

Pavel Matoušek: Image as Experience

ways and quality of transferring personal experience in fine art

PhD thesis abstract

The research is devoted to the study of specific elements in aesthetic relationships and the possibilities of **transferring** personal **visual experience** between artists and their audience. We shall investigate the process of undergoing an experience from all perspectives and connect all meanings of the term *(an) experience*, both in life and art. We are looking for universal abstract **signs** in images.

Based on reflection of artistic and theoretical texts, (neuro-) scientific publications, media research and our own **artistic practice**, we seek to define more precise possibilities of expressing ourselves through the fine art images. We aim to present solutions to the perceptual conflicts and limitations we encounter. Ability to address and agree upon the **common points and meanings** of communication in today's ambiguous and over-tempered time is crucial.

Fine art seems to be an ideal medium for redefining properties and quality of what we consider to be real. Perhaps never in history were the **visual media** (and its presentations) being **transformed** at such a high rate as today. We believe it is critical to closely reflect these changes. Further, we need to investigate the unprecedented phenomenon of *visual smog* in online and offline worlds. There are also new uncharted situations in virtual reality, when the subject is both the viewer and *content creator* at once.

The main references are the theories of John Dewey, John Berger, Ladislav Kesner and Viktor Shklovsky. The results will be applied to **photographic exhibitions** and installations.