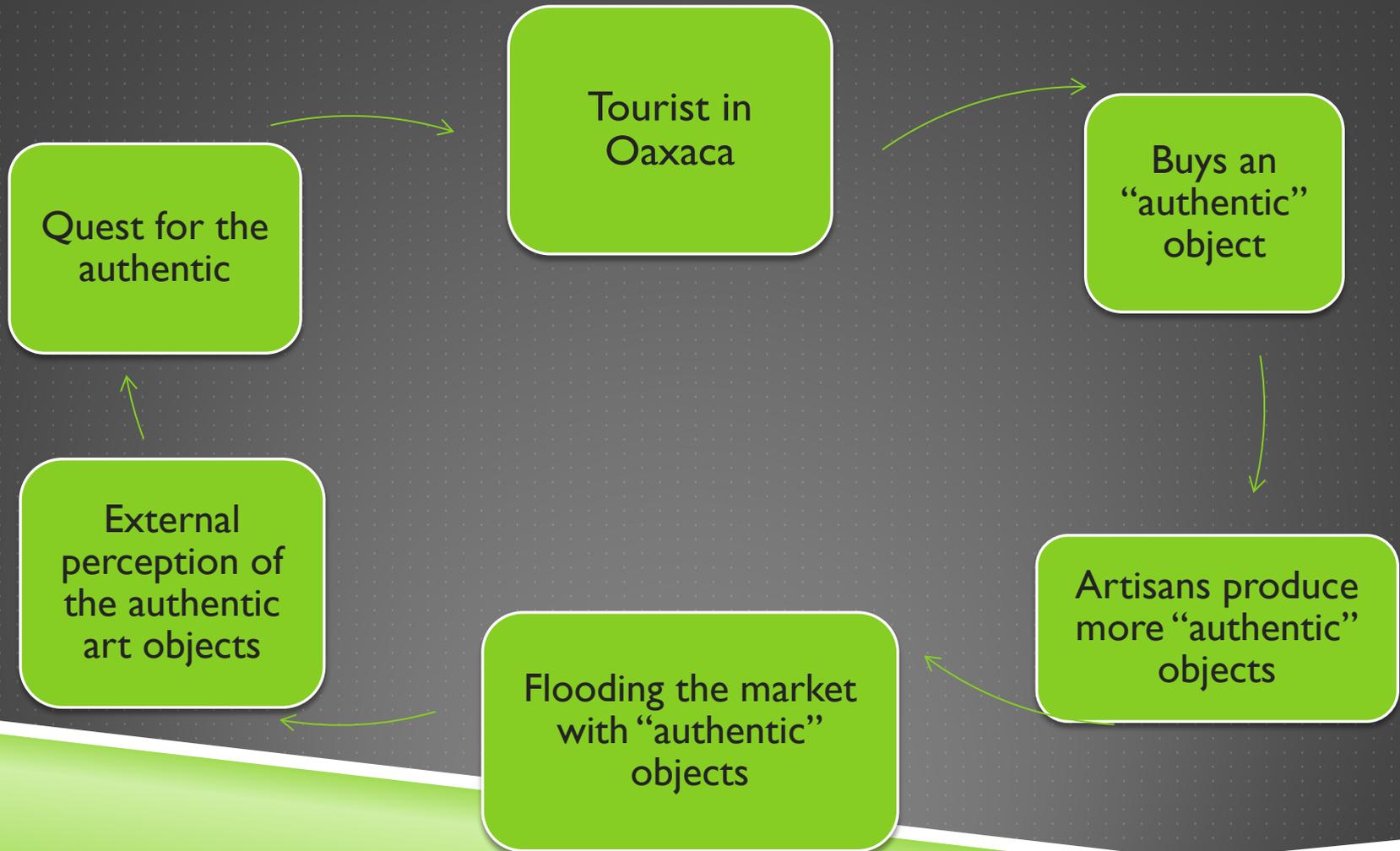
# WESTERN AESTHETICS

- ▶ Developed out of the art of the Renaissance
  - ▶ Based in a Judeo-Christian Society
- ▶ Georg Wilhelm Friedrich Hegel
  - ▶ Aesthetics: Lectures on Fine Art
- ▶ Immanuel Kant
  - ▶ Critique of Judgment
- ▶ Karl Marx
  - ▶ On Art and Literature

# AUTHENTICITY

- ▶ **Authentic:** 1. of undisputed origin; genuine 2. made or done in the traditional or original way, or faithfully resembles an original 3. based on facts; accurate or reliable
- ▶ Value based on an objects authentic quality

# CYCLE OF PRODUCTION



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## PROS

- ▶ Increase marketability
- ▶ Brings in more capital to the market

## CONS

- ▶ Production of a culture
- ▶ Shifts to the requirements of the capitalist market

# CONCLUSIONS

- ▶ Commodities are seen as a lower form of art; a higher level cannot be achieved outside the West
- ▶ The exchange that occurs in the tourist market creates and perpetuates an ideal of authenticity that is based on a staged production of perceived authentic culture
- ▶ This process calls for the development of an aesthetic system that can evaluate and discuss these art objects without a Western bias.

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