OVERVIEW

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

- An Art Object created for a tourist market, typically inexpensive.

- Also called Folk Art, or Commodities
FOUNDATION RESEARCH

Michael Chibnik

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 object's authentic quality
Cyclus der Produktion

Tourist in Oaxaca

Kauf eines "authentischen" Gegenstandes

Artisanen produzieren mehr "authentische" Gegenstände

Überschwerung des Marktes mit "authentischen" Gegenständen

Externe Wahrnehmung der authentischen Kunstgegenstände

Suche nach dem "authentischen"
CYCLE OF PRODUCTION

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.
WESTERN AESTHETICS IN MEXICAN TOURIST ART

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