

PASCAL



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PASCAL

**NON-CIRCULATING**

University of Colorado at Boulder



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[ Shopping at the big store ]

A WRITTEN STATEMENT

by

Jonathan E. De Preter

B.A., California State University, 1974

A thesis submitted to the faculty of the Graduate  
School of the University of Colorado in partial  
fulfillment of the requirements for the degree of  
Master of Fine Arts

Department of Fine Arts, Creative Art

1980

This Thesis for the Master of Fine Arts Degree by

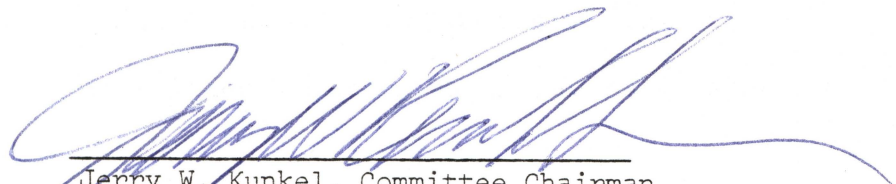
Jon de Preter

has been approved for the

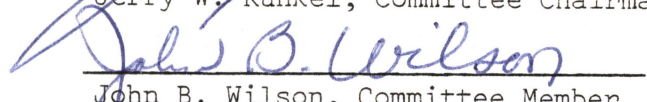
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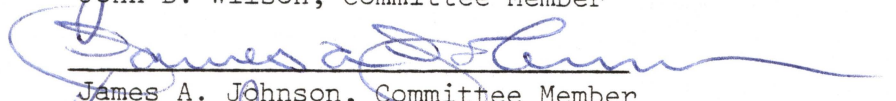
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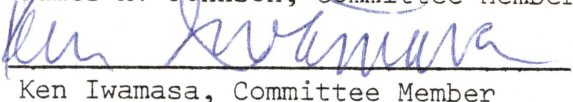
Jerry W. Kunkel, Committee Chairman



John B. Wilson, Committee Member



James A. Johnson, Committee Member



Ken Iwamasa, Committee Member

Date 11-30-80

I am for an art that grows up not knowing  
it is art at all.... for art that embroils  
itself with the everyday crap and still comes  
out on top....

- Claes Oldenburg

"Shopping at the big store" reflects my interests in contemporary developments in sculpture and "site" works, both in a physical and cultural sense.

These developments have evolved within the on-going dialogue of sculpture and its relationship to space; both the object's and the viewer's space; and the environment surrounding both of them.

I am concerned with objects that refer to a broader field than their own physical and cultural dimensions. Objects that refer to and utilize the space and activity surrounding them. An art of street corner signs and antennas.

The "revolving doors" piece in the show uses mirrors to reflect literally the motion and space around it. It also seems to dislocate the viewer, who then must call to attention the area around him to locate the space contained "in" the piece and his own relationship to it. I enjoy that, as it allows the viewer more of a role as participant, without forcing him to participate. It's painted all tan to look inconspicuous, more sneaky. A perfect item for a busy lobby.

The corner door also works in a similar way--as if, placed in a house (the one in the show is a display model), it would hopefully

call attention to the two walls forming the corner and change our spacial involvement with the whole room. This would extend our perceptual field beyond the door to the space surrounding the door, to the room which surrounds us.

Besides physical space though, there is a cultural space that surrounds all art objects. This is usually the art gallery and all the social and cultural trappings contained within it.

Ideally, a lot of the scenes or departments within "shopping at the big store" would be presented in an actual store. The "Home Furnishings" department, if placed in the furniture section of a large store, would hopefully not only draw attention to itself, but would refer to the furniture around it, the real stuff we buy, and to the site itself.

The same would be true of the "Office Supplies", if placed in the storefront of an office supply store. By being taken out of the context of the art gallery its social, cultural, and aesthetic functions would be re-examined. It would be defined in terms of its surroundings, which in this case would be the other office supplies, the business world, etc.

Much as the corner door works spacially with the room, the briefcases, filing cabinet, and furniture would work with the culture and social functions surrounding them.

Also, I like to make objects that we can touch, carry, sit on, walk through, and walk with. An art to pick up, open up, and wind up. An art to walk within and carry down the street. A responsive art, an art of participation and collaboration. An art that calls to view

our own activities.

I made all the attempts to change the gallery into a store, because I didn't want the objects to be too precious; but to be more like what already exists around us, both spacially and culturally. The image of the store allows the people inside it to shop and compare. Pick up, walk through, laugh at, make fun of--this is all part of shopping at the big store.

I enjoy the public and topographical qualities of the store image. I enjoy art from the neighborhoods, art from cultures and classes, art that speaks of the people, places, and things that surround it and are part of it.

My feelings about art and "shopping at the big store" are reflected in this quote from the "Image of the City" by Kevin Lynch:

".... moving element in a city, and, in particular, the people and their activities, are as important as the stationary physical parts.... we are not simply observers of this spectacle, but are ourselves a part of it...."

I personally feel this is an exciting, energetic, and expansive time for people and for art.

The biggest store is everywhere.

In partial fulfillment of the requirements

for the degree Master of Fine Arts

Jon de Preter

has submitted this written thesis

as a supplement to the creative thesis

and slides

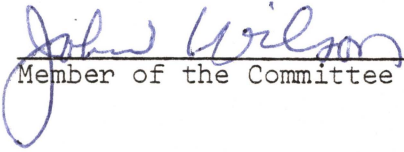
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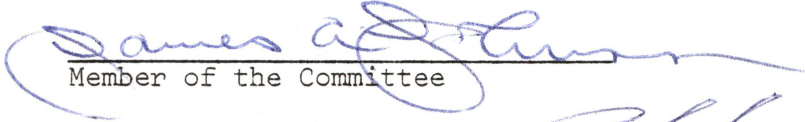
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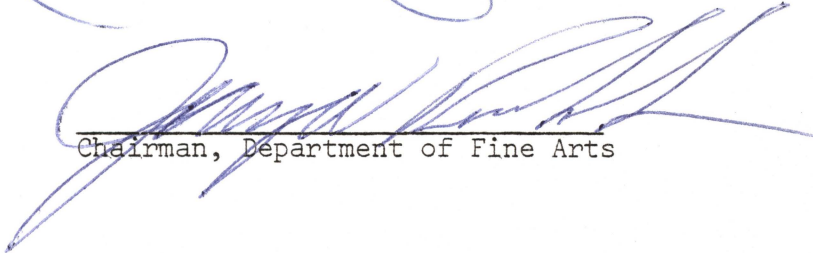
Department of Fine Arts

Approved by

  
Chairman of the Committee

  
Member of the Committee

  
Member of the Committee

  
Chairman, Department of Fine Arts



SLIDES

- |    |                             |   |
|----|-----------------------------|---|
| 1. | "Shopping At The Big Store" | Xerox/Magic Marker                                  |
| 2. | "Home Furnishings"          | Windows, shades,<br>chairs, table,<br>contact paper |
| 3. | "Home Furnishings"          | Detail  |
| 4. | "Office Supplies"           | Mixed Media   |
| 5. | "Office Supplies"           | Detail (Chalk-<br>board briefcase                   |
| 6. | "Doors & Window Department" | Installation view                                   |
| 7. | Installation View           |   |



