

A COMPARATIVE STUDY OF PREFERENCE OF KITSCH, MINIMALISM, AND INDIAN FOLK ART AMONG LIFESTYLE OF YOUNG ADULTS

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Abstract

Kitsch and minimalism are two types of art forms which are complete opposite of each other. Kitsch is quirky, out of the box and overboard with emotions while on the other hand minimalism is subtle, simplified, reduced to its basic form. Indian folk art is a third category which influence on a person's lifestyle as most of the Indian people prefer ethnicity in their homes as it keeps them closest to their roots. The aim of the study was to find out the preference of kitsch, minimalism, and Indian folk art among lifestyle of young adults. The total sample was selected to be 155 out of which, 60 fashion students were selected from the UIFT, Panjab University; 40 students were selected from NIIFT, Mohali and 40 students were selected from home science college, Sector 10, Chandigarh, to fill the first questionnaire. A second questionnaire was prepared with suitable items which were filled by brands working with the chosen art forms in Chandigarh. The survey concluded that Minimalism is the most preferred art form among young adults as it is good for casual wear and gives preference to comfort followed by Indian folk art and the kitsch. Indian folk art has a bright future in Indian fashion market but Kitsch is least favoured and thought to be least suitable for suitable for Indian fashion market. It seems to do well in accessory section and home furnishing but because it's flashy, it tends to gain attention.

Key Words: *Kitsch, Minimalism, Indian Folk Art & Lifestyle*

INTRODUCTION

KITSCH- Kitsch is something which is used to portray a sentiment of distorted sentimentality or show. With kitsch you're never completely realize that it ought to be totally serious or not. Kitsch is something dull, mass made, copied, imitated, unquestionably uproarious, nostalgic, misrepresented, over-the-top, modest, over-bright. Segments of genuine kitsch consolidate the maltreatment of awe-inspiring tints, glimmering metals, smart slangs, commended talked, which are combined into the structure. **MINIMALISM-** Against the formal excesses and rough emotionalism of calculated expressionism, the specialists of irrelevant workmanship attempted to focus thought on the thing as an article, lessening its recorded and expressive substance to indisputably the base. The usage of successive redundancies added to their goal. Minimalism is normally deciphered as a reaction against Abstract expressionism and a framework to post-immaterial workmanship practices Minimal. The Minimalists got the point of view that an art should not insinuate something other than itself.

INDIAN FOLK ART- Run down beginning with one age then onto the following, Indian folk art is so far exists in various parts of the country. Being socially extraordinary and undeniable, a combination of expressive arts have progressed consistently; some impeccable by modernization, some changing in accordance with new paint tints and materials.

OBJECTIVES OF THE STUDY:

1. To Study the awareness of young adults towards the chosen art forms i.e. kitsch, minimalism and Indian folk art.

2. To find out the buying behavior of young adults towards the lifestyle products incorporating kitsch, minimalism and Indian folk art.
3. To study the preference of lifestyle products between kitsch, minimalism and Indian folk art among young adults.
4. To compare the preference of customers of selected kitsch, minimalist and Indian wear brands towards apparels, accessories, home furnishing products, household products and footwear.

RESEARCH QUESTIONS:

1. Which of the chosen art forms i.e. kitsch, minimalism and Indian folk art is most familiar to the young adults?
2. Which category of lifestyle products incorporating kitsch, minimalism and Indian folk art are mostly bought by the young adults?
3. Which of the selected art form i.e. Kitsch, Minimalism and Indian art form, is mostly preferred by young adults of Chandigarh?
4. Which of the chosen art forms i.e. kitsch, minimalism and Indian folk art is mostly preferred by customers, in respect to different categories of lifestyle products i.e. apparels, accessories, home furnishing products, household products and footwear.

REVIEW OF LITERATURE

Studies on KITSCH Art Form:

Rugg (2002) analysed that if works of art were judged democratically, that is, according to how many people like them, kitsch would easily defeat all its competitors. Yet, despite its status as a source of pleasure for a mass audience, kitsch is typically considered a negative product and used as a pejorative statement. It is seen as a type of creation that reaffirms rather than challenges the collective norm, a source of sheer entertainment in opposition to the elevated perception generated by high art. Kitsch tends to mimic the effects produced by real sensory experiences, compare simulation, presenting highly charged imagery, language, or music that triggers an automatic, and therefore unreflective, emotional reaction.

Svensk (2006) Her interest in this folk story and of figurines and decorative style, has led her to research kitsch: its creation, influences and connection to folk story. Her design research gives the impression that postmodernism has corrupted art in the modern era. Researching kitsch has caused her to question her taste and how she defines beauty. However, she refuses to believe that kitsch is entirely negative, and only for commercial use.

Stewart (2015) examined the theoretical concept of contemporary kitsch within a creative practice that incorporates sculptural and installation art. Kitsch is a distinct aesthetic style. This research critically examined the way in which contemporary kitsch now plays a vital and positive role in social and individual aesthetic life. Although there are conflicting points of view and distinct variations between recent cultural commentators on what kitsch is, there is a common sentiment that “the repetitive qualities of kitsch address a general problem of modernity”.

Studies on MINIMALISM Art Form:

VanEeno (2011) His paper considers why understanding of the concept of minimalism is not only necessary but also useful. The principle of Minimalism is proposed as being a useful theoretical tool which supports a more differentiated understanding of reduction, and thus creates a standpoint that allows the definition of simplicity in its various aspects. Minimalism can therefore be interpreted as a meaning far beyond the world of art where it was first used. It means a user-centric approach to all things, whether painting a canvas, designing a car or producing a piece of computer software. It attempts to support users as they attempt to accomplish their task. Minimalism is the possibility to get rid of the too much noise and focus on the essence. With less noise, we can access the freedom we are in need of, that is, a freedom of interpretation. Minimalism is not an idea, but a fact. Minimalism has also a dark

side. Indeed, it has spread to a variety of fields to influence our life, but it has also been overused. Looking back to the multitude of artwork (design, music, fashion, painting and installation) that take their source in Minimalism, it could be hard to understand when one says - as many have: "Minimalism is dead".

Porwal (2014) Her article attempted to introduce a significant purpose to explore the gap between, and improbable proximity of, abstract expressionism and minimalism. The resulting work is characterized by extreme simplicity of form and a deliberate lack of expressive content. Minimal Art emerged as a trend in the late 1950s and flourished particularly in the 1960s and 1970s. It is also referred to as ABC art, literal art, literalism, reductivism, and rejective art. The main principle is that not the artist's expression, but the reality of work is its medium and materials. Or we can say: a work of art should not refer to anything other than itself. As minimalist painter Frank Stella once said, "What you see is what you see". In 1929, the Ukrainian author David Burlyuk wrote, "Minimalism derives its name from the minimum of operating means. Minimalist painting is purely realistic—the subject being the painting itself."

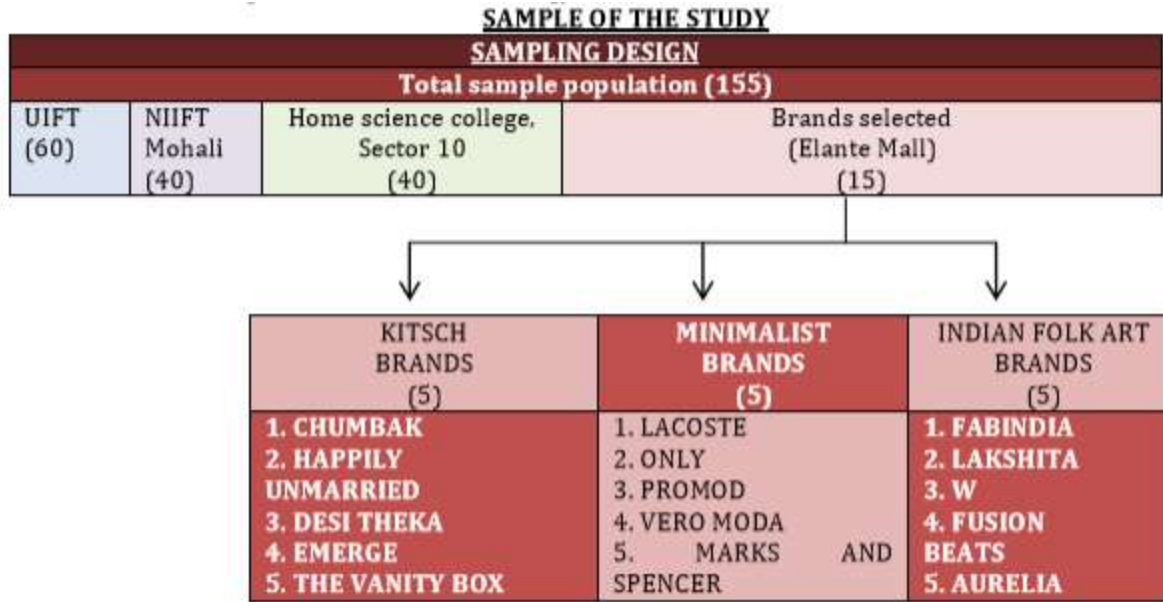
Mckay (2014) stated that Minimalism is a great thing, just not when taken to extremes. Most of the great men from history knew what they needed and enjoyed. They accumulated things that were both practical and simply brought them pleasure. They bought things that were well-made and wouldn't have to be replaced over and over. They didn't hoard or surround themselves with junk. They didn't go overboard and stretch their budget to keep up with the Joneses. But they were minimalists where it mattered: in paring down the time-wasters and soul-suckers that would hold them back from creating a rich, manly legacy.

Studies on INDIAN FOLK ART:

Vaidya (2008) The purpose of her research and the corresponding project was to explore and interpret the qualities of the traditional art form of Indian miniature paintings into a digital, time based medium. These are beautiful, finely-drawn paintings with rich detailed patterns and striking bold colours. Intricately and meticulously drawn, they employ an alternative means of representation distinctly different from a conventional lens-based perspective. The project demonstrates how a consistent yet different visual look can be achieved that retains the richness and visual expression of the traditional painting style through the use of new technology.

Patil (2017) documented a study on the traditional art of painting, from Maharashtra (India). The data was collected with the help of personal interviews of Warli artisans. The study deals with the history, use of raw materials, technique and themes used in Warli Paintings in the context of the role of local artisans of Jawhar and Dahanu town of Maharashtra. The study focuses on the paintings of Warli with special emphasis to the present scenario of Warli painting and to study its evolution from the past to present & adaptation of these traditional paintings on home textiles and Apparels which is creating future for artisans and happiness to the customers.

Sodhietal. (2016) conducted a study to strengthen creativity by exploring the possibility of fusion of traditional motifs of Warli painting for Aari work. The concept behind the theme was to create new range of textile designs by maintaining the beauty and originality of traditional painting as well as Aari work. In this study motifs were collected through secondary sources and fifteen motifs were selected by expert's preferences for development of designs. Two designs for each selected motifs of the painting were developed using CAD. Thirty designs were developed from fifteen selected motifs using CAD. Three developed designs were selected on the basis of expert's preferences for adaptation to Aari work. Samples of selected Warli painting designs were prepared with Aari work. The prepared samples were got assessed by the experts and consumers in terms overall appeal, cost acceptability and suitability of designs to Aari work. It was found that the respondents had very high opinion about the developed designs. The cost of prepared samples of Warli painting was highly acceptable by the majority of the respondents. The work done in the form of prepared samples was appreciated and preferred for application on wide range of articles. Thus, the motifs explored from Warli painting were highly acceptable for product development as variety of designs can be created through the use of CAD technology.



TOOLS AND TECHNIQUES

1. A structured questionnaire of 25 items, to study the preference among the three chosen art forms i.e. kitsch, minimalism and Indian folk art was developed by investigator.
2. A structured questionnaire of 15 questions, to know the buying behavior of the customers for i.e. kitsch, minimalism and Indian folk art was developed by investigator.

ANALYSIS AND INTERPRETATION OF THE DATA:

TABLE 1.1

AWARENESS OF KITSCH, MINIMALISM AND INDIAN FOLK ART

ARTFORMS	YES	%	NO	%	MAYBE	%
KITSCH	45	32.14%	57	40.71%	38	27.14%
MINIMALISM	78	55.71%	29	20.71%	33	23.57%
INDIAN FOLK ART	136	97.14%	4	2.85%	0	0%



FIGURE 1.1

INTERPRETATION

97.14% of young adults are familiar with various Indian ethnic forms as compared to minimalism art (55.71%) and kitsch art (32.14%). 40.71% of students are not aware of the term ‘kitsch’ and 20.71% does not what minimalism art is. 2.85% of young adults are not familiar with various art forms of India. 27.14% and 23.57% of students are confused if they know about Kitsch and Minimalism respectively.

TABLE 1.2

PREFERENCE OF ARTFORM AMONG THE KITSCH, MINIMALISM AND INDIAN FOLK ART

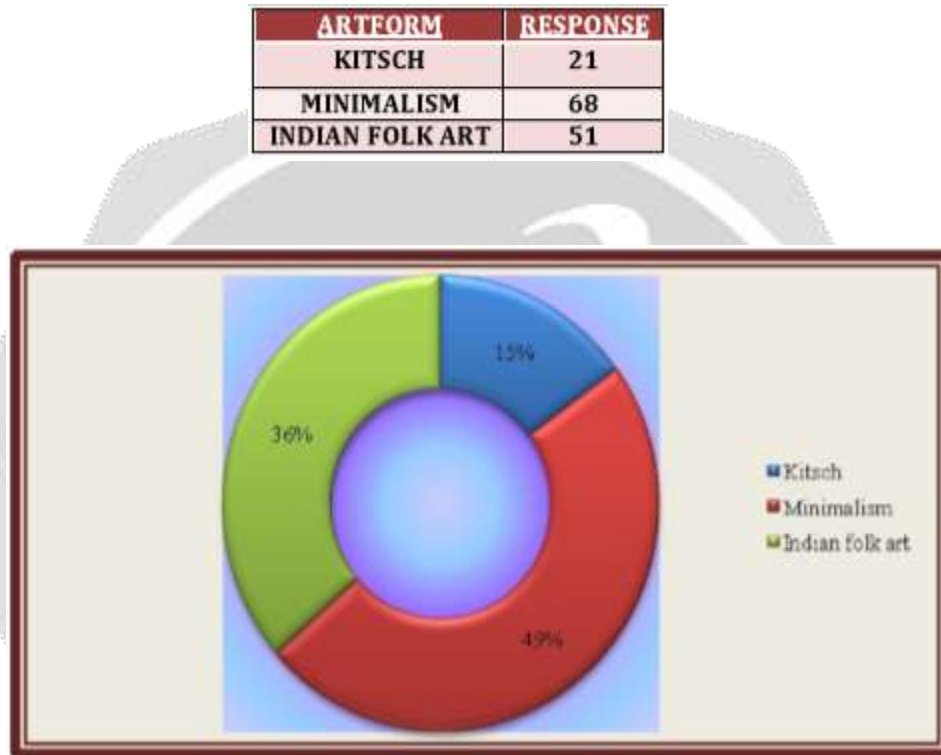


FIGURE 1.2

MOST PREFERRED ARTFORM			
	Observed N	Expected N	Residual
KITSCH	21	46.7	-25.7
MINIMALISM	68	46.7	21.3
INDIAN FOLK ART	51	46.7	4.3
Total	140		

	VAR00003
Chi-Square	24.271 ^a
df	2
Asymp. Sig.	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 46.7.	

INTERPRETATION

According to the above chart, 49% of young adults prefer minimalism art form over Indian folk art (36%) and kitsch (15%). Also, P value (0.0001) < 0.05 Hence it means here is significant different which further means all three art forms i.e. kitsch, minimalism and Indian folk art are not equal. All three art forms have their individual distinctive styles which makes them unique.

TABLE 1.3

CATEGORIES OF PRODUCTS MOSTLY PREFERRED BY CONSUMERS OF THE CHOSEN BRANDS

CASE PROCESSING SUMMARY						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ART FORMS * CATEGORIES	15	100.0%	0	0.0%	15	100.0%

ART FORMS-CATEGORIES CROSSTABULATION

CASE PROCESSING SUMMARY						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ART FORMS * CATEGORIES	15	100.0%	0	0.0%	15	100.0%

ART FORMS	Apparels	Home Furnishing	Accessories	Household Products	Total
KITSCH	1	0	4	0	5
MINIMALISM	3	0	0	2	5
INDIAN FOLK ART	2	3	0	0	5
TOTAL	6	3	4	2	15

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.000 ^a	6	.004
Likelihood Ratio	20.822	6	.002
Linear-by-Linear Association	1.300	1	.254
N of Valid Cases	15		
a. 12 cells (100.0%) have expected count less than 5. The minimum expected count is .67.			

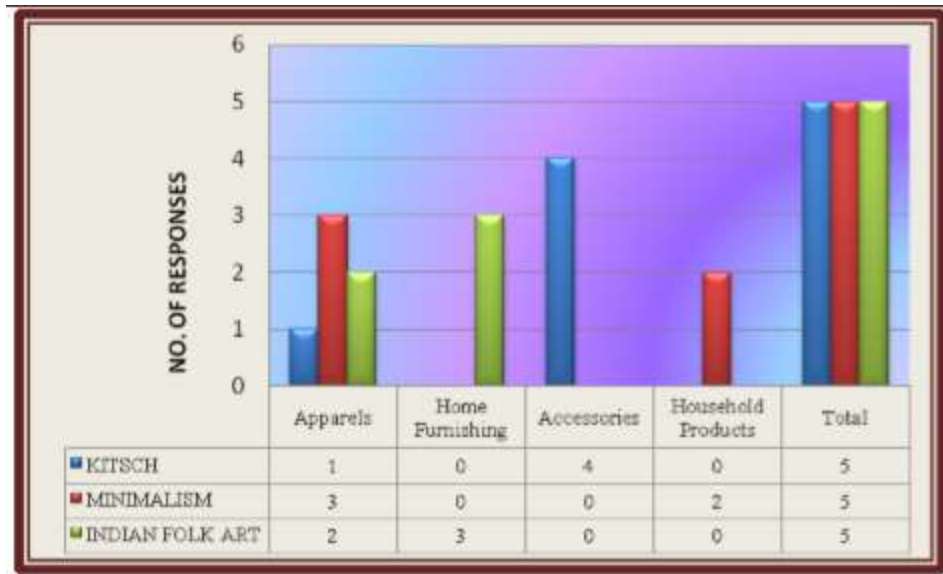


FIGURE 1.3

INTERPRETATION

$p(0.004) < 0.05$ reveals that there is significant difference between the selected art forms i.e. kitsch, minimalism and Indian folk art and different categories of lifestyle products. The table -1.3 shows that:

- Accessories are the most preferred category of products for kitsch.
- Apparels are mostly preferred for minimalism art form.
- And for Indian folk art, home furnishing products are mostly preferred.

CONCLUSIONS:

According to the analysis of the survey conducted, most of the students are familiar with minimalism and Indian folk art as compared to kitsch art. Minimalism is the most preferred art form among others as it is good for casual wear and gives preference to comfort followed by Indian folk art and the kitsch, which tends to get over-expressive. Although Indian folk art seems to have a brightest future among Indian fashion market. Kitsch seems to do well in accessory section and home furnishing because it's flashy, it tends to gain attention. Out of three chosen art forms, Indian folk art is most easily spotted by sample population at places around them followed by minimalism and lastly kitsch. Designers keep on reviving old ancient Indian art forms and incorporate them in their designs, which give inspiration to whole fashion market. Thus, Indian folk art is widely seen in market.

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