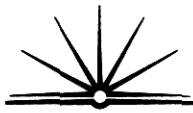




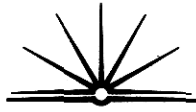
5. 'As the Audience changes, so too does the meaning of artists' works.'

Every artist throughout time has different purposes & intent for the artworks they produce - this is greatly determined by their personal context, background, gender, age, beliefs, religion etc. Every aspect becomes an important part of who they are as well as its relevance to their different concepts & beliefs in order for the audience to comprehend the works meaning. Therefore, we too as an audience, similarly become a very important aspect of the artwork & the meaning it portrays, as different audiences & different individuals are all of different contexts, this therefore alters our appreciation & understanding of the work despite of the artist intended meaning.

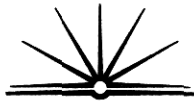


It is an inevitable fact that as the audience of an artwork changes, so will the meaning of the work.

Either as an individual or as a group audience we are all influenced by different things. For ~~one~~ example ~~is~~ Gordon Bennett as an artist depicts issues of our history in Australia & the social allegory of the European & aboriginal cultures. He was brought up thinking he was an irlander, only finding out later on in life his true aboriginal identity, which then became the bases for all his concepts & ideas within his artworks. One of his performance works "Whipping Piece" where Bennett displayed a black box, made to the dimensions of his own body, with welt/cut marks using his scarring technique on the top ~~of the~~ lid of the box - where he squeezed red paint directly from the tube & allowed to dry



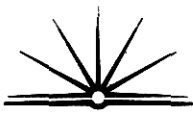
painting over the top with black, then cutting a strip out of the middle to reveal the red underneath symbolising a welt mark with the blood on the black skin of an aboriginal. Gordon would then proceed to wear white cloth over his head to cover up his identity, & using a whip while expressing noises of pain, suffering & anger, he ~~kept~~ continuously whipped the box, encouraging the audience to take their anger out on the black box, symbolising the aboriginal people. With this as Gordon's intent for people to express their anger, was not always the outcome of meaning achieved. The meaning of this work depends greatly upon the audience viewing it. For example a group of art students who had just done ~~the~~ a case study on Gordon Bennett and understood his context & background can appreciate



and understand the intended meaning of the work, while if this audience changed to young children for example, the intended meaning of the work would be completely lost, resulting in them becoming terrified of the man in the white cloth, in fear of him whipping them too.

The point being, without the background knowledge of the artist & their ~~best~~ intentions, often works of artists go completely misunderstood, conveying meaning to the few who do understand, while leaving others completely bewildered questioning why they've done what they've done & what exactly was the meaning of it all.

Artworks of today rely greatly upon their audience for the meaning of the work to be interpreted, which can also ~~lead~~ add to the emotional intensity of some works



as they can be understood on various levels of conceptual complexity.

Ultimately it's very important for us an audience to understand the importance of our personal contexts as to how we judge, interpret & understand the meaning of various works, keeping an open mind and looking at the work from all aspects & points of view to get the <sup>greatest</sup> benefit from the artwork and the artists intent. Changing our perceptions will change the meaning of the work to us personally, while a complete change in audience will interpret the work & change the meaning completely over & over again, which ~~is~~ <sup>is</sup> a <sup>big</sup> part of contemporary works of today, realising the importance of this and the effects on the conceptual value of the work within the world.