



T.C.

YEDİTEPE UNIVERSITY

GRADUATE INSTITUTE OF SOCIAL SCIENCES

CONTEMPORARY ART and ENTERTAINMENT INDUSTRY

By

Emin TOKSÖZ

**Submitted to the Graduate Institute of Social Sciences In partial
fulfillment of the requirements for the degree of Master of Arts
Management**

Istanbul, 2015



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PREFACE

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LIST OF ABBREVIATIONS

USSR	Union of Soviet Socialist Republics
EU	European Union
BBC	British Broadcasting Corporation
DCMS	Department For Culture Media and Sports
OED	Oxford English Dictionary
AIDS	Acquired Immune Deficiency Syndrome
USA	United States of America
VIP	Very Important Person
TV	Television
DVD	Digital Versatile Disc
PC	Personal Computer
MoMA	Museum of Modern Art
IKSV	Istanbul Foundation for Culture and Arts
ISMEK	Istanbul Metropolitan Municipality Art and Occupation Training Courses
AKM	Atatürk Culture Center
SMS	Short Message Service
IFPI	International Federation of the Phonographic Industry
MTV	Music Television
UAE	United Arab Emirates
ID	Identity
UK	United Kingdom

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ABSTRACT

It has been thought that contemporary art was linked to having a good time and entertainment sector in west more than ever, from 80s, with the privatization of culture. Even though the combination of entertainment industry and contemporary art has been faced heavy criticisms, it is known that a part of people support the need of more fun in museums and galleries in order to address wider communities. Concordantly, cooperation and intimacy between contemporary art and entertainment industry among the world and in our country from 2000s, will be studied (by scanning the newspaper, magazines, internet news and literature), and examined in this work.

In the first part of the study, historical, political and cultural analysis of the platforms that take part together with contemporary art and entertainment industry will be seen.

In second and third parts, the common work of entertainment industry and contemporary art's comprehensive deep analysis will be formed with the news in media, related images and hypothetical texts in last 10 years.

Key Words: Contemporary Art, Entertainment Industry

ÖZET

Batıda 80’li yıllardan itibaren kültürün özelleştirilmesiyle, çağdaş sanatın geçmişte hiç olmadığı kadar, iyi vakit geçirme ve eğlence sektörüyle ilişkilendirildiği düşünülür. Eğlence endüstrisi ve çağdaş sanatın birlikteliği her ne kadar ağır eleştiri olsa da müze ve galerilerin geniş kitlelere hitap etmesi için daha keyifli olması gerektiğini savunan kesimin varlığı bilinmektedir. Bu bağlamda dünyada ve ülkemizde 2000’li yıllardan itibaren çağdaş sanat ve eğlence endüstrisi arasındaki ortak çalışma ve yakınlaşmayı saha çalışması yapılarak (gazete, dergi, internet haberleri, literatür taraması vb.) bu çalışmada irdelenecektir.

Çalışmanın birinci bölümünde Batı’daki çağdaş sanat ve eğlence endüstrisinin birlikte yer aldığı platformların tarihi, politik, kültürel analizi yapılacaktır.

İkinci ve üçüncü bölümlerde ülkemizde son 10 yılda eğlence endüstrisi ve çağdaş sanatın ortak çalışmalarıyla ilgili kapsamlı medyada yer alan haber, ilgili görsel ve kuramsal metinlerle konunun derinlemesine incelemesi yapılacaktır.

Anahtar Sözcükler: Çağdaş Sanat, Eğlence Endüstrisi

1. INTRODUCTION and THEORETICAL FRAMEWORK

The togetherness of high art and entertainment has been highly criticized by many artists and art critics. From past to present, in contrast with these critics, it is seen in many periods in history that they give part to each other in their contents. People who are against this situation widely think that the entertainment forms in art harms and dries it out. However, on the contrary with this opinion, in recent years we see that the entertainment sectors and high art gets close more than ever, and the boundries between them dissappears in time. The reasons of this dissappearance, is frequently mentioned as the pop-art effect that Andy Warhol has created, the rapid development of technology, globalization effects, culture-art politics and rising hypermodernity since 1998¹. Besides all these reasons, under favour of internet it is hard to describe entertainment industry and even its contents. Therefore, I think that limiting the work on the relationship between last representative of high art ‘contemporary art’ and the entertainment industry in our country and amoung the world by the last 10 years would be correct.

From 1980s, great changes happened in technology, medicine, politics and culture. The huge war between two great ideologies, communism and capitalism has divided the world 30 years ago. The boundries and distances between a lot of country start to dissolve as the seperation dissappears. Particularly, the spread of technological producs like DVD, ipad, cell phones, and also the ease of communication start to affect art as well².

In these periods, it is seen that the ‘Contemporary Art’ movement becomes widespread in high art. The terms such as postmodernism and late modernism are also used for this period. However, it is thought that the word ‘contemporary’ refers the last period better. It is assumed that the real transition date for contemporary art as 1989. Because since then, the art becomes global. From then on, the stories in past has no attraction anymore. Also there is no concern of planning the future. The moment that we are in, is all that matters. In other words, we see when the wars were over, the world was rising from the ashes, it has been shaped with the cold war after World War II in 1945, brought into open new philosophy, criticism and art types. According to Betting, 1989 was the time when European avantgarde stories’ domination was over and gave way to globalization. It has

¹ Corona, V. P.,(2013) Memory. Monsters, and Lady Gaga, *TheJournal of Popular Culture*, 46, 4

² Whitham and Pooke, 2010, p.50

been argued that art history and art theory that we know since Renaissance is over, thus we need to put new 'images' instead³.

Contemporary Art is a movement that continues today, in which, unlike the past periods, exhibition in a 'white cube' is no longer a must, yet no traditional method and abilities (painting, sculpture, etc.) used, where thought dominates instead of aesthetics, moreover as it is clear from the movement's name, current subjects (feminism, globalization, AIDS) are used. In this period, contemporary art was playing a role that overcomes the traditional limits. In other words, the intersection between arts, portrays a test field. Like saying 'sound art' instead of music art and 'performing art' instead of theater.

We see the elements which become popular nowadays and evolve into the most important weapons of entertainment industry, such as technology and digital media, film, video. They have been used frequently by many contemporary artists in past years while making their art. So that, only 4 artists out of 36 are evaluated as real painters throughout the years 2000-2008, that Tate Gallery nominated for the Turner Award.⁴

When entertainment industry was examined generally, it is seen that it address more people than contemporary art. Accordingly, its a known fact that high level culture and education is a need for creating contemporary artworks and comprehension. Furthermore, entertainment industry always needs new forms in order to surprise its audience. It is observed that contemporary artists can't remain uninterested to established high art forms and aesthetic view of entertainment industry. As a result, it is a known fact that the conflict between high art and population entertainment carries on from past to present. Bakhtin's work named 'Rabelais and His World: Carnival and Grotesque' deals with this subject in detail. It is possible to link Bakhtin's work with Marcus Graf's interview at Artfull Living magazine in 2012 where he emphasises that Turkey has been through 'Festivalism' movement.

After 1980, it is thought that art was exposed to some pressure by finance, sensation as well as entertainment industry; Because of the specialization policy of culture that is applied by west. So that today, essential and prestigious exhibitions takes place in more popular places, and Hollywood stars attend there more frequently. On the other hand,

³ Öge and Artun, 2013, p.28

⁴ Whitham and Pooke, 2010, p.91

singers who claim themselves as performance artists and use contemporary art subjects into their shows such as Lady Gaga, Amy Winehouse, Bjork; Also find place in both contemporary art platforms and in popular culture; and yet this situation gets more normal everyday.

Likewise in our country, contemporary art is linked to joy and having a good time more than ever it was linked in past. It is because of the increase of the tourism facilities and the chase of western policies such as specialization the culture. Especially the increase of galleries in new shopping malls draw attention in positive and negative ways.

A lot of artist and art critics frequently indicate that, contemporary art is challenging, they have no duty of providing a good time to their audiences. Their suggestion of the need for a border between entertainment and art shows their disturbance about the subject. In order to analyze the situation deeply, works about entertainment industry and contemporary art in world and in Turkey will be included in this thesis.

World's art and entertainment from past to present in terms of theoretical, creative and aesthetic ways will be analysed in first part of the work, the change of contemporary art platforms in recent years throughout the world and entertainment industry's contribution to it in economic, cultural and politic views will take place in second part, the reflection of changing contemporary art and entertainment industry to Turkey in news, texts, and images in media will appear in the third part.

2. Entertainment Industry: Features and Relationships with Contemporary Art Market

2.1.1. Entertainment Industry

When we take the term entertainment historically, we face a lot of definitions that no longer in use. Nowadays, the definition of entertainment commonly is making a free time joyful, idling around. Also, it is thought that performing arts dominated 'light entertainment' such as popul art performances, comedy, song, etc are first things that come to mind when saying entertainment in the world. Moreover, if we take a look at the term entertainment in an emotional, personal point of view, laughing out loud, screaming, increase in body temperature and pulse, change in psychology can be given as an example.

As a psychological effect; not only joy, passion, happiness, but also fear, shock and pain can be given as negative examples⁵⁶.

Entertainment concept is defined as “An experience that is sold for entertaining a wide heterogen group of people” in modern terms. According to another approach, entertainment may be defined as creating a satisfaction and providing a convincing experience. Entertainment contains every kind of shows such as cinema, theatre and traditional sport competitions. In some cases, entertainment may be evaluated as a state of a thought. People without doing a physical activity but reading something and enjoying it also accepted as entertainment⁷.

Today, the most common entertainment type is the television broadcasts that media provides to public. In these broadcasts, there are not only positive effects but also negative emotions such as horror, stress. Steven Spielberg’s film named Shindler’s List that is made in 1993 is one of the most viewed film ever. Nevertheless, film makes people feel pain, sadness. This film was chosen 9th by public throughtout the best American films. (BBC,1998) entertainment’s quality is chosen by the audience’s emotinal journey. For example, if the audience describes a comedian as funny, then it means recommendation. Is the performance of the comedian good? Or is it bad? The laughters and applauses show the answers of these questions. Therefore, audience is the key need for an entertainment. Audience always expects something new from the entertainment. In other words, audience expects for a experience that has never been had. Both of them are new for each other and both of them are their unit of measure⁸.

The word industry is used for a systematical work and production. Also it is used for companies that are work for a common specific aim. Entertainment industry workers’ common aim is to draw audience’s attention and creating new excitements for them. Today, it is thought that entertainment industry is a wide industry. It has 18 different sectors. If we add the sub sectors, the number would be thousands. With the greatness of the entertainment industry, the budget become 1 trillion dollars amoung the world yearly. These numbers make entertainment industry as the biggest industry in the world.

⁵ Moss, 2009, p.3

⁶ Vogel, 2011, p.4

⁷ Shusterman, R. (2003) Entertainment; a question for aesthetics. *British Journal of Aesthetics*, 43, 3

⁸ Moss cites from Dore, 2009, p.3

Entertainment industry's major sectors are; performing arts, music, bar, pub and clubs, cinema and film, broadcast media, visual and auditory media, internet, video games, printed media, gambling, visual sports, horror entertainment, educational entertainment, advertising, cultural entertainment, belief entertainment, health entertainment and adult entertainment. It is predicted that entertainment industry will become seeking new things and improve specialism in coming years with audience demands and development of technology⁹.

2.1.2. Entertainment, Free Time and Having a Good Time

Entertainment is an activity of spending free time. It can happen by one reading a book or millions watching television. According to psychologist Abraham Maslow, spending free time is an outcome of conceptual and aesthetic impulse. These outcomes may be sports, entertainment and hobbies. Maslow's famous need pyramid's bottom part is the physical needs. However nowadays, entertainment and spending free time has become confusing because entertainment is evolving differently with the development of technology than simple entertainment periods. For example, it can be discussed whether organizing a match or being a tourist or watching youtube is an entertainment or not¹⁰.

The best outcome of spending free time aside from the mental or physical everyday life is that it suggests new alternatives. Spending leisure time activities suggests alternatives like listening music, surfing on the internet, watching television rather than everyday work. Moreover, the alternatives may be increased as attending international festivals to magician shows.

2.1.3. Entertainment, Culture, Creativity and Contemporary Art

Culture is a system of beliefs and customs that a group of people use while comprehending and shaping their personal and collective lives. Also from an artistic point of view, it means following the ideational and intellectual way (OED, 2008). The word culture is used for the first time in English in the mid-18th century. However, it is thought that the socio-

⁹ Moss, 2009, p.5

¹⁰ Moss, 2009, p.6

economic importance of culture, artists and art market direction is not being understood until 1947, to Adorno and Horkheimer. It is known that the creation of their own cultural products in their own market is accelerated after this year¹¹.

Even though the inner meanings of are close to each other creative industry and creative industry shows some differences. Creative industry is based on personal creativity. Creative industries include some more skills and abilities. In short, the creative industry can be considered as collectives of personal skills. The company takes its responsibilities in terms of production of this collective work.

Creativity originally means creating a form and having the quality of creating. It is thought that creative industries play a key role globally as well as national economic growth. According to DCMS (2001), creative industries include architecture, advertising, art and antiques markets, computer and video games, crafts, software, music, film, publishing, television, radio, performing arts, fashion. People who produce original works are called 'artist'. So in this context we can say that, creative industries also about producing original artistic products¹².

Although there are many differences globally, creative industry is linked to entertainment industry a lot. In other words, creativity is the nature of entertainment industry. sub-sectors of the entertainment industry is not only connected to creativity, but also the wants and cultural adherences of public are also important for entertainment industry.

Furthermore, there are entertainment industries exist where creative artists and cultural combination comes together. In this context, in terms of entertainment, culture and creativity; Moulin Rouge can be given as an example. Moulin Rouge is an adult entertainment phenomenon encountered in the past and present of city life, but was not adopted by all cultures. It was famous because of its cabaret shows for adults and even has symbolized the French culture. Founded in 1889, today Moulin Rouge is considered as a living museum. So that it hosts many tourists who come to see the original entertainment programs for adults and the famous dance throughout the year. It was also the pioneer of many styles with the original stage shows.

¹¹ Creative Economy Report, 2010, p.5

¹² Creative Economy Report, 2010, p.5

Another good example is the today's phenomenon, Playboy. Today it has been an institution that operates in many fields, while it was a broadcast magazine for adults in 1950¹³.

From past to present, the terms entertainment, creativity, art are seen as intertwined. In order to have a better understanding of their differences and the common aspects, we need to consider their pragmatic and philosophical aspects.

Historical origins of the entertainment is quite complicated. The first definition of entertainment is Plato and Socrates' debate of 'philosophy writing' according to resources. They describe philosophy as a kind of entertainment that leads human to happiness rather than seriousness. They also consider philosophy as a dialect of art. In Greek sources, the word of entertainment has very close meaning to education. Platon also defines education as the serious and controlled state of entertainment. According to Aristotle, entertainment aesthetically is a value of the truth as much as tragedy is¹⁴.

When we come to 1500s, we see Michel de Montaigne including the debate between philosophical entertainment and art. Montaigne supports that making someone laugh requires a strong intelligence, and it comes from intellectual activity and the pursuit of happiness. Also entertainment is not an underestimated concept, but rather it is a significant brain activity to find happiness.

Montaigne also argues that entertainment is an exercise and it has an important feature that reduces the negative effects. According to Diderot, entertainment should take place especially in the arts of opera, theater at regular intervals. So it is claimed that entertainment puts no obstacle to art. But the idea of entertainment begins to conflict with the seriousness in the 18th century, especially in art. In neo-classicism movement entertainment, light comedy and funny figures take place.

According to Kant, arts such as music, to make pleasant conversation must be for entertain people. The art which is the object of aesthetic judgment should be fine arts. Thus, entertainment and high art are concepts that should be considered separately from one another. Schiller indicates a common vision with Kant. He suggests that, entertainment is an instrument of freedom, and there is a delicate balance between seriousness and

¹³ Moss cites from Griffiths, 2009, p.351-356

¹⁴ Shusterman, R. (2003) Entertainment; a question for aesthetics. *British Journal of Aesthetics*, 43, 3

entertainment for the identification of 'beauty'. He thinks that the perfect life balance can be achieved with this balance. The combination of entertainment and art gets heavy criticism by Hegel. He supports that these two concepts should be kept away from each other, if not he believes entertainment would enslave art. Today, this is the debate that is dominant throughout popular art¹⁵¹⁶.

When the definition of entertainment and its relations with art is examined, it is seen that entertainment industry tries to hold the audience in new ways. Also it is known as to take advantage of many radical form from art, in order to gain new viewers. Today, even though this situation is perceived as the death of art by many critics and artlovers, it is actually predicted from entertainment industry to reduce the defensive aspects of the arts and to be integrated with the new organizational models. Bertolt Brecht's 'Whatever is done for the arts, still would be protected its great art concept and would kept it alive' quote is believed to be important about the ties that can be established between the art and entertainment¹⁷.

When we look at the context of contemporary art entertainment concept; we see that thoughts turned into works of art since Marcel Duchamp. Ideas and the philosophy of art that is formed after changes occurred between 1950-1970, are considered to set the basis of contemporary art. When the modernist period ends this period occurs, where thought is more important than aesthetics, and has current subjects (feminism, globalization, AIDS) and is the dominant art that is continuing today. In this period a role that is beyond the traditional boundaries is pressed against contemporary art. So that, an intersection between art and experimental area is being opened¹⁸.

In this period, the efforts of bringing public together with art, performance art, artist's body, happenings get popular in west. Music, dance, poetry, photography, art types with unlimited content such as video theater get accepted by Situationism, Fluxus and Feminist art and are recognized as international dimension¹⁹. This current youth movement of the 1960s, such as being against to racial and gender discrimination and war, using their bodies in social and political issues to put their ideas. On the basis of the concept of entertainment,

¹⁵ Wood, 2005, p.208

¹⁶ Shusterman, R. (2003) Entertainment; a question for aesthetics. *British Journal of Aesthetics*, 43, 3

¹⁷ Walmsley cites from Oliver, 2011, p.83-182

¹⁸ Örgü and Artun, 2013, p.28

¹⁹ Örgü and Artun, 2013, p.28

Fluxus movement turns out to be noteworthy. Fluxus movement is against to the view that art being a commodity that is bought and sold primarily to earn money without any function. They destroy the aesthetic concerns and think that fine arts should not be exist. They suggest the boundaries between life and art should be removed. Electronic music concerts, performances, installations are their attempt of artistic activities. They stressed the importance of the process rather than a finished work of art. In the event, they bring many different disciplines such as poets, writers, musicians, painters together. It is considered to be a truly international development²⁰. Fluxus; does not care about the profit, and yet combines artists who continue to work with all the material at hand. Artists use general everyday objects in the conceptual point of view in order to have made efforts to accommodate the absolute entertainment. Yoko Ono, a versatile artist, is one of the best names in the entertainment industry. Ono, is morely known for her entertaining and experimental studies. He is thought to be one of the heroes of his period. Her works, 'Grapefruit Book' that is exhibited in Japan in 1964, and again his 'Cut piece' in 1964, draws the attention of Maciunas, the founder of Fluxus and he contributes to the recognition of Ono in USA. In addition, with his album, with his band called 'Plastic Bono Band' and with her movies, she becomes popular.²¹.

Andy Warhol and Pop Art movement are undobtly the first names that comes to mind when the subject is popular culture. With the booming economy after the World War II, consumption culture gets place in the society that can not be underestimated. This aspect of pop art rises gradually in USA. In addition, it is alleged that the majority of the inspiration has been taken from popular culture. Pop Art between high art and low art, is thought to question the boundaries between fine art and kitsch, and initiate a trade-off between popular culture, consumption and contemporary art²².

Andy Warhol, becomes a graduate of Carnegie Institute of Technology in 1949, from the art and design department. He moves to New York and makes drawings for famous fashion magazines. It is ideal for Warhol to move New York City because of being gay. He gathers leading artists and designers around in a short time. He goes out on a world tour in 1956, which is a chance to learn about different countries and cultures. He enlarges the

²⁰ Antmen, 2008, p.205

²¹ Dimitrakaki, 1998, Yoko Ono

²² Whitham and Pooke, 2010, p.31

products of popular culture and applies them on canvas with silkscreen technique. Warhol also includes the pop stars of the period (Elvis Presley, Marilyn Monroe) in his works. His works increasingly become a symbol of American pop art. Not only Warhol's work, but also his new studio in New York in 1963, draws people's attention. The exterior of the new studio is painted gray. Warhol calls there 'factory' because the appearance looks a factory. Warhol produces different disciplinary artworks by working with his assistants and fellow artists with interests like sculpture to film medium. The free and extraordinary artistic environment destroys the thought of art happens even in the attic. He makes the portraits of international well-known names from art and entertainment world with order. Apart from that, he also has accidental and death-themed artworks. Each work he makes, turns into a phenomenon. In the twentieth century, he becomes one of the pop icon with his works. A lot of adjectives were being used to describe him, such as graphic designer, movie maker, designer, documentarian, etc. but he sees himself as a businessman and industrialist who markets his art²³.

Andy Warhol, has also influenced many artists today. Damien Hirst is the first name among those names. Hirst, declares that Warhol made art linked to money, and also made us see art as a manufacturing support. As a result, 150 workers are present in Hirst's 'Factory' today²⁴.

All these pop culture, art forms that include entertainment, the intimacies with high art and the resulting hybrid studies bring up a question about the difference between high culture and pop culture. So, in other words it makes us think, what is major minor in art and how the balance between art and entertainment should be. Ali Akay's *Katipalizm ve Pop K lt r* and *'Minor Politika'* books, tries to clarify the issues related to the balance between pop culture and high art.

²³ Ayg n, P.Y.,(2010) Pop sanat ve Andy Warhol. www.aplusyasam.com/sanat/sergi/125-andy-warhol-ve-pop-sanat

²⁴ Artun,A. (2014) Sanat Emeęi, Eskop



Figure 2.1 Damien Hirst, 'Bad Boys Makes Good', Time Europe, Sept.15.2008

According to Akay; High culture is a condition that is present in ancient Greek sources when the establishment of the academies. With the *Ars Liberales*: meaning 'the space that combines thought and art', hand skills were separated and the academies were established. Italy and France in the 1600s contain both the arts and literature academies. Fine arts and literature being high culture; address the image of God's creation human figures and portraits as 'major', the still life and landscape paintings as minor.

This will go on until modernism. With modernism, impressionists put an end to the distinction between major and minor. Eduard Manet's famous 'Luncheon on the Grass' (1865) painting is considered to be the pioneer with its use of both human figure, table, and view. Together with the Impressionists, an innovation begins as minor becomes a major. At this point the first conflict occurs between high culture and low culture. Minor things begin to be introduced in high art²⁵. Thus, all materials used in everyday life are

²⁵ Akay, 2000, p.14

started to be in the arts as well. (Urinals's entry to the museum, Picasso's collages from newspaper) Consequently, a tension starts between high and low art.

In the 1990s, exhibitions are made in order to prove that no high and low art hierarchy exists. And halfway through the 20th century, the change of paradigm in all areas is seen. 1950s, 60s, pop-art movement, gives the first fruits of social transformation that we call popular art and becoming pop, first in England and USA. Everyday objects, and figures such as Marilyn Monroe, Elvis Presley are reflected to the canvas and it reveals a new complexity²⁶.

Akay, 'Minor Politika' book that is published in 2000, has an interesting point of view in this case. Akay, argues that the contemporary art, approaches to the concept of minorism., He claims that in recent years, the minor concepts such as exoticism and primitivism gets spread rapidly in plastic arts as it is literature. Especially it explains that, minor is the founder of the art, everyone can become an artist and also suggest that art is a material that anyone can use, as the Fluxus artists claim²⁷.

Akay, tries to explain that minorism gradually settles under the name of contemporary art in high art in recent years with an example in his book 'Minor Politika'. He shares a condition from the 'Doldurma- Boşaltma' exhibition with the readers. He examines the intellectual dimension of an artwork that an artist made in an area with construction materials and his performance in depth. According to Akay, the artist materializes conceptual level ideas and describes a structure with building materials without an ending. He also includes the audience that comes into building materials and mentions that people who are involved do not notice the artwork. This is the full minority according to Akay. In other words, many artists have chosen the easy job under the name of contemporary art, and have revealed a primitive work²⁸.

Akay, tries to explain the minorism through Kant's 'What is Enlightenment' question, in his book. Kant argues that if someone could tell his own choice, his own appreciation to himself, then the enlightenment happens. He also says that mature people would not leave the minority and declares that minority consists of primitive emotions. Since the second half of the 19th century it is argued that the artists deal with minor works. Whether it is

²⁶ Akay, 2002, p.15

²⁷ Akay, 2000, p.5

²⁸ Akay, 2000, p.179

about reducing high art to public level, or getting entertainment forms involved in high art, according to Akay the works that have dominant primitive emotions are minor²⁹.

We begin to see the efforts of entertainment industry to make its audience experience something new, and the projects of contemporary art and primitive sense dominated entertainment industry, more often in our daily lives, as Ali Akay mentions in his book 'Minor Politika'. Harper's Magazine editor Bill Wasik is one of the best examples in history in 2003. He comes with an 'Flash mob' performance-based idea of, gathering of stranger people together at a place determined by talking over the internet at certain periods to create an entertainment based choreography. These choreographies spreaded to the whole world, and even were shown on television. Flash Mob is an excerpt from the performances and happenings that Fluxus artists make by squeezing into public among the people especially in the past they used Fluxus. It is clear that 'Flash Mob' is transformed into a modern kind of entertainment, with the purge of politic and artistic concepts³⁰.

According to Johanna Drucker, the integration of entertainment and art is associated with entering a new era of art in the 1990s. Drucker supports that, this period should become distant from radical protests and transformed into distraction and attitude based cooperations³¹. During this period, the world is ruled by consumerism, art gets completely out of the way and it is inevitable to intervene to cultural life. According to Drucker attached and collaborative art takes place of the radical aesthetic.

So the concept of autonomy becomes center of modernism, and contingency becomes center of postmodernism. Today these concepts are replaced by collaborative aesthetic. Right now the relation between art and artist works are based on self-interests. Therefore, the period of 90s' artists are linked to the status quo of their own accord, and their relations with the culture industry is positive. Artist flirts with fashion and entertainment industry. In short, this means that art enters the dignity of consumption-led and it provides support to the development of mass culture³².

Donald Kuspit is an art critic who sharply criticized the situation of entertainment industry having a large impact on mass culture. Kuspit published 'The End of Art' in 2006. As the

²⁹ Akay, 2000, p.86

³⁰ Moss cites from Walmsley, 2009, p.37

³¹ Artun cites from Drucker, 2011, p.40

³² Artun cites from Drucker, 2011, p.40

name shows, the book attempts to prove that the art has come to end. For example; the book includes art secretly poisoning by society, art commercialized and be seen as a top-class entertainment, and modern art museums being center of the commercial entertainment³³.

2.1.4. Today's Situation and Future of Entertainment Industry

Many sectors had been through global crisis in 2000-2010 from companies and corporations' aspect. Certainly the entertainment industry are also one of the affected sectors. Recession posed by the crisis, makes entertainment less is demanded in this period. Creating a negative effect on sales of the mass media and making people follow the agenda from the internet can be given as examples in particular. The music industry has been in a period of crisis for a while. Album sales are low to non-existent level. People around the world prefer illegal downloads through the internet instead of buying music album. Costs are being reduced in the film industry for a while, as well. Especially film companies have also begun to use social media for advertising and promotion of films. The largest increase in the entertainment industry appears in the content creation as well as in large and broad range organizations³⁴.

One of the most important reasons of slowness that is seen in the development of the entertainment industry is considered to be the changes in social and cultural areas in the world. This situation is expected to increase further in the next 10 years. The effect of the technological development is certainly huge. It is foreseen that consumers will increase the demand for home entertainment, as a result of technology development and cultural change. The investments made by the companies are in same direction. Network and content developers must find new ways to impress the audience. This is because of the increased desire of the audience to live a new experience, along with technological development. The increasing importance given to shows in the society in recent years, will force the cultural leaders to find new things. Therefore the entertainment industry is

³³ Kuspit, 2006, p.24

³⁴ Walmsley cites from Roberts, 2011, p.139

expected to integrate many well-established art forms with entertainment forms in the future³⁵.

2.2. Entertainment Sectors and Joint Studies with Contemporary Art

2.2.1. Pop Music Industry and Dissolving Boundries Between Contemporary Art

Until the 20th century music and songs could just been listened live. The development of technology and new discoveries made the record of sound possible. Today, it is an ordinary thing. The unrecordable sound, simply can not appeal to a wide audience, for that reason it was only be heard in certain locations. In this context, the positive side of the recorded sound for investors and musicians is that they can appeal to a wide audience³⁶.

After the World War II vinyl records gain huge popularity. These records increase the competition between musicians and accelerate the introduction of another artistic contents into music. It allows the emergence of a new popular culture and development of the traditional method songs, and also increases the demand of events such as concerts and live performances, especially among young people.

This situation evolved over the years and forced to bring different creative and entertaining forms together to the audience. So today, even the independent musicians have to deal withthe music video of the song, make web pages with commercials rather than just live music. Nowadays, performing arts, began to appear as a sub-sector of the music to the masses. There are 4 leading music recording company in global music industry. They control 80% of the money in these companies all over the world's music market.

These are Warner Music Group, EMI, Universal Music Group ve Sony Music. Each company has separate brands and labels. Annual income of the music industry, IFPI 's is 130 billion dolars in 2009. This income is not simply from digital or other physical records but from live music used in the video game music and the revenue includes the general copyrights³⁷³⁸.

³⁵ Walmsley cites from Holden, 2011, p.189

³⁶ Moss cites from Henderson, 2009, p.39

³⁷ Creative Economy Report, 2010, p.143

³⁸ Moss cites from Henderson,2009, p.42

As well as the creative part, the promotion of the music making process is also important to meet with the masses. Illegal downloads has led musicians to make more live performances in recent years. The live performances until the years 1950-60 are exhibited by conventional methods. With the vinyl records system, musicians has reached a broad audience and also incredible extent with the live performances, that we call concerts. The concerts in mall theaters and clubs has since become popular in the last 60 years and moved to outdoors. Nowadays, these has become the giant stadium concerts that can be described as organization sized 'event'. The development of the music industry in our country is almost the same with the west. Atatürk's waltz and the small hall invitations, to popularize the tango in public, casinos, the students of the Naval Academy bringing rock and roll in 1955, to our country and huge organizations like rock'n coke that is launched in the 2000s, led the music industry enter into internet and digital age in our country. Now, the 'Audiences' expectations from the music has increased in time. Today, bands from different disciplines are performing in huge concerts and with the sponsor support, the music festivals are taking place where different art disciplines are integrated³⁹. The music industry, stands out in live performance, TV and radio programs as well as, magazines, billboards, and the ads in Internet in order to reach larger audiences. Also internet becomes a good advertising to make their voices heard and a vehicle to reach wide audiences for today's independent artists. Since the 1980s, technological development, impact of globalization and in particular to facilitate communication, collaboration between contemporary art and pop music industry are considered to increased than it is in the past. Therefore the cause of improving the interaction is thought to be the need for a radical aesthetic stance of high art and thought of the chance to appeal to a wider audience with the help of pop music industry. It is also observed that some contemporary artists enhances their reputation by the purchase of works by famous stars who chase the fame. Famous stars find a place for themselves in the media and protect their reputation by purchasing a work of art. For example; stars like Elton John, Madonna often have gained a place for themselves in the media by spending money on art. In addition, the stars like Paul McCartney, Bob Dyl strengthen ties between art and fame by organizing exhibitions of their own work. In this context, this case formed between contemporary art and pop industry, suggests that we are in a time that the bond between art and money is more than

³⁹ Aytar and Parmaksızoğlu, 2011

ever. So although art enlighten, inform, entertain us, it brings the term commodification to mind⁴⁰.

One of the harshest criticisms on this topic, is published on the E-scope journal in 2013. Article contains the need of contemporary art and the pop music industry taking place in the media more frequently than before, and mentions the cooperation of these two concepts in of the recent history. There is a focus on Marina Abramovic in the criticism, who is a strong name from contemporary art. In hip hop star Jay-Z's 'Picasso Baby' song performance in New York Pace Gallery, Marina Abramovic takes place along with the other Hollywood stars. This is not the only work of Abramovic's with the pop music industry. Abramovic makes cooperation with Lady Gaga who is a powerful name in the entertainment industry in recent years. Lady Gaga uses the 'Abramovic method' and draws to nature for retreatment for 3 days to purify the mind and soul. Gaga does it naked. This 3-day ascetic life is recorded and then used for Gaga's promotional films. Although it is claimed that Abramovic's cooperation is made to gain donations for the Abramovic Institute, the art world has been criticized Abramovic intensely. In addition, the writer of article mentions that Jay-Z and Lady Gaga is not ordinary people from the entertainment world. Especially Jay-Z's entrepreneur and investors ID despite his poor fortune childhood, is an example of the American dream. In addition, because of the songs touching on issues such as racial discrimination and poverty, he has social political importance as a singer. He believes that Lady Gaga uses shows to shock the audience and tries to get a pop avant-garde identity by producing the costumes and decor inspired by Warhol's factory and her attempts of increasing the fame and glory to as to be seen like an activist. The author explains that the intimacy between contemporary art and entertainment industry is similar with Baudrillard's 'Collusion' that is explained in the 'Simulacra and Simulation' in this article. He blames the entertainment industry for the strengthening wealth of cultural capital and contemporary artists for chasing fame⁴¹.

In recent years, the music industry uses contemporary art techniques in performance and shows. Many artists, are already known to work together with the famous singers from the stage show and clothing, until the clips and pictures. Madonna, Amy Winehouse, Björk, Lady Gaga, are known as cooperating with contemporary artists. 'Shock Tactic' is one of

⁴⁰ Whitham and Pooke, 2010, p.75

⁴¹ Çağdaş sanat ile pop endüstrisinin kardeşliği: Jay-z ft. Marina Abramoviç (18.8.2013) Eskop Bulletin

the things that makes Lady Gaga famous in the pop music industry, which is also been used by Damien Hirst and Tracey Emin in contemporary art world. Lady Gaga at the 2011 MTV music awards ceremony wearing the meat dress, was shockig and the situation remained in the agenda forlong time⁴². Also, Tracey Emin's 'My Bed' work which was exhibited in 1996 uses sexuality boldly in order to become a popular brand in art world. So much so that today Tracey Emin has become a phenomenon in Britain, even so widely recognized to become an advertisement star. Although branding in contemporary art is seen as a separate issue in itself, Koons, Hirst and Emin's common opinion is; In contemporary art you're nobody until someone brands you. Or until you brand yourself⁴³.

Bjork is a remarkable example by means of the hybrid works of pop music and contemporary art. Bjork, is known based onhis many years of experimental musical style. Also Björk attracts the interest with his success in the clips of the songs, as well as thesongs itself. For example, Bjork's clip called 'All is full of love' that Chris Cunningham has recorded, almost reminds of a video art⁴⁴.

Nowadays performance art is considered to be the one among all contemporary art forms which pop music industry tries to integrate itself with. Especially today, in Europe and America, that work to integrate the performing arts into the pop culture, has many singers and also celebrities who have access to this level and even lead high art and popular culture. When we look at these issues in the context of contemporary art, Fluxus artist Yoko Ono can be shown as an example because of marrying with John Lenon from Beatles music group unwillingly and then becoming a celebrity.

The artist does not stop working after her marriage. But, she becomes John Lennon's wife whom is wondered by the magazine world. So that Ono and Lenon decide to use this interest of the magazine world and spreaded their thoughts to masses. One of the first attempts is transforming their honeymoon into a happening. They invite the press into their honeymoon suite in Gibraltar and let them record and take pictures. Ono and Lennon exhibit a performance by placing anti-war messaging articles and objects⁴⁵. After Ono's peace message reaching a wide audience, she continues her peace messages with her music

⁴² Guilteneane, 2014, p.161

⁴³ Thompson, 2008, p.136

⁴⁴ www.youtube.com/watch?v=AjI2J2SQ528

⁴⁵ Concannon, 2014

albums. So far, she has 26 albums together with the 7 with Lennon⁴⁶. She goes on with her peace messages in her performance at the concerts. Attracted of more attention from magazine, Ono, is shown as the main reason for the separation of the Beatles group. But despite the all magazinal interest and pressure, Ono continues to anti-war artistic events together with the Lennon. They together designed and published against Vietnam War billboards and posters in various countries around the world. In fact, they even organized a peace festival in Canada. In short, Ono understands that she can not escape from the media's attention, and she continues to spread her art and ideas reconciled with the press. After John Lennon's death, Ono continues her anti-war works. She prints posters against the war on Iraq in 2003 again, but this time not only prepared posters but she also creates T-shirts and postcards in different variations additionally, she distributes them. But this is not Ono's original dream. The real dream is to build the 'Peace Tower'. She reaches her dream on her husband's birthday in 2006 in Iceland. The tower is also active today. The tower that is 10 meters high, spreads light to the sky. It is the most important thing for her that they put it together with Lennon⁴⁷.

The anti-war demonstrations that began Yoko Ono's honeymoon, in the hotel room is an important work today which symbolizes peace. It is thought that Ono is famous because of her avant-garde artist position and with fame gained by her husband. Ono is not just an avant-garde artist only. She gets a nested position with the integration of her albums, concert and the entertainment industry. Today Ono continues to maintain her position. In this context, Yoko Ono, is considered as a good example because of creating joint works with contemporary art and entertainment industry⁴⁸.

In July 7, 2011 Alexis Petrisdis publishes an article in The Guardian which contains the confessions of Lady Gaga and Yoko Ono about high art and pop culture. It is also stated in the article that Yoko Ono is the first performance artist who collaborated with the pop audience.

Before meeting with John Lennon, Ono exhibits the 'Cut Piece' performance. In 1967, she gets invited to Alexandra Palace in which the 14 Hour Technicolour Dream event will be made. Ono thinks that; There are differences between high art and pop music, high art,

⁴⁶ http://tr.wikipedia.org/wiki/Yoko_Ono

⁴⁷ Concannon, 2014

⁴⁸ Concannon, 2014

affects the human culture whereas pop music entertains; If there would be an access to the mixture of high art and entertainment, people would be interested in what you are trying to tell. After the coupledom with John Lennon, she starts adding music to the performance. According to Ono, music is something that facilitates communication. So making music in a studio is easier than going to Paris and making a performance. Plus, to be ridiculed is a possibility at the end of the performance. Ono states that after the association with John Lennon, they begin to have a very good time and in fact they both are doing the same thing. She says, she accepts the fact that high art could never serve to a wide audience. Also, according to Ono, Lady Gaga is very significant by means of introducing the performance art. It is also stated in the same article that Abramovic is an important and rooted performance artist who collaborates with Lady Gaga in recent years. Abramovic stated in her interview about Lady Gaga, these words: 'She really is a phenomenon. The costume, with the blood on her, she looks like really an art with everything. She is generous on the issues that really matters to her. Madonna had never been like this ever. Lady Gaga attracts the interest of wide audiences, and she is quite good at pop music. So, she can be the one who introduces performance art to wide audiences.

The article also has Lady Gaga's perspective and it contains her interviews. The author states that Gaga's performance is a full hybrid of performance art. It is claimed that overall combination of forms; Singer, songwriter, theater, rock appears in each performance. Also Gaga says, " I admire Marina Abramovic and Yoko Ono since I was little. I grew up with them. I've become an artist, gradually. One of my biggest dreams is assimilating pop music and including it in the performing arts, one day." In her interview⁴⁹.

⁴⁹ Petridis, A. (7 July 2011). From Yoko Ono to Lady Gaga: how pop embraced performance art. www.theguardian.com



Figure 2.2 Yoko Ono, *The Guardian*, (20 June 2012)

Takashi Murakami is considered to be the another contemporary artist who is known by the collaborated works with pop music industry. In Sarah Thranton 'Seven Days in Art World' Book, she includes the interwievs with Takashi Murakami and her impressions abot him. Murakami's busy work environment contains the designed album covers and videos for the famous rapper Kanye West as well as his works from various art disciplines. He is also a good fan of Kanye West and nevertheless, he respects him. All of these may also be seen as a relationship between artist and art lovers, but Murakami is goingin the footsteps of Andy Warhol, trying to be popular with his trials⁵⁰.

In fact, Andy Warhol's famous works and his 'Factory' did not affect only Murakami himself or a few artists who came after Murakami. Warhol is considered to be the leading artist that opened the path between money and artwith his famous hollywood stars and singers subjected works.

With the booming economy after the World War II, consumption culture gains an underestimated place in the society. As a result, pop art gradually becomes popular in USA. Andy Warhol is one of the pioneers of Pop Art which queries the boundaries

⁵⁰ Thornton, 2008, p.200

between high art and low art and also between fine art and kitsch. Popular culture, launches a trade-off between consumption and contemporary art⁵¹. Moreover, Lady Gaga makes reference with the album called Art-Pop in 2014 to Warhol. This is a proof of the change from past to present, because of the desire of the combination between pop and contemporary art⁵².

The rapid development of the music industry in last 60 years is thought to be adapted to new developments the demand of technology and audience. In addition, not only contemporary art and pop music industry but also many art branch and entertainment industry are affected are thought to create pre-hybrid studies with the impact of technological developments and globalization⁵³.



Figure 2.3 Takashi Murakami x Britney Spears for POP Magazine

⁵¹ Whitham and Pooke, 2010, p.31

⁵² Cragg, M. (4 October 2013) Lady Gaga: 10 things we learned from hearing artpop. www.theguardian.com

⁵³ Walmsley cites from Holden, 2011, p.182

2.2.2. Bars, Pubs, Clubs and Contemporary Art

Bars, pubs and clubs, are the main income source of the entertainment industry where drinks with alcohol are sold. People consume alcohol for thousands of years, in these types of places to socialize and relax. Today, except some Islamic countries where places with alcohol consumption is banned, in almost every country there are bars and clubs.

Bar culture is considered to be rised in England. Today, bar and pub culture has spread all around the world. Sometimes these bars serve under the name of cafes. Not only alcohol, food service but also stand - up comedy shows, live music, sports events on television and fun activities such as darts competitions exist in those places. It is observed that the interest in classic nightclubs, pubs and entertainment venues is decreasing due to the smoking ban and other prohibition policies of the government in recent years. Entrepreneurs create new different concepts to attract the customer's attention and to increase their income, such as hybrid bar, gastro pub. It is thought that the interest of classic bar would decrease in the coming years and places with live theatrical and artistic performances is expected to become popular instead⁵⁴.

On the other hand, gastronomy which is considered to be one of the creative industries, is also associated with culture entertainment. Also, the growing tourism after 2002 and service economy in our country and urban restaurants, cafes in cities are remarkable with the result of Istanbul's transformation to a global urban identity. Furthermore, our country's westernized consumption habits speeds up the demand of dining venues. In this context, different concepts are being created for the eating and drinking based activity service sector firms for competition and one of the concept is art⁵⁵.

What contemporary art need as a continuously is the different exhibition spaces and the efforts to link art with the public. It is thought that contemporary art have encouraged exhibitions to take place in bars or clubs. For example, in our country Kadikoy Karga Art Bar is considered to be one of the Pioneer sof the genre in Istanbul. Lucca which one of the Bebek Istanbul's society clubs also hosts a lot of contemporary art events and even continues its activities under Lucca Art name. Also, cafes and bars are taking palce in

⁵⁴ http://en.wikipedia.org/wiki/Bar_%28establishment%29

⁵⁵ Prof. Şen, F. (30 May 2014)) Türkiye'de gastronomi sektörünün boyutları ve gelişme eğilimleri. www.ekovitrin.com

contemporary art museums and galleries for visitors to spend more enjoyable time. Additionally, entertainment areas are encouraged in the museums and galleries, considering the requests from visitors to spend better time. In recent years, big cafes and shopping areas are exist in Salt and Istanbul Modern opened in order to provide enjoyable time to the audience. Although an educational and cultural background is the aim to be achieved in the museums and galleries by visitors, today, it is seen normal for audience to have fun, when compared to previous years. The main reason behind this phenomenon is considered to be the aim of art galleries and museums to attract more tourists⁵⁶.



Figure 2.4 illustrator David Bray's works in Lucca(7 March 2013)

In addition, with the contemporary art exhibitions, the increase of the VIP parties are observed more than it observed in the past. Typically, this confluence of the parties are usually famous nightclubs. The wide scala from popular artists and musician to Playboy stars are participating the VIP parties in Miami for the Art Basel Fair in order to become

⁵⁶ Yılmaz cites from Graf, 2011, p.184

popular in media⁵⁷. This thesis will include news from the media about the VIP parties that take place in our country.

2.2.3. Cinema and Contemporary Art Under The Influence Of Performing Arts

Film, Cinema and Contemporary Art

Film has been invented by the Lumiere brothers in the 19th century. They shown it to the audience first in 1895. First, a few minutes long impressions was made to the audience in music halls. Usually there are 3 categories of broadcast in this period, they are; Travel documentaries, comedy and news. After 1914, more prolonged storytelling is widespread in cinemas. The film gets popular in Europe and America and in a short time, good income started to be earned. After the World War II, a decline in European cinema is seen with the effects of war. This provides great advantages to the American film industry. The American film industry which uses this advantage smartly, captures a popularity that is still common nowadays with a wide audience. Filmmakers considers the American audience's the demads of making more active and comic films and get couraged to make more active films with a broader budget. Movies become more complicated. This causes a need for larger studios. Studios like Twentieth Century Fox, Paramount that still exist today are established in this period. With the further increase in demand for film production, the average number of films that are made in a studio is close to 50 in the 1940s. So much so, cinema becames the biggest activity of spending free time in 1940 in USA⁵⁸.

In 1950s and 60s, with the further development of the technology, particularly the expansion of the screens, and with the entrance of television to homes, cinema began a rich and bright period. New movies are presented by the change of the audience profile. Especially in 1960 under the influence of Alfred Hitchcock's, cinema is being intorduced with the horror-thriller genre films. Independent filmmakers and alternative films increased with the new developments.

By the 1970s, graphics, effects and makeup beginin the movies. Effect of realism in cinema begin to disappear. These effects continue to increase rapidly in the 1980s. In 90s

⁵⁷ Glazer M. (8 December 2013) How Hollywood infiltrated Miami'S Art Basel. www.thewrap.com

⁵⁸ Moss cites from Kill and Taylor, 2009, p.78

the first animated film 'Toy Story' was made entirely by the computer. In the 2000s, film like 'Harry Potter' are being increased where both animated structures and classical shoots take place.

Today, the increase is observed in films with global and financial partnership. Especially the Hollywood films which are the 80% of the films that are being watched in the world, believed overall annual income is 18.2 billion dollars. (2008). Countries such as India, China, UAE rapidly make alternative movies against Hollywood in recent years. For example, India's Bollywood film industry with mainly theatrical films, is the world's fastest growing film industry⁵⁹.

It is believed that cinema audience changed in the last 10 years. This change is about development of technology undoubtedly. The development of home theater technology in recent years make the firms consider investing in home theater technology. Cinema audience preferring watching films at home comfortably with DVD, Blu-ray, cable networks and internet instead of going to the cinema, is the main reason. Between 1994 and 2006 in particular, cinema audience increased 70%. With this increase, it is estimated that cinema audience watch at least one movie per a week⁶⁰⁶¹.

It is expected that cinema audience will continue to change in the coming years. Particularly through the development of technology in the 21st century, everyone now has the chance to shoot a film in cheap prices, montage it on their own computer and publish it on the internet. It is predicted that filmmakers will take this seriously and try to do more alternative films⁶².

Art is considered to be changing with the change of mass media and consumer culture, film and cinema industry. For example, 'This is Tomorrow' exhibition is important because of processing of both popular culture and leaving the traditional art forms. The works are not qualified as painting or sculpture. It is considered that the boundaries are dissolving between

⁵⁹ Creative Economy Report, 2010, p.150

⁶⁰ Moss cites from Kill and Taylor, 2009, p.101

⁶¹ Creative Economy Report, 2010, p.151

⁶² Moss cites from Roberts, 2009 p.124

video and film works that we see on TV or cinema screen produced by artists and what we see in museums and galleries⁶³.

Contemporary art's strong discipline, video art often refuses popular productions and entertainment. It tries to present the experience that the cinema audience can not taste. The videos such as Bill Viola's *Emergency*, Wallinger's *Threshold to Kingdom* and Gordon's *24 Hour Psycho* are captured in a professional studio, acted within the scenario, use of the cinema techniques in popular sense. In most films, heavy philosophies and references to past work of arts are made. Themes are considered heavy as the general audience. It means that popular entertainment, film and television world would not use the same subject. Many popular filmmakers take advantage of the artistic environment and start to make entertainment.

Matthew Barney is an American artist who shoot 5 films under the name of 'Cremaster' and forced the boundaries between contemporary art and film. His films are considered to be untraditional and creative in terms of content and also not very different from Hollywood productions. Professional make-up artists, animators, choreographers and musicians work in his films such as Hollywood productions.

As actors; A sculptor, performance artist, writer and a sportsman take place. Artist's films, has met with the audience in galleries and festivals, as well as in cinema. Also Andy Warhol considered to be the pioneer of this issue by dissolving the boundaries between popular culture and high art⁶⁴.

Barney's films, are considered to be important by means of blurring the boundaries between high and low art. Because it is thought that art and culture reached the limit which has considered inappropriate in the past periods. This causes to the questioning of art concepts such as avant-garde and kitsch. Also artists like Barney, is thought to be linked with social and historical ties as well as communication, media and consumer culture, closely.

⁶³ Whitham and Pooke, 2010, p.53

⁶⁴ Whitham and Pooke, 2010, p.130



Figure 2.5 Loughton Candidate, Cremaster 4,
Mathew Barney

In the past years artists have reached recognition by the masses through films. For example; Irving Stone's 'Lust for Life' novel's Hollywood adaptation in 1956, by Vincente Minnelli, made Vincent Van Gogh famous. The same effect is seen in photos of Picasso in French Riviera in 1950. This rare situation of past, has become commonplace for today's artists. For example, Jeff Koons married porn star Ilona Staller and has produced a series of studies showing their sex life. These examples may be reproduced. One of the most striking examples is Madonna. She started her career as a singer in the 1980s, becomes a celebrity that the world recognizes with her songs as well as her sexuality and feminine attitudes. But the actual transition to high art was with the Evita musical (From the movie) in which Eva Peronstage takes place, win the respect of high art authority in 1996. In this way, Madonna's rise in the pop industry, continues in high art so that the 2001 Turner Prize is given by Madonna and she also makes a speech. Today Madonna's works with contemporary artists and other representatives of high art continues today⁶⁵.

⁶⁵ Whitham and Pooke, 2010, p.71



Figure 2.6 Madonna caused controversy when she swore while presenting the Turner Prize in London, 2002.

The interviews from artists like Brad Pitt, Madonna, James Franco, Leonardo Di Caprio, Kim Kardashian in many contemporary art fair and galleries and museums exhibitions opening in USA and UK, is believed to have increased in recent years. This condition plays a big speculative role in the interest in exhibitions and selling the works. Especially, it is noteworthy that famous contemporary art fair Art Basel takes place in Miami⁶⁶.

Additionally, it is thought that Hollywood stars are often considered to ensure a place for themselves in the media with their great purchases on art at contemporary art fairs. Stars like Paul McCartney and Tony Curtis, have strengthened the ties between art and fame by organizing their own exhibitions.

One of the most spectacular moves is the announcement of the display of Hollywood stars Kate Upton's and Jennifer Lawrence's hacked nude photos by a gallery in Florida in 2014. This portrayed the link between fame and art. Whereupon, this has criticized intensely⁶⁷.

⁶⁶ Dolmacı S. (13 December 2013) Art Basel Miami sanat fuarı, www.lebriz.com

⁶⁷ Monde, C. (10 October 2014) Florida exhibit of Jennifer Lawrence, Kate Upton stolen nude photos canceled; artist Xvala cites empathy for victims. www.nydailynews.com



Figure 2.7 ‘Inside All Of This Weekend’s Star-Studded
Art Basel Parties In Miami’ (10 December 2012)

Variations of Performing Arts and Contemporary Art

Since the Iliad, the interest of people in telling stories is believed to be increased. Because people learn love from this story. In later times Plato and Aristotle’s storytelling gain great interest than ever in the past. Even inherited mythological stories from that period are exhibited in theaters today. Also theater is inherited from the ancient Greek. 'Theatron' is the word which literally means 'Viewing space'. Today theater is performed not only in certain places, but also in specific areas such as streets. Most successful and memorable theaters are always based on successful stories. Also there are operas which is called 'Live entertainment', ballets and theaters. These events vary depending on the target audience of the socio-economic situation. Performing art’s audience is expanding, especially with the development of the technology. 2008 Beijing Olympics opening ceremony is watched by more than 1 billion people, live broadcast and the China's thousands of years of culture is considered to be discovered by large global audiences, accordingly⁶⁸.

⁶⁸ Moss cites from Walmsley, 2009, p.19

Performing arts and variations include different performance disciplines such as opera, theater or even circus. The term is divided into two in terms of performance. They simply are; With a story and the routine. But division make performing arts to leave its classical form. Although performing arts and variations include complex elements from arts to sports, all live performances in the coming period, will tried to be integrated with each other across the sectors of entertainment industry, and expected to get a new modern structure.

The main causes of this is seen as globalization, and the rising expectations of the audience with technological development. In addition, it should have known that performing arts not only contain theater, opera, etc but also circus. They are the radical forms of entertainment industry and performing arts⁶⁹. So much so that today they are in a group of circus, which tries to combine art forms with their shows, beyond their exciting shows. The best example is; Cirque du Soleil which is founded in Canada in 1984 with a few street dancers. Cirque du Soleil, continues its shows among the world with its wide staff, enriching the artistic forms⁷⁰.

Even though performing arts developed globally in cultural economy, home entertainment in the entertainment industry such as digital entertainment like television and film will arise. Accordingly, performance art will be open to new experiences to attract the interest, and expected to be a bit more flexible in the live classical performing experiences integrated with different organizations in the future.⁷¹.

If we mix the performing arts and contemporary art, we would get the most confusing art dicipline for the audience, 'Performance art'. Performance art is accepted as an art form in 1970s, apart from the performing arts. It appears in various names as body art, happenings, action. It is applied in art movements as stuasionism, fluxus and feminist art. Although it is liken to theather because of being stage based, it shows development in conceptual art. It can be confused with theather because of its music, dance and poetry. But there is an unlimited approach of performing arts. It can be displayed as photo and video recording

⁶⁹ Vogel, 2011, p.486

⁷⁰ <http://www.cirquedusoleil.com/en/home/about-us/at-a-glance.aspx>

⁷¹ Walmsley, 2011, p.25

where there is no audience. It is recognized at the international level between art movements⁷².

According to Marvin Carlson, performance art became an art activity in a broad sense. It also argues the ambiguity between theater and performance art. Theatre is transforming into another character more dramatically. It supports that stage, costumes and decor are made by conventional methods and the presentation of performance art is usually done individually. It represents the event, not someone else like theater⁷³.

Mixer, famous art gallery operating in Turkey, defines performance art as a completing and showing. Once it is done, there is no repetition. It does not accept the distance between art and life. Usually likes to break down the conventional rules of society. Everything in the performance is itself as the fact. It is illegal. It wants their viewers want to shift from passive to the active position. It seeks alternative venues and wants to be permanent in participants minds⁷⁴.

A lot of examples are seen in performance art between 1960-1980. This art is seen between different groups, as it is seen in independent artists. Almost all of the formation of arts such as Fluxus and feminist art is considered to be performance art. The youth movement of the 1960s show ideas in social and political issues like opposition to war, gender discrimination, racism by using their bodies⁷⁵.

When we look at the period of the year performance art was born and until today, it is seen that multidisciplinary performing arts are trying to be integrated with different art organizations in both art investors based and artists based. For example, 'The Life and Death of Marina Abramovic' was exhibited by Marina Abramovic and Willem Dafoe in Istanbul Film Festival in 2013. The subject of the play was; Marina Abramovic asks Robert Wilson to perform a play on her own biography. Although Abramovic says, I hate the theater. You can not love theater if you are a performance artist, because everything is real in performance' about the play which is directed by Bob Wilson, however, this does not prevent her from going on stage⁷⁶. Play is important in both terms of content and

⁷² Antmen, 2008, p.219

⁷³ Carlson, 2004, p.4

⁷⁴ <http://mixerarts.com/blog/performans-sanati-nedir>

⁷⁵ Antmen, 2008, p.224

⁷⁶ Bob Wilson'dan Marina Abramovic'in yaşamı ve ölümü. (5 March 2013) Artful Living.com.tr

containing multiple artistic disciplines. Dafoe is one of the strongest names in Hollywood that should not be ignored.



Figure 2.8 The life and death of Marina Abramovic

As a result, the discipline of contemporary art, is more close to popular entertainment forms such as performing arts and cinema in recent years. Because many art forms can no longer produce new solutions dor their presence due to economical reasons in order to survive and the provide different experience to the audience. In this case, we understand that the link between art and money is very strong, more than ever.

Also cinema is one of the most powerful weapons of artin the political sense. So that the collapse of East Germany and the reason of the want of the people in East Germany to escape to west is because of fun and provocative Hollywood effect. This is also explained in series of 'National Geographic's 80s' documentary in detail⁷⁷.

In this context, when we look from another perspective to the rapprochement between contemporary art, theater and performing arts we see thatthe intimacy between high art and populer art changes the art pratics and raise the expectations of the audience. The words of

⁷⁷ <http://natgeotv.com/tr/nat-geo-ile-seksenler/galeriler/80lere-donus>

Bertolt Brecht on this topic is important. 'Reality changes; presentation forms should be changed to reflect reality'⁷⁸.

2.2.4. Contemporary Art Under the Thumb of Media and Publishing

Publishing, located in the center of the entertainment industry. Especially in the last 50 years, it has influenced the culture of communication and consumption, also has shown a rapid growth than expected. Publishing makes one-sided communication, but its viewers are large audience. The origin of the industry is based on the wireless broadcast which is beginning of that radio broadcast. The first radio broadcasts are made through the service of the countries, and also began to make broadcast in private companies. For example, 'The British Broadcasting Corporation (BBC) is an institution that existed today by the state broadcaster. Today, the characteristic structure of the on going publishing began to occur at the start of the first broadcast of the radio. Advertising of private companies, sponsorship agreements etc'⁷⁹.

The presence of transfer of the image from one place to another, make television broadcasts began in the 1930s in Europe and America. Television is widely used by the 1960s. Even during the World War II, television broadcasts exist in many countries. Television broadcasting was served by the country they are attached in the beginning, same as the radio. TV broadcasts are being made by the satellite from the 1970s. Publication of the broad masses and spread to other countries with an increase in the TV program and channel display. This increase is so high that today pay channels have been activated since the 1990s, different from each other and television channels and programs have been tried to be more fun. It starts making publications such as training and supporting the audience. It is foreseen by experts that the media will face major changes in the future in business model and the platform. Today, with the development of phone and internet technology, it is expected that broadcasting channels to move to new levels. This indicates a large variation of the traditional media approach⁸⁰.

⁷⁸ cite from Odabaş, 2012, p.254

⁷⁹ Moss cites from Roberts, 2009, p.95

⁸⁰ Creative Economy Reports, 2010, p.153

Today's advanced technology, holds many advantages in the visual and auditory, when compared to the past. In addition, it is expected that in the future, there will be radical changes in the visual and audio recording system. Although the cinema and internet is within auditory and visual media, developed technology makes us reach audio and visual records more quickly physically. Media seems to be change into very different contents. For example, while the visual and auditory media in 19th and 20th century is based on storytelling and performance, today, with the development of visual media, it changes the traditional media. Audio and video recorders which accelerated since the 1960s, today gets replaced by movable devices which even contain the largest files easily. This lightweight and compact device is possible to use even while training. In particular, the development of digital devices, allows us to record our video in the bedroom, and easily move it to the social dimension by spreading it to the internet from mobile phones. In this context, the development of the devices of entertainment, audio and video recorders, will lead to changes in the future that will affect our sense of fun and authorities on the art.⁸¹.

The existence of contemporary artist who work in background of visual and auditory media industry for many years, is known. Today, these artists begin to be in front of the camera. For example, contemporary art content programs is no longer only informational and documentary purposes only, but also in contest and TV reality show formats. For example, the competition called 'Work of Art: The Next Great Artist' in which Sarah Jessica Parker leads, who is famous with Sex and the City series in Fox life and Bravo TV, and also a fashion icon. The program which contains the best of the art sector in the program, has 14 artist candidate at the Brooklyn Museum competing for the prize money. Competitors in the program are promised to have a successful career by using their talents and dreams. The materials needed for the artworks are given and the resulting work is being criticized and compared with other artist's works, then the winner is announced. One of the interesting side of the eliminated contestants of the competition is the following sentence; "Your work of art did not work for us". On the other hand, Bravo TV's one of the senior executives' 'We did it with food, fashion, architecture, interior design and hair, so I think we can do that with art' statement is remarkable.

⁸¹ Moss cites from Roberts, 2009, p.107

In fact, it is only intended to be designed as a competition program. *Work of Art: The Next Great Artist*, gives us the message of today's art and artist, and how the society comprehend it. In addition, competition among the 14 artists and the declaration of the winner as an artist and showing art as a race is also a discussion⁸².



Figure 2.9 Work Of Art: The Next Great Artist,

2003 Turner Prize-winning British artist Grayson Perry is another example. Perry is known for bringing together different artistic disciplines as an unusual artist. He has gained a strong position in contemporary art specifically by designed carpet and vases. However, many of the popular sense, Grayson Perry is recognized much more the character of the Cleair with alter ego by cross-dressing in Europe rather than his carpets and vases. He makes a very entertaining and funny program called Reith Lectures as alter ego Claire in BBC Radio 4. The program discusses very serious problems in contrast with the costume. Perry discourse the issues of gender, politics, religion in the programs in the form of question and answer. Although the issues are serious, the audience entertains and they have

⁸² Turgay, T. Z. (23 October 2012) 'Sanat işi' Kimin işi? Bir televizyon şovu üzerine düşünmek. Eskop

extreme fun. Also Perry's performance videos and programs can be viewed easily on the internet⁸³.



Figure 2.10 Grayson Perry, Reith Lecture

Printed Media

From the Sumerian period, all writings such as symbolic scripts, stories, travel writings and historical writings, shortly all written works presented are collected under the name of literature. Reading is one of the most powerful forms of the entertainment industry. It has a feature of making reader experience many different emotions. Poems, stories, news, etc. that are described verbally for thousands of years, has spreaded to a wider audience with the presence of press in 1447, and significantly improved people's education. Print formats gained diversity especially in Victorian-era and after the popular entertainment sources such as newspapers and magazines, the reading habits vary with the Internet. Readable books in electronic and internet media; such as ebook and online book are presented to readers⁸⁴⁸⁵.

⁸³ <http://www.bbc.com/news/entertainment-arts-24500369>

⁸⁴ Creative Economy Report, 2010, p. 154

⁸⁵ Moss cites from Kenyon, 2009, p.176

Books, newspapers, magazines are entertainment which vary according to the sociological structure, nationality and the age of the reader. For example, comics are considered to be of interest of very young aged of the readers as well as readers with greater age. Especially with the pictures describing events, it is thought that children's interests are more intense on the issue. Although it has young readers, some comics are cult and carries antique value. The first presses of cult comic like Superman is able to find buyers for higher prices. Comics vary in content, such as magazines and newspapers. There are variations such as adult comics, film comics and online comics.

Magazine in the classical sense 300 years ago in the UK was published with the name of 'The Gentleman's Magazine'. Its content was social, science and literature. Today, the magazine contents are wide. But the best-selling and common type magazines are fashion and lifestyle magazines. Together with them, the increase in the popularity of men's health magazine in recent years has been observed. With the development of technology, magazines are available in DVD format or online⁸⁶.

National newspapers, often serves everyday news, politics features, general culture, also contains entertainment forms like sports, paparazzi, famous people, puzzles, as well. Worldwide newspapers are printed in unique sizes called 'tabloid size'. In addition, online, free, local newspapers are printed in different content. Also published as a term, in a certain location and the print format is widespread throughout the world⁸⁷.

A major change regarding the future of print media is observed. The decrease in circulation is observed in printed products worldwide. Instead, use of appropriate publication of the phones, online newspapers, ebook and tablet computers are increasing. Readers are able to follow the latest news from the internet instantly. Also moving to electronic media is expected for newspapers in a recent date with the demands of technology and the reader⁸⁸.

Art and broadcasting is considered to have a close connection on going since the past year. It is considered as mutual utilitarian. Informative publications for the benefit of the art of publishing and broadcast the news provides richness to the publishing company of artists

⁸⁶ Moss cites from Kenyon, 2009, p.177

⁸⁷ Creative Economy Report, 2010, p.154

⁸⁸ Vogel, 2011, p.372

worked in many departments with their aesthetic touches. But in recent years, TV, radio, magazines, such as history that appeal to a wide audience broadcasters have experienced a serious decline in audience figures. There are several reasons for that. The particular cause is thought to be the technological development and internet. Broadcasters are observed to increase their enjoyment of publications in order not to lose their audience. In this context, readers felt that the broadcasters deal with the paparazzi and magazine quality of the work, rather than the artworks itself, while making news about the contemporary art. In our country, this condition is increasing gradually. For example, despite all the difficult conditions of broadcasting in our country, in Istanbul Art News, Artful Living newspaper and magazines, the contents of the contemporary art is published as well as the participants in exhibitions and popular names in the detail with private life. For example, although Picasso was very famous in the world of art, the reason why he became a worldwide 'Celebrity' is known as the release of the photos with Francoise Gulet on the French Riviera, to the media. High celebrity artists, even though getting much criticism by many authorities, are seemed enjoyed the fame. In short, high artists are thought to need the reputation of popular culture, and popular culture requires the high art rootedness⁸⁹.

Milliyet Art Magazine, which launched in our country, magazine in 1980 as a supplement of Milliyet newspaper in 1972, published per 15-days in 1980 until 2001, after that it is published monthly. Milliyet Sanat magazine is still ongoing today that transferred into a new model of journalism with Turgut Özal period, with the terms of growing free market and entrepreneurship.

This initiative sees urban elite audience as the target by mentioning the practical center of life, health, sexuality, love, food, arts and culture. In 90s, provincial attempts under the terms 'Gusto', 'Lifestyle' are being prevented in our country with the westernization process of monopolization. Today, here we are, where press is seen as 'taster' and in a context that journalists today, made culture and art independent from the culture⁹⁰.

⁸⁹ Whitham and Pooke, 2010

⁹⁰ Parmaksızoğlu and Aytar cites from Aytimur, 2011, p.193

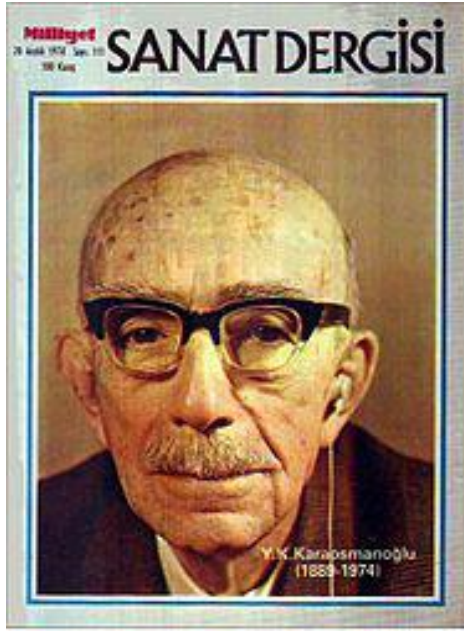


Figure 2.11 Milliyet Sanat

20 December 1974



Figure 2.12 Milliyet Sanat

May 2009

In Sarah Thornton's 'Seven Days in the Art World' book, she explained a day she spent at 'Artforum international' magazine and her observations. In the book Thornton, describes the found of the magazine Art forum and the changes over time by today's needs in detailed. The globalization in 1988, the examining of the relationship between popular culture and high culture and news in the magazine's art are remarkable receptions in particular wherethe magazine gets its current version⁹¹.

Despite all these changes, today there are art magazines as in the past which is still only about art and artists, standing away from the magazine despite the flow of the traditional publishing. For example, RH + Magazine is thought to be a good example in this regard. But because of low-circulation, and low interest of the readers, magazine enters the bankruptcy process in 2009, and organized an auction in 2009 in order to continue to publication.⁹².

⁹¹ Thronton, 2008, p.153

⁹² <http://www.artimetre.com/2009/03/01/rh-sanarta-destek-icin-cagdas-turk-resim-muzayedeside-ardindan/>

2.2.5. Contemporary Art Under the Thumb of Internet and Digital Game Sector

Internet is used for military purposes at first, then the World Wide Web (www) obtains a corporate structure that can connect up and spread itself to universities. So that with the development of the internet today, personal computer (PC) has become one of the essential elements.

Internet is not a one-way form. It includes communication variations such as, from mass to mass, one to mass, one to one. In addition, although internet business is used oftenly, there is also a structure that contains multiple of entertainment forms. For example; web pages, online games, social media and Youtube provides entertainment by itself as well⁹³.

In addition to the convenience of the internet, one of the factors that makes internet even more indispensable nowadays in our lives is the union with telephone technology. In this way, information, business, entertainment, social media, file transfer and other forms of internet become portable. In particular, with the transfer of large files, and the development of three-dimensional web, advancing technology also expected to become even more indispensable.

The experts are agree on Internet entertainment industry will bring new variations in the future. Investors think a lot of things will be done on the internet technologies issue in the future. They continue their restructuring for it. The largest contribution to the future of the Internet entertainment industry is the facility of transferring large sized files in particular. Even the online games will become more perfect in later years, and social media is expected to be linked further with life.⁹⁴

Internet has brought great changes and innovations to human life undoubtedly such as social media and easy file transferring, in recent years. As a result, naturally it may affect the human activity based art. A lot of artists, share gallery information and works on the internet or even the internet itself is seen even used as a part of a performance. For example, Elif Öner publishes an image to protest the gallery management under

⁹³ Moss cites from Pearson, 2009, p.136

⁹⁴ Vogel, 2011, p.47

www.elgizmuseum.com domain. Audience can understand the purpose of the study with the access of domain, by seeing the visual display⁹⁵.

First of all, internet is important by means of being the first hand knowledge of what was going on in the world. This diversification of maintenance of information sources, destroyed geographical boundaries between countries and increased effects of globalization affect the artists. For example, it is easy to access the Internet widespread, reaching video art and watching it even if you travel with a mobile phone. In this context, it is easy for the artist to share their works and ideas uncensored and discourse with the world, thanks to the internet. Of course, this case results to the differentiation conventional methods of the art and led to even become a popular and entertaining thing.

In our country, as well as worldwide, rapid adaptation of the Internet to our daily lives has brought great changes. If we are facing this case in the context of contemporary art, many moves for the use of the Internet as a market for the sale of works of art in a global sense, are tried but there are more numerous obstacles appeared in this situation. Together with these, Multimedia Art, Internet Art is considered to be born as an art form in itself, with the effect of internet⁹⁶.

Digital, Interactive, Video Game Sector

People are known to play games to improve their abilities and education for thousands of years. They continue to find new games spend a good time and to increase their social activities. Game is a little different from other forms of entertainment, it allows us to be a part of the game as well as the audience. There is also a general rule in each game. Although it is difficult to categorize, there are sub-sectors such as adult games and children's games⁹⁷.

Today, the most common type of play is computer games, and these games are produced by electronic systems. With the inclusion of visual audiotoryelements, it enters the visual entertainmentcategory. Players want to win the game, as in many games. Computer games could emphasize the general feelings more a little different from the normal game. These

⁹⁵ Odabaş, 2012, p.310

⁹⁶ Kutup,N., İnternet ve Sanat, Yeni Medya ve net.art, ab.org.tr/ab10/bildiri/56.doc

⁹⁷ Moss, 2009, p.153

emotions are making a mistake, losing the fear, experiencing unexpected things by the players and the audience.

In the 1970s arcade games entered our lives which are way more simple than today's technology. Since then, portable computer games have been shown a huge growth. They can be played online in our current mobile phones. In the future of the gaming industry, investors are expected to focus on online games playable on mobile phones.

Besides computer games, another form of the games are the games that we often come across as being played at parties and social spaces. Now, there are even gaming machines in malls to spend more fun. Also jenga, which is played on the table with a few players, is quite common and can be shown in the category of the games in order to play to socialize. Sports games, jigsaw, puzzle, etc are also common games. World of Warcraft is a 'Role' game played by the masses online nowadays. The majority of the days of those who play such games are thought to be spent with this game. In the coming years, the gaming industry is expected to continue to invest in this direction⁹⁸.

Similar works of entertainment industry which is like video games has also now started to take its place in the galleries. An example is the Canadian artist Luc Courchesne who exhibited *The visitor: 'Living by Numbers'* in 2001. In the work, a shiny metal hemisphere which is similar to a great cup comes out through the frame in the gallery. The viewer puts his head through the hole and the 360 degree bent wall surrounds it. In the inside, a moving video view of the landscape takes place. The viewer can change the direction inside. They can pass through the corridor or can go next to other people and communicate with them. This work is defined as interactive. The similarities between interactive video art and video games are investigated in Toni Dove's *Spectropia* film. In the film, the video game, long featured films and videos are defined as mixture of visuals and are not considered as an 'art'⁹⁹.

⁹⁸ Moss, 2009, p.154

⁹⁹ Whitham and Pooke, 2010, p.144



Figure 2.13 Living by numbers Luc Courchesne

One of the biggest debates between digital games and contemporary art is experienced in 2012. That year, it is announced from MoMA's website that New York's famous modern art museum will exhibit a collection that includes 14 digital games. After hearing of the exhibition, MoMA, which has published game formatted works in the previous years, gets sharp criticisms. One of the criticisms comes from the art critic Jonathan Jones from The Guardian newspaper. According to him, art must be the work of individual imagination and vision. Digital game, on the other hand, is an interactive experienced playground between the player and a computer program. So, the work does not have an owner and artist. Naturally, art cannot be mentioned in this issue. After Jones' criticisms, discussions about the art of the game is further increased¹⁰⁰.

Digital and interactive video games can not be seen as a direct work of art today by many authorities, as a result of this discussion. The expression of the idea of any kind, development of communication models and technology challenge traditional methods and

¹⁰⁰ . Sezen, D. (2013) Bir sanatsal ifade aracı olarak dijital oyunlar. İstanbul Üniversitesi İletişim Fakültesi Dergisi, II 45 129-147.

reveal new art forms and experiences. It should be remembered that whether the game industry is determined as a contemporary art form or not is up to art viewers¹⁰¹.



Figure 2.14 MoMA 'Applied Design' exhibit explores video gaming as art.

2.2.6. Advertising and Contemporary Art

The advertising is known for thousands of years in the history since the ancient Greeks to Egypt. On the other hand, even if advertising viewed in the content of business, communications and economics, with the industry fairs in 17. century and the development of the entertainment industry, it is thought that art and advertising are becoming linked. Today, advertiserstry to provoke the consumers by delivering messages from posters, brochures, radio, and other creative works produced in a variety of mediato reach the consumers in order to sell their products. Therefore, it was determined that encountering with hundreds of ads is normal in our ordinary daily lives¹⁰².

¹⁰¹ Sezen, D. Ibid. 2013

¹⁰² Yılmaz, 2013, p.442

Today, the acceptance of advertising as an art is because of the exhibition 'Art et Publicite' (Art and Advertising) that is opened in Paris in 1991. Also people prefer watching television over reading. This provides development to advertising. In 1960, there are people who want to watch a segment consisting of artistic ads, with the humor use in advertisements in New York. For this reason, Pop art started in New York¹⁰³.

Today, advertisers and advertising companies are trying to make ads more fun to attract the attention of potential customers. Besides the increasement of internet advertisement, companies use events containing performance, artworks, music and chat. In addition, after the 2000s, the cultural capital, subculture and political symbols are used in ads with fun designs. 68 generation, politic symbols such as Che Guevara in particular, are inspired by the advertising company. In this context, if freedom symbols are used in the past for the famous brand advertising, the value of art can also be used by entertainment¹⁰⁴. We see the ads that use provocative form and content in art frequently already. In future periods, instead of traditional methods involved ads, more entertaining forms, online advertising and event types that are included in the arts organization is likely to increase.

On the other hand, the connection with the economy and art is considered to be getting close since the 1970s. Middle-class Americans' income increases in the 1980s. Between 1983 - 1985, more than 100 galleries are opened in New York. Artwork sales exceed 1 billion dollars for the first time in 1984. In this case the opportunistic speculators who want to make use of the art market, turns crises into opportunities. They provide a financial success in contemporary art. This case attracts the attention of many institutions and make them increase their investment in the arts. They seek ways to get close with those in the art market. It is thought that this is the reason why many exhibitions, galleries and fairs begin using advertisement¹⁰⁵.

Chin- Tao Wu's famous book 'Privatising Culture', issues like advertising and art are discussed in depth. One of the most striking examples in the book, is the famous contemporary artist Damien Hirst with his Time magazine cover 'Artist as a rock star' title. Artist's career, the companies who support him and the adventure that takes him to the with the contribution of sponsors, is given in detailed in the book. The book explains the

¹⁰³ Yılmaz, 2013, p.450

¹⁰⁴ Parmaksızoğlu, Aytar, 2011, p.78

¹⁰⁵ Whitham and Pooke, 2010, p.71

aim of sponsored galleries, museums and the companies that advertise on this museums. According to the author, today's galleries and museums are dominated by the culture of business. The author mentions the adaptation of the companies to the works and complains about the blurred boundries between advertising, fashion and marketing¹⁰⁶.

The boundaries between art and advertising is seen to be blurred in our country in recent years, as well as it does in the West. So after 1980, the privatization of culture has begin in our country with the policies of Reagan and Thatcher's, step by step. The expropriation movements of the companies such as development of the art market and contribution to tourism are allowed. For example, in 2006, proportion of Akaretler townhouse is given to Sertar Bilgili by General Directorate of Foundations and the place started to become a street of design, art and shopping. With other words, this street is tried to be presented as the global capital of Middle East which art can invest in¹⁰⁷.

In events like contemporary art fairs and biennials, we see that famous brands and products (cars, banks, etc.) are certainly given a stand or space, in west. This stands are in entertaining forms in order gain the interest of the audience that come to visit the fair and the sale of the product. We can also see easily in this type of advertising in the art fairs and exhibitions that take place in our country. For example, in 2014 Art International, a coffee company show its products and also makes the viewer experience their products free of charge. In Contemporary Istanbul in 2014, a car brand exhibited its products in an area and also welcomed the viewers to experience them. The common point of the two different brands is, they not only used traditional methods to promote products such as flyers and posters, they also is call the potential customers to enjoy the experience of their products.

In addition, in many international art fairs in the stands of the car brand are exhibited between artworks, and many car brands working with famous artists to develop the car models and even offered as a work of art is considered as a debate in itself. An example is the French artist Bernar Venet's cooperation with the worldwide famous car brand Bugatti¹⁰⁸.

¹⁰⁶ Wu, 2005, p.251

¹⁰⁷ Odabaş, 2012, p.320

¹⁰⁸ Bernar Venet ve Bugatti bir araya gelirse.. (December 2012) Artful Living, p.54



Figure 2.15 Art International İstanbul 2014

Kuru Kahveci Mehmet Efendi stand



Figure 2.16 Contemporary İstanbul 2014, Audi Stand

Today, contemporary art is considered as a form of entertainment in itself with its large organizations and joint activities. But, it is not completely correct to be considered as entertainment industry because of including creative and conceptual aspects. In addition, the fashion and the fashion shows are a separate industry itself. I think that the analysis of the famous fashion brands interest with contemporary art should be made under the

advertisement concept. Although a large part of the followers sees fashion and fashion shows as an entertainment subject, it should not be forgotten that clothing is a need¹⁰⁹.

Fashion, is associated with the entertainment industry more than ever in recent years, particularly in should also be remembered that competition formatted leisure programs are taking place on the TV about the issue¹¹⁰.

Now that contemporary art and fashion gets benefit from each other. This condition is normalized today. So that the famous clothing brands such as Gucci, Louis Vuitton, Dolce & Gabbana are sponsoring contemporary art and they use the conceptual, avant-garde and provocative methods and techniques of contemporary art in their products. So much so that common exhibitions are seen in the name of contemporary art and fashion concepts¹¹¹.

2.2.7. Education, Culture Entertainment Effects on Contemporary Art

The world's population is approaching 7 billion today. This mosaic population includes different races, cultures, nations. People developed a unique culture with each region while trying to show compliance with the geography, thousands of years ago. People were unaware of each other's culture because transportation of people in that period was more difficult. Today it is easy to travel and get to know another places and cultures, with the effects of globalization and transportation. Although education entertainment and culture entertainment is similar, they thought to vary in content. For example gastronomy is one of the most important sectors of the culture entertainment and is gaining importance day by day.

Now, in addition to a high number of visitors of many different cuisines in many different countries, there is also an increase in the tours for different flavors quest as well. Television broadcasts and films that are made in different countries and cultures, contain especially food and drinks. People are introduced to new cultures, and the increase is observed in the tourism by individuals to experience new cultures¹¹².

¹⁰⁹ Frisby cites from Simmel, 2003, p.40

¹¹⁰ Maranovna, T. (2009) <http://dailyjojo.com/articles/entertainment-and-the-fashion-industry.html>

¹¹¹ Frost, A. (26 June 2013) Do high fashion and art really mix? www.theguardian.com

¹¹² Moss, 2009, p.296

Cultural entertainment, is seen as an innocent form of entertainment, however there are things that are attracting a lot of attention, not being considered as ethical and faced reactions. For example, bullfighting in Spain and Mexico with a long history, gets attention worldwide, thus has an important place in the tourism in these countries. Although bullfight gets interest by certain groups, it is protested especially by animal rights protecting groups. They are against the killing of animals for entertainment purposes. These protests are increasing day by day. So that bullfighting in Catalonia, Spain is prohibited in 2012. On the other hand, one of the most remarkable landmarks of the culture entertainment in different from other industries is the contribution to the festival and organizations of masses from other countries in countries that has more tolerance for gays. In the following years, it is expected that in countries with more tolerance of gays such as the Asia and South America will increase gay celebrations. In particular, despite all initial oppositions of Australia in the past, it has the highest rate of gay organizations among the countries. Future in Australia is expected to increase this type of organizations¹¹³.

The development of the technology saved educational institutions from the traditional methods, education began to become more fun. For example, in various parts of the world today, many guided tours and seminars organized like science, art, history and trips to places where wars and disasters were organized, under the name 'Dark tourism'. Visits to museums in particular, is one of the most important forms of this sector. Today, museums which has significant impact on tourism, will continue to get interest globally and the larger and more comprehensive museums are expected to continue to be built worldwide¹¹⁴.

It is also culture industry is sector that is supported by politicians, thanks to the economic income of the culture. The festivals which aims the recognition and combination of new cultures are expected to increase with the effects brought by globalization in the future. In this context, museum and gallery visits are also seen as a part of the cultural and educational entertainment.

In recent history an interesting situation is also experienced in our country about education and culture entertainment. Yel değirmeni area which hosts many artists and workshop in Kadıköy, showed a great improvement in terms of art in recent years. Tourism companies

¹¹³ Moss, 2009, p.307

¹¹⁴ <http://dark-tourism.org.uk/>

took the chance to change those places into an open air museum. Artists living in this area has published an against joint statement for the arrangement of art and culture tours¹¹⁵.



Figure 2.17 Catalonia banned bullfighting.

www.cnnturk.com (26 October 2011)

Education, was a thing that can only get by the wealthy people, in the history. With the industrial revolution schools have increased worldwide, and people had access to get education in a comfortable way. Even today, adults can continue their education easily with the institutions of higher education like universities. Nowadays, education developed globally, so rather than constraints on education like in past years, people should be encouraged to ‘lifelong learning’. In this context, it can be said that education has become a form of entertainment our country, slowly. So, when we think about the situation in contemporary art base, there are contemporary art seminars, workshops and informational meetings are being made in order to get more contemporary art collectors and to ensure

¹¹⁵ Esen, T. (5 December 2014) Sanatçılara kabuklu yemiş atmayınız. www.agos.com.tr

that participants have a good time. Surely there is a great initiative and influence of the media. The events that take place in Ritz Carlton Hotel with The Art Fund Association's 'invest in your life' slogan, can be shown as an example¹¹⁶.

2.3. Changing Contemporary Art Platforms and Relationships Between Entertainment Industry

2.3.1. Global Contemporary Arts Fairs and Auctions

Contemporary art fairs and auctions are the platforms where the highest trading cases takes place, artists want to participate with their works instead of themselves. Because in real sense, it is thought that it is the marketing of the galleries, rather than art. There is no sincerity and credibility of the fairs according to many art critics. It is considered that people who come to visit has no interest of having anaesthetic experience, instead they are all about luxury and extravagance after the elite spends time is considered to be a place where they proved their identity.

Generally people who came to visit fairs don't have an interest in aesthetic experiences, instead they pursuit luxury and extravagance and want to spent elite time. Therefore, these places are considered to be a place where they prove their identity. In this context, the number of fairs with more enjoyable content are increasing and more visitors each year participate. For example, the Basel Art Fair, is known as a wonderful exhibition that takes place in different countries and cities.

In addition to the famous and exclusive brands participating in the fair, nostalgic restaurants and bars such as Harry's Bar and Le Caprice makes participants experience unforgettable moments and entertain them as well. Turkish collectors and rich people participated in the Art Basel fair can not be underestimated, even sociable enough to make 'Mass extraction'. Bedri Baykam qualifies this situation as a waste of Turkish rich people by copying unconsciously¹¹⁷.

Pand, believed to be the first commercial art fair established in the 15th century, is estimated to found in Antwerp. Pand lasted six weeks, with the counters of the framers to

¹¹⁶ Odabaş, 2012, p.320

¹¹⁷ Artun, 2011, p.159

paint dealers. After Pand, in the 19th century made major exhibitions like fairs take place in Paris. From 19th century to present, many exhibitions and fairs happened with different contents. In most of them the term 'buying' is not used because of the quality of the fairs. But today, art fairs are considered almost like a circus. So art and its function are very different today, when compared to past. So that contemporary art is now global and international art is seen as a huge market as weapon and sex trade market. Now today from the UK to North America, to China and Russia, a new social phenomenon called 'Super Wealth' concept seems equivalent to steer the art market. It is thought that the works of art sold at art fairs are depended on the subject of market and cultural fashion.¹¹⁸.

For example, the works of art about Eastern Bloc found more recipients in art market in recent years. In this case it is considered that collectors not only choose art according to aesthetics, but with political, economic concerns¹¹⁹. For example, Andrey Bartenev is one of the artists, who is raised by Russia, which tried to keep up with the west since the 90s, after the dissolution of Soviet Union. Bartenev, who is born in 1969 in Russia, is actively still working. He gets art takes education and works as costume designer, grapher, magazine editor and performance artist at the Moscow 90s. His works are exhibited in galleries such as Moscow State Gallery, Kunsthalle Baden-Baden and the V&A exhibition. Today, he is performed in different places with colorful costumes and amazing designs. But many authorities considers his art as entertainment and therefore he takes intense criticisms. In 1999, in an interview published in The Guardian. He answered the question of in what ways Russia get benefit from capitalism, as "The dissolution of the Soviet Union began to bring all to Russia at once. I have always been colorful at the time of Soviet Union, but everything else was white, brown and gray, now its all colorful"¹²⁰.

It is believed that the situation is not different from those in fair auction. Buying artwork is imposed as a pleasure in recent years, and it has become as a race among rich people. Of course it is seen as a positive situation by artists and galleries in terms of the art market, although a work sold to a very expensive price faces a devaluation in 3 years, is a common condition. Contemporary art sales that are made unconsciously behind the curtains with secret treaties and speculations, are thought to damage the freedom of the artist. It is noted

¹¹⁸ Thompson, 2006, p.260

¹¹⁹ Whitham, Pooke, 2010, p.255

¹²⁰ The king of kitsch couture. (20 December 1999) www.theguardian.com.tr

that the enjoy of art collection is like to buy clothes, today. In particular, the easiest sold auction works has the ‘wow’ factor in general, at first glance¹²¹.



Figure 2.17 Andrey Bartenev

2.3.2. Artist fame, Speculation and Consumption

Fame, considered as a kind of advertising, is thought to be a situation often seen among the artists. The fame of an artist is believed to contribute to the sale of the works and increase at the rate of consumption. This is a condition which also revealed the relationship with money and art. Artist fame and speculation can also be seen in the past. For example, 17th century paintings in Holland describe the richness of that period, Paris night life and popular culture of champagne. So at that time, the works were done to show the richness and extremism¹²².

Consumption has now become one of the most important aspects of our lives today. In fact, there are very little societies who are not affected by this. Television and the internet has a great impact on spread of the consumption and popular culture. As a result, many people claim that these things change our daily habits. In this context, for increasing the market for contemporary art, new moves are considered to be developed. One of the most important artists that become famous in contemporary art today is Banksy. His constant

¹²¹ Thornton, 2006, p.53

¹²² Whitham and Pooke, 2010, p.250

speculation in press is because of his uncertain identity. He defines himself as a creator, not a reputation. But in this case, although he tries to resist the fame, he is still dominant in media culture¹²³.

On the other hand Banksy reveals his political, artistic and creative artistic works, with his interesting stories in privacy. His works takes wide place in the Internet and media, and also thought to create a consumption motivation among the artists, investors and art lovers. Additionally, Damien Hirst is considered as one of the artists who create motivation on art lovers' and art investors' by using high communication models like Banksy¹²⁴.

In recent years one of the most important examples of contemporary art in consumer culture and reputation is thought as Jeff Koons. Koons is known for his art and his sensational moves to remain on the agenda in the media, as well. So that a song in a pop album in 1999 is written about him. In 2006, he takes part in American series and Hollywood films. In 2014, he makes an agreement with the singer Lady Gaga and shares photos about their museum and gallery trips on their Instagram accounts¹²⁵.

This case is considered as a proof of default hyper modern era besides hybrid works of the terms, art, technology, entertainment, fame and information. In addition, these intimacy between art and entertainment industry is considered as creepy by many authorities. Now it is thought that art is not a passive affair like it used to be.

Another example can be given over the rotation between contemporary art and the real estate market speculation. Famous contemporary artist Damien Hirst, took part in urban renewal and rent speculative investments in galleries and museums by using art in recent years. In 2012, Hirst describes his project of building an 'Eco-village' in Ilfracombe in North Devon state land, after his exhibitions in many museums and galleries. Normally, this town is an economically weak spot. But Hirst lived here since 1995 with his family, and opened a pub and a restaurant here. After the announcement of Hirst, after the exhibitions he joined, about the eco-village, North Devon's magazine and tourism website get interested in him and provides more tourism investment in the 2000s and years later allows development seriously. So Hirst's occupations which seemed as a wasted time in the

¹²³ Whitham and Pooke, 2010, p.248

¹²⁴ Walmsley cites from Moss, 2011, p.165

¹²⁵ Munro, C. (22 July 2014) Jeff Koons and Lady Gaga visited Montana, www.artnetnews.com

past in North Devon, turns out to be smart investments. Of course, in this case using art as a financial intermediary, takes great criticism. In our country, things are not different from west. Mustafa Plevneli takes part in media when he enters real estate business ¹²⁶.



Figure 2.18 Jeff Koons and Lady Gaga visited Montana

www.artnet.com

2.3.3. Galleries and Museums as Entertainment Centre

In the process since the previous period, art was considered as something to be bought or sold, and the arguments between artists, collectors, galleries is a known fact. In 19. century, it is believed that museums are built in order to educate the public, with the museums' privatization of culture and art in recent years, these places turned into an auction house and an entertainment center. According to many art authorities, galleries has also affected by these transformations of museums. So, galleries are thought to balance its relations depended on loss of power by the auction houses, with the relationship with artists. Galleries impact on artists, increased significantly compared to previous period. It

¹²⁶ Spekölasyon Sanatı: Damien Hirst emlak işine giriyor. (21 February 2012) Eskop bulletin

has been observed that the artists are not accepted as genius and immune as claimed in prior periods. Branding is considered to be the job of art galleries¹²⁷.

In this context, to attract more visitors to galleries and museums, to engage in joint work with the entertainment industry in order to increase sales and recognition is seen as a necessity nowadays. According to research conducted in recent years, spending a nice time along with education, is between the expectations of visitors from the galleries and museums. This situation is increasingly considered to be a result of the influence of the expanding biennials and art fairs in the world. In a way this case has turned into tourism. So much so, today there are museums and galleries more than ever before. In this context balance between entertainment and education in museums and galleries is expected. Also for a perfect museum; A well-designed building, museum shop, a strong public relations, cafes, restaurants, concerts, party organizations are said to be a prerequisite¹²⁸.

Galleries and museums had done business as amusement center; An example for this is the Brooklyn Museum in 1990s. This museum suffered financial difficulties and wanted to open 'Young British Artists' exhibition from Charles Saatchi Collection. Museum director Arnold Lehman saw this exhibition as a resort to get rid of museum's economic woes. But the exhibition in New York met rebuffed, like the exhibition in London. They believed that the collection included defamation against community values. The exhibition was performed with the name 'Sensation' against all the threats and demonstrations. 9200 people visited the museum on the first day. This is a record in the museums history.

The style and rearrangement method of this exhibition is regarded as a complete show. For example the number for entrance ticket to the museum was "1-800-SHARKBITE", as a reference to Damien Hirst's work. Additional they produced a lot of gifts about this exhibition and there were suspended warnings in order to make the exhibition more exciting for visitors like that the exhibition contents emetic, panic gripping elements and people with high blood pressure and nervous disorder problems must be visit the exhibition with doctor's advice¹²⁹.

¹²⁷ Artun, 2011, p.153

¹²⁸ Yılmaz, Ibid, 2012

¹²⁹ Sensation, (2012 March), Sensation, artistdergisi-modern-actual.blogspot.com

Museums approach to the Sensation exhibition in terms of used methods to attract the visitors have resemblance to 'horror entertainment' sector of entertainment industry. The humanity faced greater danger in the previous century. Even to find food and beverage was a problem in itself. Humans were hunted by other creatures, although the humans were not at the top of food chain. As well as hunted by other creatures, injury, impacts, attacks scared people too, because these possibilities were fatal too. The human's natural defense system from the past is still remaining, although the people today are far away from most of the danger possibilities in the past. It is known that the most important element of our natural defense system is adrenaline. When adrenaline is secreted our hormones actuate and our brain gets more glucose and oxygen by increasing the heart rate. Due to the less use of our natural defense system, a lot of people looking for experiences with more adrenaline secrete in their free time. Therefore horror entertainment, which is the lower branch of the entertainment industry, is called briefly 'Adrenaline production'¹³⁰. Based on this information it is conceivable to say that the Brooklyn Museum promised his visitors adrenaline with the Sensation exhibition. To understand the sensation created by the exhibition named Sensation don't forget the fact that Saatchi, the owner of the collection is a famous advertiser¹³¹.

We see that in recent years the line between education and entertainment is started to disappear. Therefore the race of art museums with another charming show centers begins in order to survive economically. In this context, the conversion of art museums to more entertainmening centers, away from the culture is not surprising. In short, now viewers pursuit new experiences, they are chasing museum's staged performance and pursuing concepts like impressive architecture, instead of art, aesthetic and informative experience.

For example, Carsten Holler's Test Site work, exhibited at the Tate Modern Turbine Hall section under Unilever's sponsorship in 2006, built as three slides from museum's upper floors to the lower floors. These slides are allowed to be usedby audience, though it was a bit risky. This work has led to questioning of the difference between the playground and art exhibition. In fact, this case has no difference between the participants in the exhibition hall at the Century Paris in 19. century. Because in those periods, people did not attend

¹³⁰ Moss, 2009, p.228

¹³¹ Gulan, G. (2000 January) Sansasyon = Sanat +Politika+ Medya+?, <http://www.istanbulmuseum.org>

exhibitions just to see the artworks, they were also trying to show themselves. So to attend the exhibition hall is a way for upgrading social status in Paris¹³².

It is believed that we live in an era where information is easier to achieve with the development of technology. In this context, museums and galleries are also known to have a number of technological innovations in order to keep pace with technology. The Guggenheim Museum in New York in 2010, claimed a new perspective in art by offering to make art biennials on Youtube. One of the objectives of this biennial is to discover younger generation talented artists. The top exhibited works of art will be selected from 200 videos and will be published on the Guggenheim Museum website. The jury will be a team of painters, filmmakers and the designers. Winner's works also will be exhibited in Guggenheim's museums in Berlin, Bilbao, and Venice¹³³.

It is well known that museums and galleries are continuing their collaboration with the entertainment industry at full speed. But there is also a segment that can not be underestimated, that think that the traditional museum and gallery form has been deviated from and that these places can not fulfil their duties. Donald Kuspit's "The End of Art" is one of the books that examines this issue deeply. The author complains about the fact that modern art museums have become a place of fashion and entertainment these days. He also complains about the fact that modern art has been banalized by popularizing it because it is not easy to understand and by stripping it from aesthetic content. He claims that the reason why this is being done is by destroying and enslaving the concepts of art and artist.

It is predicted that there will be increasing situations that won't prove Kuspit wrong on his accusations towards museums as places of fashion and entertainment. For example, in unifying entertainment and art MoMA has made a quick entrance to 2015. It has shown its ability to attract attention to art lovers with the "Night at the Museum" event that they held in the sponsorship of Volkswagen, where they have brought together many different art disciplines such as cabaret, theatre and contemporary art¹³⁴.

¹³² Pooke and Whitham, 2011, p.139

¹³³ Yılmaz, İ. (15 June 2010) Guggenheim'den sanat açılımı. www.hurriyet.com.tr

¹³⁴ <http://www.momaps1.org/calendar/view/549/>



Figure 2.19 Test site, 2006 Tate Modern

Carsten Höller

All the museum's and gallerie's cooperation with the entertainment industry is rebelled by the authorities and forces the boundaries between high culture and low culture. So much so that many media channel's tourism page contains 'Top 10' list and in those lists, galleries and museums are frequent. The chose of museums and galleries that are in the list are considered to the criteria of popularity. In this context, development of communication technologies and the market-based ideology and information of museum's to increase the income and considered as a threat posed to become a part of the entertainment industry. Therefore, information, protection and research are thought to be important in order to maintain the organization of the institution and documentation tasks for museums¹³⁵.

¹³⁵ Uralman, H. Müzelerin topluma ulaşılabilirliğinde bilgi yönetimi, Arş. Gör.; Yıldız Teknik Üniversitesi Sanat ve Tasarım Fakültesi Yıldız



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Figure 2.20 Night at the Museum

MoMA

2.3.4. Roles of Curators on Entertainment Sector

Curators are known in minds of people, as people who design a collection according to personally influenced factors and exhibit them. This concept has been used widely after 1980s in our country, whereas it was already extensive in western regions of the world. The word that comes from Latin: Curatura, which means who protects, is considered as an ordinary profession¹³⁶. Nonetheless, in the recent years as it is globally observed, curators' jobs are expanding and they are replacing the jobs of advertisers, which were demanded by investors. Besides, it is thought that, in the future years as Internet and social media pervades, curators that dominate the popular simulacrum will outweigh the traditional art methods¹³⁷.

It is a known fact that organizations, especially hotels, real estate and construction businesses that are in the need of art context and what to raise their brand value demands original and distinctive experiences. In that sense, the firms that desires to present their facilities as creativity centers, culture & art platforms need 'Art provocateurs'; Therefore they get into contact with curators frequently. For instance, the Paris-based hotel chain Le Meridien Hotels, try to correlate contemporary art and European culture heritage when serving to its customers. Le Meridien's culture curator is Jerome Sans. Besides the special architecture design, the room cards are designed as museum cards for entrance to exhibitions and museums. The hotel's art service system is not limited with this. The facilities such as composing songs for private musicians, smell designing, special painting selection for rooms, special meeting rooms that were referred as interaction areas, were all created by famous curators¹³⁸.

Besides curator's studies with private sector, it is claimed that they direct their art appreciation in the art market as well. The functions of the curator is becoming more common, especially in the biennial agenda today, than in the past. In recent years, the situation of curators act considering the needs of the market and artists need the help of a curator, is seen more often. So in this case the position of curators in the art market is more

¹³⁶ Köksal, A.H. (31 March 2012) Türkiye'nin İlk K rat r ne Dair.. Eskop

¹³⁷ Vidolke and Wood. (5 May 2014) Anlařmayı bozmak. Eskop

¹³⁸ Bal,B. (26 April 2012) Sanat ve iř d nyalarının mutlu birliktelięi. Eskop

cared than the position of artists, and the curators act according to wants of collectors and popularity rather than the aesthetic concerns.

3. Turkey's Contemporary Art and Entertainment Industry in 2000s

3.1.1. Festivalism Movement in Turkey

Our country recognizes the word Festival socially the first time at the Balkan Dance Festival during the Second Balkan Conference held in Beylerbeyi Palace-İstanbul.

The art investors have encouraged by İstanbul Culture and Art Foundation founded in 1973. With the help of establishment of organization companies who trendsetting culture and art after 90th, ie Positif, and cooperation of these companies with grant and aid in global dimension with IKSİV makes it possible that we have big art and entertainment festivals with big budget at present¹³⁹. On the other side our country began quickly to adapt to the global system after the 1980 coup, the number of art events and biennials increased after 1990 every year in our country as with many countries in the world. With this development the festival, with often means a challenge in art circles, called and presented as festivalizm by policies and capital. Festivalizm as a model is seen as a mixture from political discourse with entertainment¹⁴⁰.

The first idea is that the intent of Festivalizm concept is the impression of supporting art and spread into large masses, but it is also common that it is a place, where tourists and individuals are coming together for concerts and exhibition without public and political aims. Attendances to the biennials in İstanbul are compared to other countries and considering the cultural and economic situation very low. This situation is the reason for perceiving the organized art activity and biennials as a meetings point of a particular segment liking¹⁴¹.

There were periods, where our country was not in the 'Festivalizm Stream'(thought to be in at the moment). There were Turkey specific exhibition and art festivals during these periods. Especially before 1980-90, where our country didn't adapting to the global

¹³⁹ Parmaksızoğlu and Aytar cites from Aytimur, 2011, p.187

¹⁴⁰ Yardımcı, 2005, p.14

¹⁴¹ Yardımcı, 2005, p.124

system, there were outdoor exhibitions and organized art festivals including art exhibitions and competitions like ‘İstanbul Art Festival’, ‘New Trends Exhibitions’ supported by private companies, began in 1976 and ended in 1994. But after 1980, it is believed that Turkey is considered as a way westward articulation embraced capitalism and become dependent on outside because of world inhabited intellectual, socio-cultural change caused by the increase of foreign capital in our country, outsourcing moves in 1990s, collapse of the Berlin Wall, desintegration of the USSR, and the introduction of western multinational companies. In this context it is seen that the Turkish art scene began to internationalization at the end of 1980s, as a result of the art institutionslizing efforts in our country in the years 1970s and 1980s. The first ‘International İstanbul Contemporary Art Exhibitions’ began in 1987 and with the increase during of 90s, we enter a period of abundance of culture and art festivals in the 2000s¹⁴².

According to the research, over 150 festivals were performed every year in İstanbul since 2004. 48% of these festivals are young festivals of three-four years. 25% of the festivals held between five to nine years. The percentage of the festivals held over 10 years is 27%. The important income source for festivals are the sponsors. Aspecially after announcing İstanbul as Capital City of European Capital of Culture in 2010, they achieved a huge budget about 288,7 million euros, cultural activities, concerts, renovations projects have been realized in the city during the year 2010. But in the assessment report prepared by Ernst&Young it is noticed that there is a marked increase in cultural and art organizations but on the other hand there can not be achieved a permanent restructuring¹⁴³.

We come across the concept of festivals under the heading of mass audience entertainment at different periods in the history of the humankind from the past till the present. Even though the terms, mass entertainment and art, are seen by opposite concepts by certain authorities, Bakhtin's work entitled ‘Rabelais and His World: Carnival and Grotesque’ discusses this issue in detail. According to Bakhtin, the literary expert who had the interest and success he deserved during the period that he lived in was Rabelais, who lived in 16th century France. He argues that the underlying reason for him to be shown the interest and appreciation he deserves during the period when he lived, is not the forms and imageries he

¹⁴² Hasgüler, 2013, p.93

¹⁴³ Özkan, M. (1 October 2011) İstanbul’da kültür ve sanat içerikli kent politikaları. Eskop

used in his works but rather his style of describing the ordinary problems in the atmosphere of a carnival¹⁴⁴. According to him, the people who lived in that period were considered with the same world view and Rabelaisian aesthetics and ideological perspective and Rabelais started to be evaluated as an entertaining author that is fun to read. According to Montaigne, the fact that Rabelais is depicted as entertaining or amusing, does not mean that he has a lower quality level or he is worthless. On the contrary, he sees him as someone who relieves the readers and provides advices during the period when he lived¹⁴⁵. Bahktin says that laughing has a deep philosophical meaning and it is one of the most basic forms of human beings. Moreover, he argues that laughing has a deep structure identical to seriousness in order to understand the world. Along with this, he states that during the Middle Ages, when Rabelais lived, laughing is excluded from all official and societal areas, while tolerance is reduced and in general the society is dominated by feelings of asceticism, predestinarianism and coerciveness. In this gloomy setting, the society is only allowed to organize certain festival celebrations. For instance, even the church allows the people to laugh and make jokes during Easter.

One of the most important forms of public entertainment both during the Middle Ages and nowadays, is mimic. In other words, during the festivals and celebrations, clothes and social symbols as well as the hierarchical order are replaced. A topological logic that is made fun of such as clown kings and fake popes dominate. Bahktin infers that this situation allows the people in the Middle Ages to become aware of laughing that helps them overcome their fears¹⁴⁶. Moreover, Bakhtin argues that laughing does not only carry this meaning, laughing is not an external but an internal form of the reality. He argues that this internal form is not limited to the reflection of the reality but helps it in acquiring a new internal form. He adds that for thousands of years, laughing led to the formation of popular entertainment symbols and protected these symbols. According to Bakhtin, this is why laughing is never used with the intention of exerting pressure on people in order to make them blind to the reality. In other words, according to him laughing is always a weapon of freedom held in the hands of the people¹⁴⁷.

¹⁴⁴ Irzik cites from Bahktin, 2001, p.82

¹⁴⁵ Irzik cites from Bahktin, 2001, p.87

¹⁴⁶ Irzik cites from Bahktin, 2001, p.102

¹⁴⁷ Irzik cites from Bahktin, 2001, p.102

He also argues that laughing lost its value after the Middle Ages due to the impact of universal rationalism and classicism as of the 17th century, which provided an official culture to the societies, more significant forms of entertainment such as palace entertainments and masquerade balls start to be preferred instead of carnivals, during this period instead of high-spiritedness, the structure of the society transformed into a form, where laughing is to be despised and this process continued until the 18th century¹⁴⁸.

In this context, according to Bahtin's point of view, which entails removing the limits between higher art and mass audience entertainments nowadays, presenting art as cool, fun or entertaining in order to acquire a place in the globalized world and organizing exhibitions and biennials in the form of cultural shopping centers, is not a bad thing. In other words, as stated by Brecht, what is important is not the feeling of pleasure but the function of that joyous feeling¹⁴⁹. However, nowadays it is believed that this situation is exactly the opposite of what happened in the past. In other words, while festivals signified a situation regarding the concepts of time and space and freedom for the during the Middle Ages, nowadays due to the reduction of dual living spaces, having laughs and fear intertwined, the festivals now cannot relieve us from daily life but on the contrary they constitute a rule in terms of time and space. In short, nowadays commodities have become aestheticized, it has become commoditized in aesthetics¹⁵⁰.

¹⁴⁸ Irzık cites from Bahktin, 2001, p.137

¹⁴⁹ Quoted by Odabaş, 2012, p.254

¹⁵⁰ Yardımcı, 2005, p.149



Figure 3.1 Mikhail Bakhtin (1895-1975) in his book *Rabelais and His World*

Nowadays, in our country as well, there are requests regarding the desire to see carnivals and contemporary art concepts together. For instance, the article by Ali Artun entitled 'Mardin Bienali neden bir karnaval olmasın?' The concepts of carnival and biennial, are discussed. According to the author, curators coming to the city to organize the biennial cannot reveal the art that is fully identified with the city, certain contents and dreams are imposed on the audience and the information acquired in relation to the city are found insincere and artificial. In order to put forth the history and texture of the city as well as the hidden treasures completely, the author argues that the energy of a carnival can be used. In fact, he argues that Mardin is still home to universal values not discovered by the rest of the world, everyone can establish their own biennial and watch themselves, in other words this biennial can be drawn away from the concept of an imperialist exhibition, and can be transformed into a new biennial in the atmosphere of a carnival¹⁵¹.

¹⁵¹ Artun, A. (15 October, 2014) Mardin Bienali neden bir karnaval olmasın? Escape

3.1.2.Culture and Art in Istanbul, Under the Influence of Tourism and Hotel Business

It can be argued that due to the expedition of urban transformation during the recent years and the flooding of hotel owners after the culture and arts centers were opened for tourism in the past, culture and arts started to be identified together with the concepts of pleasure and spending good time. One of these claims belong to the director of Salt, Vasıf Kortun. Kortun complains about this situation and he does not refrain from indicating that he is not hopeful about the future. He believes that Turkey started an aridification process in terms of culture, the increase in the number of hotels and beds in Istanbul is calamitous and this demonstrates that instead of information the relationship between the material and the world increases¹⁵².

During the recent years, the expectations from the cities were that they would offer more equal and orderly living spaces, while nowadays what is important for the cities is offering current living spaces and marketing these in an accomplished manner. In short, nowadays it is believed that the cities have to become more attractive globally. In this context, the policies adopted by the cities containing art and culture programs, are of vital importance for the city's marketing. During the recent years, it is recognized that the service industry and culture industry has become more vital, while tourism has started to take over social and cultural life. In this context, cultural investments are also made to elevate the tourism potential of the cities. In other words, the cities are also evaluated based on their economic and social force of attraction, which enables them to carry out an exchange of art and culture. Nowadays, it is believed that art is the promoter of neoliberal values as are tabloid magazines, fashion and show-biz.

Within the creativity industry in Turkey, it is believed that we are heading towards an era where advertisement and architecture stands out, cultural institutions are not regarded as much and in fact gastronomy and the entertainment industry come out as a creative industry. Even though the creative industries in Europe and US seek for sponsor support and are assisted in developing economic strategies so that they can survive on their own, since nothing is being done in Turkey in this subject matter, it is questioned how the

¹⁵² Kulaksız, K. (28 September 2014) Keyif endüstrisine karışı sanatı ayakta tutmaya çalışıyor. www.zaman.com.tr

creative industries will survive in the future. In this context, it is claimed that our country has to develop areas of usage for art and art investments and if culture and arts policies as well as all of the concepts concerning art in the similar vein are examined, it can be recognized that the current situation draws art enthusiasts to pessimism. The book prepared by Esra A. Aysun entitled 'Speeches on Art Management' includes the opinions and speeches given by several faculty members and art managers. The common point to all of the speeches is that after the 2000s, our country started to experience a particularly dynamic life of culture and arts, cultural institutions supported especially by private companies are established, however the state support for culture and arts is cut. It is indicated that this situation is the same in Europe however in our country culture and arts are not protected and there are uncertainties regarding the future, in its simplest form, our country's tourism strategies and objectives for 2023 are determined but there aren't any activities carried out in the name of culture. In this context, art is only remembered during tourism activities and it is argued that this situation is even revealed when art is performed within public space. For instance, performing art events in Galata Square in Beyoğlu, is something that is being discussed for a long time. The fact that even the smallest art event in Galata Square is not allowed and even fines are issued. However, it is indicated that during 2010 European Culture of Capital events this square is transformed into an area that is marketed to tourists, which is also a lucrative source of income for the municipality¹⁵³.

The article published by Ali Artun in 2014 entitled 'Combination of Art and Real Estate', he criticizes Beral Madra with regards to the decoration of the hotel with 265 contemporary art pieces by bringing together several artists upon the initiatives of Istanbul Point Hotel. Artun describes Madra's saying about this project as 'The building will acquire the respectability of a contemporary art museum' as a means to brand and sell Istanbul and in the past Madra was one of the sharpest critiques of decorating art¹⁵⁴.

December 2013 issue of Artful Living magazine discusses the support provided by Süremeli Hotel for art, there is an article regarding the Hotel's future plans and the opinions of Eda Sürmeli Tecmen, the executive board vice chairperson of Süremeli Hotel about art are presented. According to Tecmen, art is one of the best things that the hotels

¹⁵³ Aysun, A.E., 2014, p.26

¹⁵⁴ Artun,A .(7 July 2014) Sanat-emlak karması. Escope

providing services at the national level within the tourism industry can share with their guests, she argues that due to the nice position of the Hotel in Gayrettepe and their halls that are appropriate for large events within the hotels as well as the rooms decorated with artistic concerns, make them a meeting point of art in Istanbul. Moreover, she indicates that within the hotel, they will open an exhibition room named 'Art by Sürmeli'. Tecmen adds that in the future they will continue to support art and especially young artists, that art is an important value and it has to be supported both by the state and by the private sector. She announces that as Sürmeli Hotel, during the new term, as the first art activity, they will open an exhibition named 'A team' where famous contemporary artists such as Adnan Çoker, Bubi, Balkan Naci İslimyeli will be brought together. The curator of the exhibition is Adnan Çoker¹⁵⁵. Adnan Çoker is one of the leading contemporary artists in our country and he was highly popular within the media in 2000 following an argument with Hülya Avşar during the opening of an exhibition, which allowed Adnan Çoker to be known by wide populations other than art audience¹⁵⁶.

During the recent years, the number of culture centers in our country increased significantly. According to Dr. Ayça İnce's research, among the culture centers constructed during the recent years, there are multipurpose halls where the popular concerns dominate along with non-profit educational institution classes such as ISMEK where training sessions are organized, and she argues that most of these buildings are not only intended for cultural purposes but also in order to generate income from economic development and festival tourism¹⁵⁷.

It is known that Istanbul started to be restructured rapidly during the recent years, it tried to increase the capacity of tourism and develop culture industry sectors. It is believed that these investments aim not only to develop the industry, ensure employment but also the transformation of the industrial workforce. When considered in terms of spatial distribution, it can be seen that touristic facilities and culture arts investments are generally made in Beyoğlu region, whereas the other towns in Istanbul especially after 2005 have new cultural centers constructed and that these investments are made with the aim to

¹⁵⁵ Artful Living, (December 2013) p.84

¹⁵⁶ Uskan, A. (23 October 2000) Hülya Avşar against Adnan Çoker. www.radikal.com.tr

¹⁵⁷ Quoted by Aysun from, 2014, p.50

increase the number of foreign visitors. Especially, it is striking that culture and arts institutions as well as art galleries are predominantly located in Beyoğlu, Cihangir, Galata and Nişantaşı. It is believed that among these galleries, the contemporary art galleries started to increase during the recent years, however culture and arts institutions increasing in a region also attracts the tourism, entertainment and real estate industries¹⁵⁸.

3.1.3. Entertainment Industry, Real Estate Relationships in Turkey and Their Influences on Contemporary Art

The concept of entertainment, which used to be disparaged in the past, has obviously stood out during the recent years. Nowadays, pleasure and consumption started to acquire more significance as an urban theme in our country as well. Events towards the satisfaction of physical and sensual pleasures as well as the urban cultural economy that produces commodities have the entertainment life in their core and the terms such as 'global cities' and 'creative cities' marketing this have particularly increased in the recent years and we are in a period where these concepts started to be discussed. However, these discussion assert that in the context of global cities, Istanbul does not come to mind in those roles where the entertainment industry and leisure activities play a role. Contrary to this, the transformation Istanbul's entertainment industry experienced is not only related to popular culture and points to a social issue but it is also claimed that the opportunities created by the entertainment sector while discussing the issues such as urban transformation and the formation new fields of income, selection of the city and 'cleaning' the city of the poor and unwanted communities residing at the center, cannot be disregarded¹⁵⁹.

In this context, several works of art have been produced as part of contemporary art touching upon issues such as urban transformation and new fields of income. For instance, Halil Altındere's video shot for the rap group from Suludere Tahribad-ı isyan, was displayed during the 13th Istanbul Biennial and several famous exhibitions such as MoMA. Halil Altındere says for this video ““Even in the hardest circumstances, I preferred

¹⁵⁸ Özkan, Ibid. 2011

¹⁵⁹ Aytar and Parmaksızoğlu, 2011, pg.20

to demonstrate the power of culture and music through art as well as people's resistance towards their objectives,”¹⁶⁰.

Even if Halil Altındere’s video is a study that reveals the life styles of the residents of Sulukule, which is intertwined with music and dance, given the music style performed by the group Tahribad-ı İsyân and their concerts, as well as their close relations with the music industry etc. they are not far away from the entertainment industry. It is such that Marcus Garf harshly criticizes Halil Altındere's video entitled 'Wonderland' featuring the group Tahribad-ı İsyân and the famous rapper Fuat, displayed at MoMA, on his personal Facebook page. According to Graf, the work is weak and cannot go beyond the known facts. Moreover, according to Graf highlights that art has to offer alternatives to the reality at hand otherwise it cannot go beyond a representation or a symbolization. On the other hand, the music video reminding a rap music video and having this displayed at MoMA fueled the discussions that MoMA also started displaying interesting and consumable works¹⁶¹.



Figure 3.2 Tahribad-ı İsyân Hiphop musician Fuat stars as the king in the video "Wonderland".

¹⁶⁰ Yalçınkaya,F. (17 June 2014) ‘Wonderland’: En zor durumda direniş. www.milliyetsanat.com

¹⁶¹ Marcus Graf, 27 May 2014 · İnanılır gibi değil: Halil Altındere'nin Sulukuleli rap'çiler MoMA koleksiyonuna girdi. <https://www.facebook.com/marcus.graf.526?fref=ts>, http://www.radikal.com.tr/hayat/sulukuleli_rapciler_moma_koleksiyonuna_girdi-1194150

Dr. Ayça İnce also examines Istanbul's urban spatial transformation, culture industry, cultural intermediaries and gentrification in her articles. According to İnce, during the recent years, Istanbul experienced transformation in the consumption styles and its physical structure visibly. Especially the changes and transformation around Galata and Asmalımescit are caused by cultural and historical values. The commercial and service structures of modern Istanbul, which started to be built at the end of the 19th century start to be turned into entertainment sport and venues such as restaurants over time. European artists and the poets, authors of the era that come to work at these centers become a regular at the entertainment centers here and as the artists gradually started to move their workshops here, the town acquired a bohemian atmosphere. Due to the incidents that occurred between 1965 and 1980, the town's population starts to diminish and it becomes a lonely place. After the 1980s, with the initiatives undertaken by Pozitif entertainment and organization company, the area's entertainment and night life starts to revive. The current picture on the other hand shows that this area acquired a property representing a life style and consumption culture. Put differently, Galata region, which had a better balance between art experience and entertainment in the past, lost this feature nowadays and left its place to consumption¹⁶²

On the other hand, if we take a look at urban transformation and the real estate market nowadays from the perspective of contemporary art, it can be seen that several real estate projects designed and implemented in Istanbul include traces of contemporary art predominantly. Dumankaya Modern, Zorlu Center, Rixos Residences Bomonty, Varyap Meridian can be shown as the examples of these projects. Moreover, almost all of the projects are marketed based on the promise that they offer a life intertwined with art. Art workshops, galleries and art caf  s are built around the living spaces. Naturally, it is known that well known artists and curators take part in the design of these spaces.

¹⁶² Parmaksızo  lu and Aytar cites from İnce, 2011, p.169



Figure 3.3 Art in bed, Artist Mehmet Ali Doğan,
Armada Shopping Center

While real estate companies support art projects frequently, they clearly declare that they know contemporary art is an important element for the cities nowadays and they play a role in the branding of the cities. It is such that the reason underlying this awareness is not the love for the art, but rather the policies carried out on the axis of tourism and shopping center. In this context, it is important that as of 2010, the Shopping Centers with a sales area of 2500-5000 square meters are obligated to establish an art gallery inside the mall as per the legislation adopted¹⁶³.

In his article entitled ‘Sanat Emlak Karması’ published in 2014, Ali Artun looks at the relationship between art and real estate from a mutual perspective and argues that their existence ended after they transformed into each other. The author also shows the real estate boom in the US and abstract expressionism as an example to this situation in his article. During World War II, after the artists migrated to New York, abstract expressionism was derived from a mixed art and in time New York turned into the capital of art, while after World War II with the boom in the real estate sector in the US, abstract expressionism turns into an indicator of privilege for the rising middle class. As a result, real estate brands abstract expressionism over time and starts marketing it. The author

¹⁶³ Özkan, Ibid. 2011

claims in his article that this situation witnessed in New York is the opposite of the link between the real estate boom in Turkey nowadays and contemporary art. In other words, art ensures that the real estate market in Istanbul is organized. The author shows the philosophy of 42 Maslak Project, 'Enrichment of life with art' as an example. Together with these, he examines the magazine news, advertisements and promotions of real estate companies during the recent years targeting the elites of the high society in journals such as Artful Living, Alem, Şamdan, Hafta Sonu, Vogue¹⁶⁴.

Undoubtedly, it is possible to identify having art widely included in the tabloid world and the social life, with Guy Debord's famous work published in 1967 'The Society of the Spectacle'. Debord foresees the situation that the society has come to nowadays in his book from years ago. For instance, this sentence included in his book; 'The entire life of the societies where modern production conditions are dominant, are seen as the infinite accumulation of shows. Everything experienced directly is replaced with representation.' This saying by Debord explains why nowadays people compete for larger and more flamboyant spaces¹⁶⁵.

It is believed that the concept coming out when real estate-art combination is put together is luxury. In other words, beyond needs and benefits. In this context it is argued that art will be considered as an object of consumption, dream world, without any objectives and useless. In other words, it is considered that seeing art as an object of luxury and pleasure makes it lose its grounds for existence. Artun especially blames Ferit Şahenk as one of the most significant actors of the art-real estate market in Istanbul. For instance, he blames Ferit Şahenk for approaching Art Center Salt, Nusret Meat Restaurant, Garanti Bank, concert organization firm Pozitif and a number of automotive and construction investments with a logic of creative industry and large business and organize the dynamics of urban transformation¹⁶⁶.

Moreover, privatization of culture and arts institutions that continued their activities considering public interest during the past periods such as AKM and Emek Movie Theater that is popular for a long time in our country, under the name of renovation and urban

¹⁶⁴ Artun, Ibid. 2014

¹⁶⁵ Ward, O. (12 May 2012) Mekan patlaması: Çağdaş sanat ve mimarinin eğlence endüstrisiyle suç ortaklığı. Escope

¹⁶⁶ Artun, Ibid. 2014

transformation, the rumours that there will be shopping centers and restaurants constructed in them and the claims that they will be diverted away from being a cultural institution working for public benefit as in the past, are still persisting.

3.1.4. Contemporary Art Fairs and VIP Fair Parties in Turkey

It is also seen that party, cocktail, event etc. organizations taking place in the name of contemporary art exhibitions and fairs that turned into a trend and increased across the globe during the recent years are being preferred and becoming widespread in our country as well. Art International and Contemporary Istanbul fairs frequently mentioned during the recent years, the size of the organization, the artists taking part in the fair and the works of art sold were mentioned in the press as much as the parties that were organized for these fairs. In fact, given that these parties were organized in venues such as Lucca, Karaköy Liman Restaurant and inviting only specific guests to these parties under the name VIP, make people question whether it is art or if it is the love of parties that cause these parties to be organized. In fact, most of the art parties organized and the sensation caused by the event can even get ahead of the exhibitions.

In his article entitled 'Turning Art Into Fairs', Hau Hanru gives a reference to this situation. According to the author, art fairs taking place in global cities, the neighborhoods of the cities that used to be poor are tried to be shown as rich neighborhoods and he argues that they make critical and artistic creativity lighter. It is such that the author complains about seeing important names of the social life posing with champagne in their hands when visiting the websites of art fairs and about seeing art as an accessory in the background. In this context, the author blames tabloid magazines for taking the art market as an example in order to survive¹⁶⁷.

One of the tabloid authors of Hürriyet Newspaper, Onur Baştürk conveys his impressions about the art fairs and events he attended in a sincere and entertaining manner to his readers. In his article entitled 'I ate with my left hand in the name of art' published in 2014, the author attends the performance organized by Erdem Taşdelen for Art International fair. Following conveying his impressions related to this performance, he compares the fashion

¹⁶⁷ Hanru, (3 January 2012) Sanatın fuarlaştırılması, Escope

and contemporary art parties he attended during the same week. According to the author, contemporary art parties are far better. He especially liked the party where Halil Altındere's video is shown and rap group Tahribat-ı İsyân from Suludere carried out a performance. The author tells the readers among his notes that the invitees of the party did not understand Halil Altındere's video but the famous DJ of the 90s, Deniz Pınar's Turkish musics were liked by the invitees¹⁶⁸.

One of the contemporary art parties that was published in the tabloid pages in our country was the opening party of 74 Art Gallery, to which one of the global stars Tracey Emin attended when coming to our country for the 12th Istanbul Biennial. Also having exhibited works during biennials of 1997 and 2003 in our country, the reason why Emin was in the media frequently was attending the opening party of the venue named Istanbul 74 that was opened in a historical building with a history of 150 years. The party that was organized with the participation of Michael Nyman, who also made film musics for Hollywood, is also attended by different names from the business and social world. Emin, who is not satisfied with this party only, later on goes to Ortaköy Anjelique with friends¹⁶⁹.

If we look at other news in the media during the recent years, a concept named as 'Art party' starts to be formed. It seems that in the future, accompanying art organizations such as exhibitions and fairs with a party or another fun organization will become normalized. Normally, it is possible that organizations apart from the exhibition such as cocktails, promotions and concerts organized for an exhibition and an art fair were made in the past. However, the point that we have come to nowadays, either the leading names of social life apart from the artist organizing the exhibition or working at the gallery or parties organized by art enthusiasts more in the form of entertainment and a show. It is possible that these types of parties before or after the organizations made in the name of contemporary art exhibition will continue. In this context, it can be said that art parties attended by jet setters worldwide, were rapidly accepted and turned into a trend in our country as well.

On the other hand, 'party' trend in art that continues nowadays, bringing together valuable artists, there are also artists that refuse to attend the organizations that are not appropriate and are not organized in accordance with the nature of the art apart from those who tolerate

¹⁶⁸ Baştürk, O. (28 September 2014 Sanat adına solak yemek yedim. www.hurriyet.com.tr

¹⁶⁹ Eskop bulletin (2 October 2011) Tracey Emin İstanbul'da

these in the name of motivation and attend these shows. For instance, when Istanbul Art News party organized at Mama Shelter inside Demirören Shopping Center during the Gezi Incidents was criticized. As a reaction to Demirören Shopping Center, which closed its doors to the protestors during Gezi events, the artists who refused to attend the party organized by Istanbul Art News included important names such as Ferhat Özgür and Nazım Hikmet Richar Dikbaş¹⁷⁰.

Apart from the collectioners and art lovers in our country, private sector or non-profit art institutions are also placing more emphasis on entertainment during their organizations compared to the past. IKSİV's U2 Concert organized with the funding from 2010 European Capital of Culture can be shown as an example. Even though the music group U2 is regarded important whether it is related to their stand in terms of human rights and shaping a generation, U2 is still considered a part of the entertainment industry. In other words, it is highlighted that instead of spending money for a concert from a fund that concerns creative and culture industry several art initiatives can be supported¹⁷¹.

3.1.5. News, Articles and Texts Discussing Contemporary Art and Entertainment Industry published in Turkey during the last 10 years

'We gave 10 years to Lucca'

In the article entitled 'We gave 10 years to Lucca', Lucca's 10th year celebrations as well as its transformation from the past till the present as well as surprise parties. Moreover, Lucca with its rich menu in terms of food and beverages compared to many venues, leads as it is the first venue opening Lucca Art after contemporary art galleries, where several artists' works ranging from Burhan Doğançay to Sıtkı Kösemen are exhibited at the Gallery. The issues discussed during the 10th year of Lucca are not only arts, party and eating and drinking. The venue also organized large scale fashion days with the participation of famous models and fashion designers¹⁷².

¹⁷⁰ Prof. F. Özgür, personal interview, January 2015

¹⁷¹ Okan cites from Aysun, E.A., 2014, p. 98

¹⁷² Ertuna, Ç. (26 October 2014) 10 yılımızı verdik Lucca'ya. www.milliyet.com.tr

'Center of Personal Art Artapot!'

The article gives the good news regarding the establishment of Artapot art gallery with the idea that art is for everyone, it is lowered down to the level of the public. Artapot's collection is prepared from works of art inspired from rock, pop and popular icons among Parisian artists looking at art from an entertaining perspective. The collection includes works of art where legendary music album covers, super hero's funny oil paintings, unforgettable advertisement posters and similar popular issues are displayed. According to the gallery's curator Stephanie Triau, the main objective of this gallery is to ensure that people are not reluctant to buy works of art¹⁷³.

'Shopping centers opened a place for art'

The article agrees that nowadays shopping centers are transformed into venues where not only entertainment and shopping take place but artistic events can be followed as well. However nowadays, people spend more time at shopping centers compared to the past. Shopping centers should also contain art as much as eating and drinking as well as shopping. In the past, shopping centers organize several art events ranging from theaters to cinema. It is claimed that shopping centers embrace the galleries and art activities where the works of famous collectioners are displayed and this has become an ordinary custom nowadays. Finally, the article provides information about the exhibitions taking place in all of the shopping centers located in Istanbul and İzmir¹⁷⁴.

'New address of art Mısır Apartment with 5 galleries'

The article discusses that Mısır Apartment is transformed into an art center during the process throughout its history until nowadays. Nowadays also, the galleries continuing their activities in Mısır Apartment prefer this location because mainly it is highlighted that Nişantaşı has been turned into a center of entertainment. The explanation given by Haldun Dostoğlu, one of the founders of Gallery Nev, as a reason for moving to Mısır Apartment

¹⁷³ Baykuş, E. (December, 2012 Kişiyözel sanatın merkezi Artapot! Artfulliving, p.106

¹⁷⁴ Sevim Şentürk, (12 March 2011) Alışveriş merkezleri sanata da yer açtı. www.zaman.com.tr

is interesting. According to Dostoğlu, Nişantaşı used to be the center of art. Nowadays on the other hand, Nişantaşı is more like the center of entertainment. Beyoğlu, on the other hand, is a place where mostly culture-art tourists are present. The article continues to provide information about the galleries that moved to Mısır Apartment and their activities. One of these is Casa Dell'arte.

They first started their activities as an art hotel. Afterwards, with the initiatives of Moiz Zilberman and Ahu Büyükkuşoğlu, they open their gallery on the third floor of Mısır Apartment and as a reason for this, they show the fact that Beyoğlu turned into a center of contemporary art. The final objective of their company is to open a venue where a workshop and exhibitions can be organized named as Casa Dell'Arte Village next to the hotels in Bodrum. Finally, the article talks about Ura Gallery opened in Mısır Apartment. The main difference between this gallery and the others is this; Ura will organize both exhibitions and concerts. According to the owner of the gallery Mihda Koray, this place cannot live without concerts¹⁷⁵.

'Latest Trend Contemporary Art Collector'

In the news there is information about the Contemporary Art Seminar in İstanbul Modern, which will take six weeks, and the opinions of seminar participants. This seminar is organized with the participation of famous collectors and artists and the moderator is Levent Çalıköğlu. The participants among different professional groups and they are entitled to participate in the seminar by paying 500 TL. Participants announced in the interview mainly that they wondered collector ship, and have interest in which works they will buy, if art is an investment vehicle and if this work has similar risks like gambling. In addition there are some seminar participants with participation because of personal development and artistic¹⁷⁶.

¹⁷⁵ İnceoğlu, D. (17 May 2008) 'Sanatın yeni adresi 5 galerili Mısır Apartmanı'. www.hurriyet.com.tr

¹⁷⁶ Arna, S. (6 February 2011) Son trend çağdaş sanat koleksiyonerliği. www.hurriyet.com.tr

'Will You Play Arts With Me?'

This News is about Contemporary Art Platform exhibition in Tersane, Küçükçiftlik amusement park, which brings arts and entertainment together. The aim of the exhibition is a reference to the serious nature of contemporary art stance. The Game is intended to make all social events and nature susceptible to people request. Additional this project shows that playing game is a necessary condition for exchanges between individuals and society and nature invited individuals to freedom in their play areas. Works were placed into very comfortable and peoples daily life areas at the amusement park. In this way, people outside the mass following of art has also been pursued with this exhibition. Thus one of the most ambitious guerrilla publicity campaign made for an art project carried out. So people who don't recognize art got the opportunity experience art in a fun way¹⁷⁷.

Cem Yılmaz: This month's kitchen money is going to art fairs

News is related to the contemporary art fair showcasing contemporary works which worth 100 million. This news' main purpose is to advertise the fair and compare the spend money over Cem Yılmaz and present it to the reader. The title of the article is quite interesting in this context. 'Cem Yılmaz visited the fair with his wife. While Yılmaz, measures the purchases from the fair as 'the kitchen costs', his wife Ahu Yağtu, said they are going to buy sculpture for their son Kemal.' In the news, Cem Yılmaz and the writer has a conversation on economy and Indian contemporary art views to refer Cem Yılmaz's Indian cartoons in Leman magazine. The news contains Cem Yılmaz's views about Turkish contemporary art and what he pays attention to when buying a piece of art¹⁷⁸.

Istanbul Modern's 10th Year Party

Party for the honor of 10 years founding of Istanbul Modern, held in Istanbul Modern's restaurant with the participation of the museum staff and supporters. Oya Eczacıbaşı makes a speech about the importance the museum for contemporary art in Turkey and

¹⁷⁷ Eroğlu U. (25 June 2008) Benimle sanat oynar mısın? www.radikal.com.tr

¹⁷⁸ Hatisaru, S. (23 November 2012) Bu ayki mutfak parası sanat fuarına gidiyor. www.milliyet.com.tr

contemporary art becoming a symbol of our own experiences. After Oya Eczacıbaşı's speech, participants continue music and entertainment¹⁷⁹.

Superstars has preferred Contemporary Art in 2012

News, speculatively aims to show Hollywood stars' interest in contemporary art and the money they spent on contemporary art and also can be seen as a call to Turkish collectors to take action. Because in the news, especially Brad Pitt and wife Angelina Jolie, popular stars as Kanye West and Roman Abramovich's fiancée Dasha Zhukova take place with their interest in contemporary art and their experiences. At the end of the news, world-famous businessman Richard Branson says, 'History does not remember the richest, but remembers those who spent money to change the communities, to raise their standard of livings'¹⁸⁰.

42 Maslak Project's TBWA Advertising Agency Creative Director President Assistant Ilkay Gürpınar Explained Art and Nested Life

Claimed to be one of Istanbul's largest and most ambitious project is the 42 Maslak Project's promotion of advertising agency, TBWA's creative director helps promote the project in the news, and shares with readers how they prepared and the solutions they developed. Ilkay Gürpınar says that the most exciting part was even though the project is a real estate, Mr. Construction insisted on putting art forward, while naming the project and preparing advertisements. In this context, they decided to do something unusual in the promotion of projects. Instead of using popular and widely used 3D models, they take photos at the construction site, and prefer to tell the project over the workers. First of all construction workers are covered with colorful artistic aspect instead of dirt, to describe what they do with colorful construction vehicles is amazing and never seen before. The purpose of doing this presentation is to turn the promotion into an event. They released the

¹⁷⁹ Yalçınkaya F. (20 November 2014) İstanbul Modern'den 10. Yaş partisi. www.milliyet.com.tr

¹⁸⁰ Süperstarlar 2012'de de çağdaş sanatı tercih etti. (2012 December) Artful Living, p.54

film to the internet, so that the clients see the understanding of art of the project.¹⁸¹

Art is Not for Art, Art is for Entertainment

Savas Özbey shares the last point that art has reached, with pretty hard expressions and examples, with the reader. The introductory sentence of the article; The endpoint in the ancient war, we care neither art, nor people. Art is for entertainment, after all. The author refers to the famous entertainment and art spots of Istanbul. He transmits its readers up to date with activities organized in places such as Lucca, La Boom, Elgiz / Project 4 L Museum where the arts and entertainment activities take place together. But these are not the kind of activities that everyone can participate, according to the author. It is necessary to be invited or possible to enter the party by SMS from your mobile. It is claimed that 150-200 people attend those parties, generally rich participants that their clothes are custom designed, sometimes even waiters paint their faces under the name of art and instead of serving dishes, they use palette.

The author also refers to the parties held at the gallery. Galleries prefer more bohemian places to party. Karaköy Restaurant, Zelda Zonco, Mama Shelter are a few of them. But really, if seeing a spectacular art party is required, Art Basel and Art Dubai is the best of them. At the end of the article the author refers to Damien Hirst's restaurant bar in London Pharmacy and art claims that time will show what would be classic¹⁸².

Contemporary art came to Bodrum with 2 million dollars villages.

News is about the village that is established by Ali Güreli, who regulated Contemporary Istanbul, and his contemporary art company in Bodrum that will host young artists and educate them. Bodrum is among the most important tourism regions of Turkey, with its unique beauty and colorful nightlife. Ali Güreli sets a village to this area with 8 sets apart-hotel, large gardens, a bar and pool. This hotel's the most important feature is hosting domestic and international contemporary artists in the residence. There are also two

¹⁸¹ 42 Maslak Projesi'nin reklam ajansı TBWA'nın kreatif direktör başkan yardımcısı İlkay Gürpınar sanatla iç içe yaşamı anlattı. (December 2012) Artful Living, p.86

¹⁸² Özbey,S. (23 March 2014) Sanat için değil, eğlence için sanat. www.hurriyet.com.tr

conference rooms in the hotel. According to Ali Güreli, this resort is made for young Turkish artists to produce art with artists from Europe and the United States. According to Güreli international cooperation is important. Finally, it is stated that hotel will absorb the expenses of foreign guest's housing, specified equipment and transportation¹⁸³.

The 'best of's of Biennial days

The main purpose of this article, is to inform the reader about the 13th International Istanbul Biennial's 'what's going on in the city' places, different from each other under the conceptual framework of the arts and entertainment. As it can be seen in the name of the article, author gathers his observations of the biennial as 'fun, popular, video, flirtatious' and does a ranking¹⁸⁴.

¹⁸³ Hatisaru,S. (07.August 2013) Çağdaş sanat Bodrum'a 2 milyon dolarlık köyle geldi. www.milliyet.com.tr

¹⁸⁴ Baştürk, O. (21 September 2013) Bienalli günlerin 'en'leri. www.yazargundemi.com

CONCLUSION

It is certain that today, the term entertainment, is difficult to define with the impact of the Internet. With the further development of technology in recent years, the curiosity to new experiences is increased and there are predictions like, arts will become indistinguishable with the other areas of culture (film, advertising, displays computer products, etc). Meanwhile, when we consider '24 hours living' cities such as New York, Istanbul, we see that the people's pratics of spending free time affect the art and culture economy. However, the importance of entertainment in the subjects of cultural production, consumption and social issues in recent years has taken a different form. Surely in this case, issues such as globalization, political reasons and also the development of technology resulted people to spend more time on entertainment.

In general sense, when we look at today's high art and entertainment concepts, it is seen that these two concepts reveal common studies, as in past years. However, an important factor is changing the balance than in the past. These factor is 'consuming' concept which is encountered just about everything nowadays. So today entertainment forms introduced into the art, has a driven structure of consumption and economy, instead of intelligence products that are questioning the aesthetic aspects of art forms in a political revolt content. Although the current rapprochement of arts and entertainment, is considered to derive future with new creative things, today, it is obvious that art is removed from the original mission today and boosted under concepts such as entertainment.

On the other hand, if we look at the situation in terms of the concept of contemporary art, we see that thought stands out rather than contemporary art aesthetics, art being degraded to the public, claiming that everyone is an artist, concepts such as the liquidation of the aesthetics, and degenerated contemporary art in order to spend a good time than ever in the past is seen to be associated with the concept. Like documenta 11 art curator Roger Buergel says, art is stuck in a system between entertainment, job and sensationalism.

Although contemporary art's intersection with financial and political issues is able to be proven by plenty related documents, it is still early to verify the situation in the context of

entertainment industry and contemporary art. But at least it can be said that; After 1980 as a result of the balance of political changing world and especially changing cultural politics in west, the world of contemporary art and entertainment industry in our country has been closer more than ever in the past, even increased after 2004.

Because art has been closer to the global tourism content in recent years as never before in the past. The clearest example I can give on this subject in our country is, the 'Art Party' concept that is settled into our lives. On the other hand, when we look at the statistics in our country in the last decade, it is seen that we are in an art festival era with EU and foreign capital-backed intense, even difficult to keep up with. Even though it seems like good news, it is a fact that many art projects cannot provide sustainability culturally. So what will their culture and arts activities bring today for the future of Turkey? Should we think of them as directing the history of culture, and decisive facts to be remembered or should it be remembered as a kind of spending leisure time and a part of entertainment world?

Today, many contemporary artists and contemporary art institutions continue its activities as in the past, despite the intervention and prevention of the sovereign power of the art market. But the rapidly nesting concepts of art and entertainment and the normalization, seem like transforming into economic and political pressures to the artists in the future. In this context, Marcel Duchamp's 'The Greatest artists of tomorrow will be underground' saying and Guy Debord's 'The Comments on The Society of the Spectacle' book, which is published in 1988, after 20 years from his famous work 'The Society of the Spectacle', it is claimed that now whatever art does, you have to admit that you can not escape from yielding to spectacle.

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