

FORM?
CONTENT?

Everything we might say about an artwork that is not neutral description of aesthetic properties is an attribution of content. If there is no such thing as neutral description, then all statements about art works involve attributions of content, whether acknowledged or not.

– Thomas McEvilley,
"Thirteen Ways of Looking at a Blackbird"

To bring design out from under the thumb of content we must go one step further and observe that treatment is, in fact, a kind of text itself, as complex and referential as any traditional understanding of content.

form = (a type of) content

1. Content that arises from the aspect of the artwork that is understood as representational





Relief with Enthroned Ruler, Chakalte' (Guatemalan or Mexican, active ca. A.D. 750-800), late 8th century



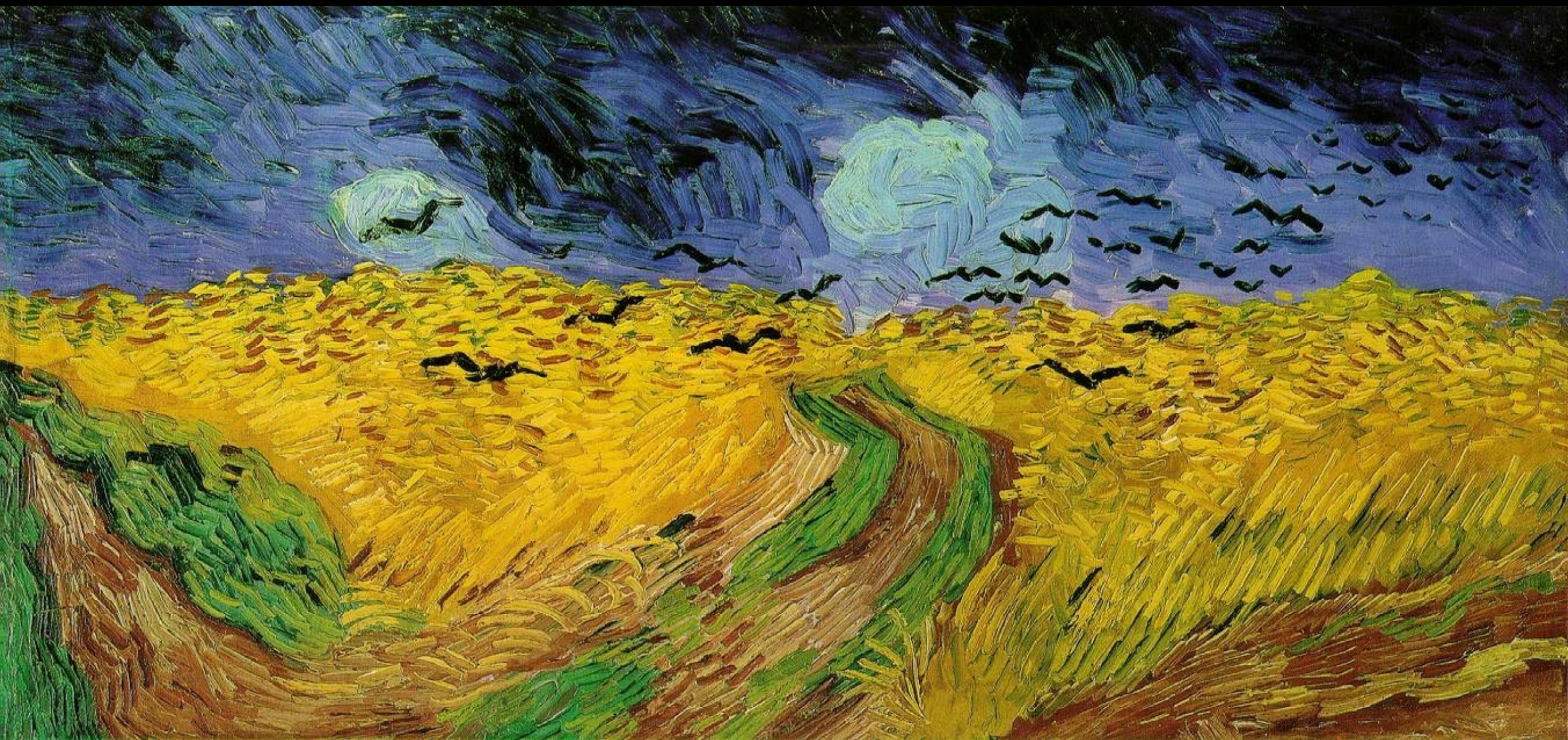
Vessel, Mythological Scene, 7th–8th century
Geography: Guatemala, Mesoamerica

2. Content arising from verbal supplements





Henri Félix Emmanuel Philippoteaux, The Battle of Waterloo: The British Squares Receiving the Charge of the French Cuirassiers, 1874,



Van Gogh, Wheatfield with Crows, 1890



This is the last picture that Van Gogh painted before he killed himself





Mick Jagger and Brian Jones going home satisfied after composing 'I can't get no satisfaction'





Herr and Frau Einstein shortly after the conception of their son, the genius Albert



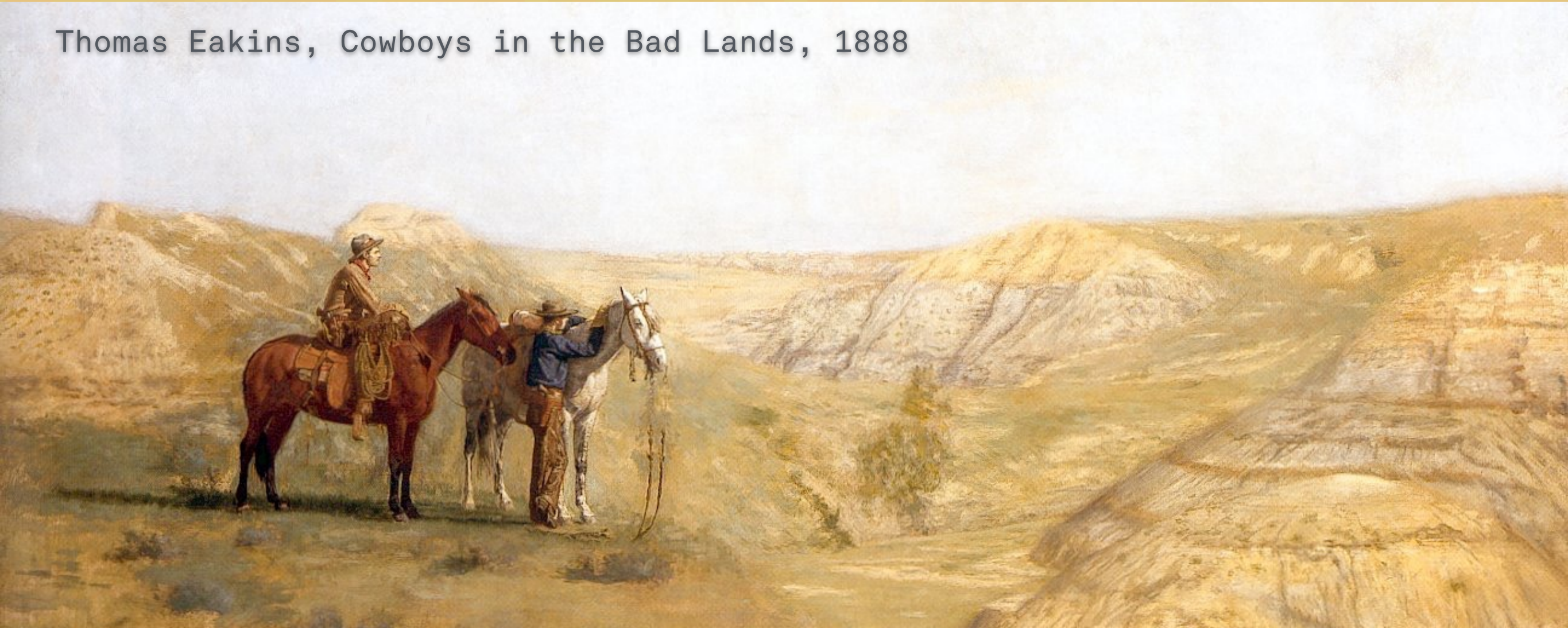
Fischli and Weiss, Suddenly this Overview, 1981/2006

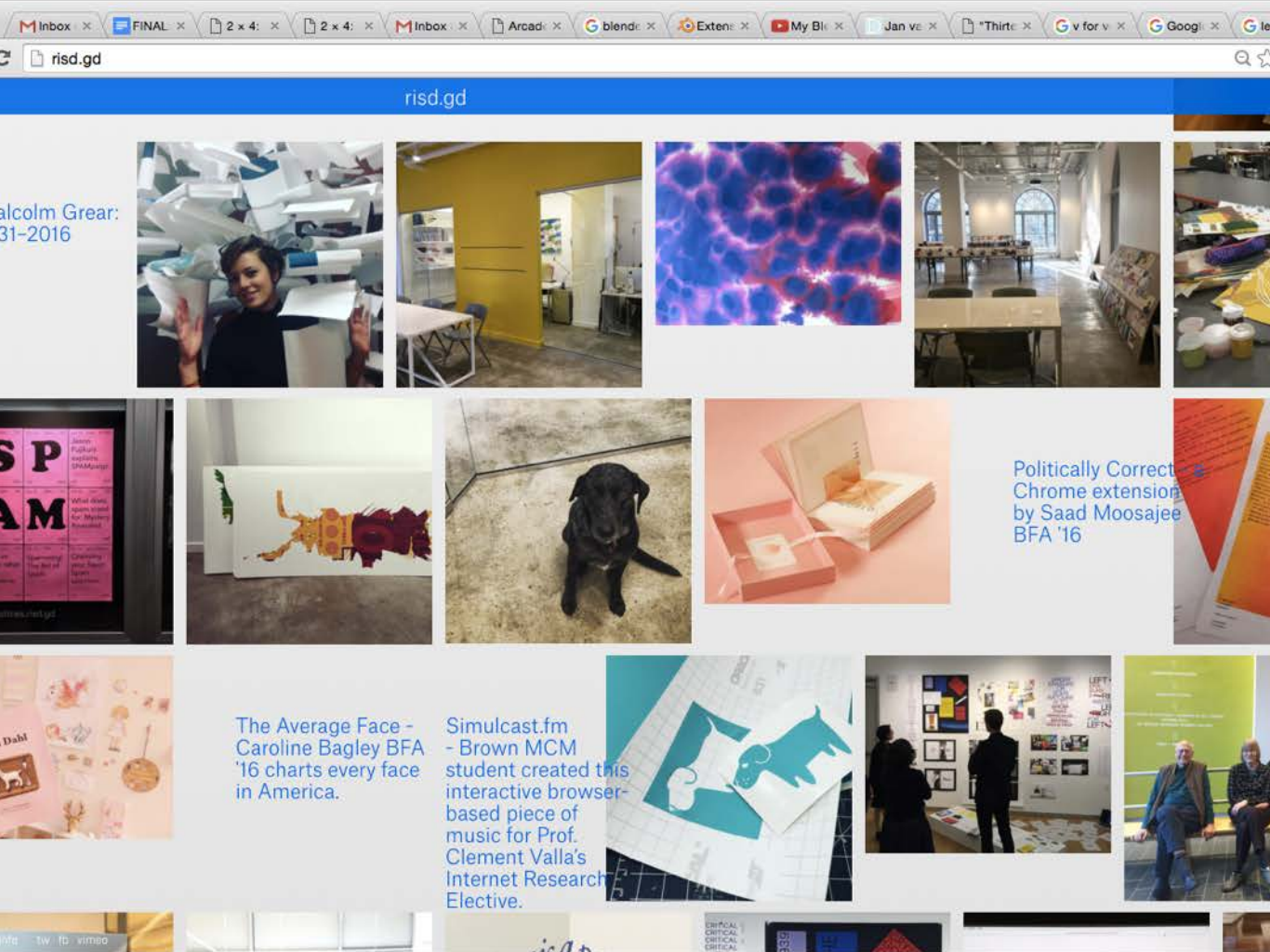
3. Content arising from the genre or medium of the artwork

Mark Essen, Cowboy Ana, 2008, still image from 32-bit video game



Thomas Eakins, Cowboys in the Bad Lands, 1888





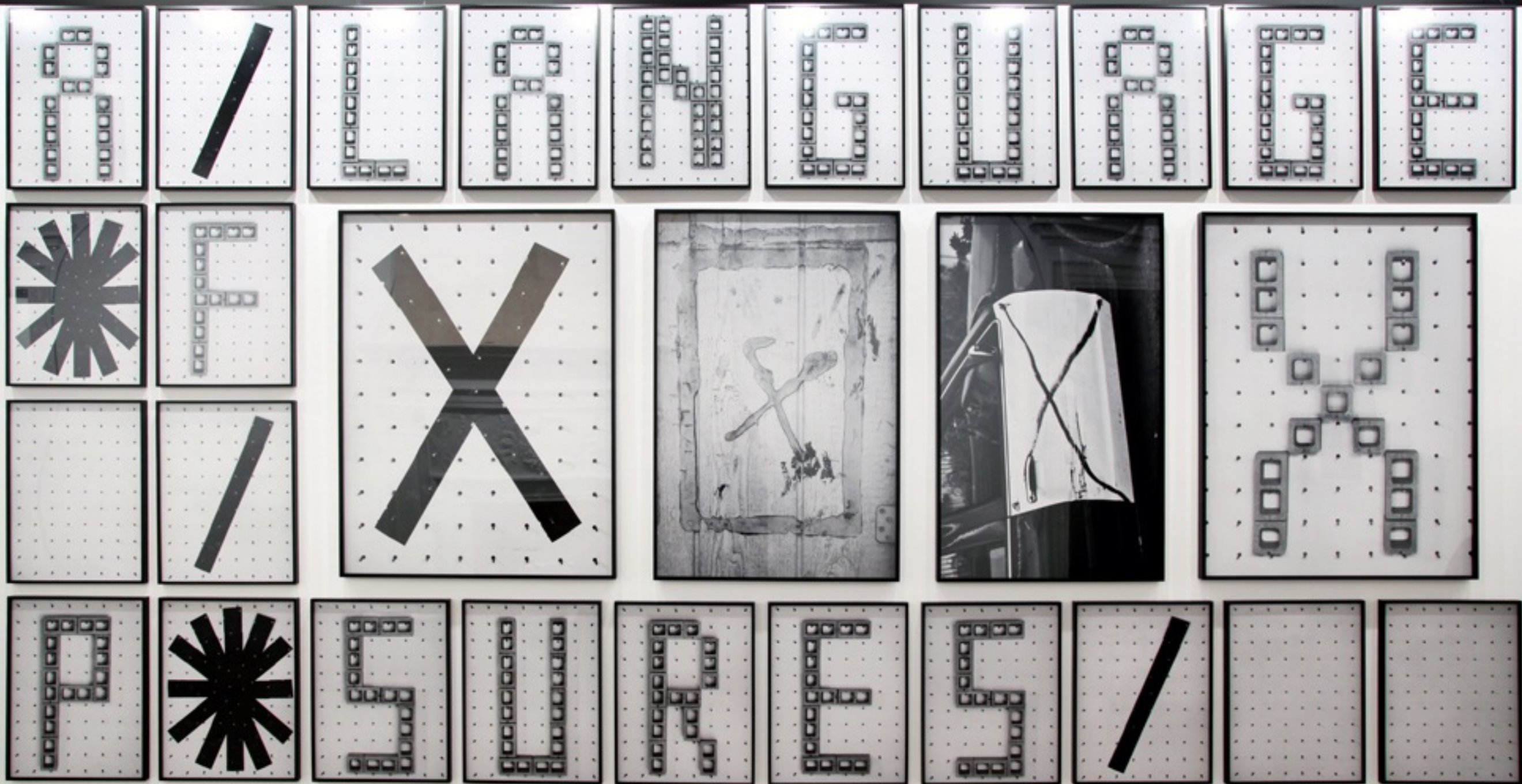
4. Content arising from the material of which the artwork is made



Michelangelo, David, 1501-1504



Janine Antoni, Lick and Lather, 1993-1994



Shannon Ebner, The electric comma (A language of exposures) 2011



Thomas Hirschhorn, Gramsci Monument, 2013

1993

United States Affairs
World Affairs
Pop Culture & Entertainment
Arts & Sciences

JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



JULY



AUGUST



SEPTEMBER

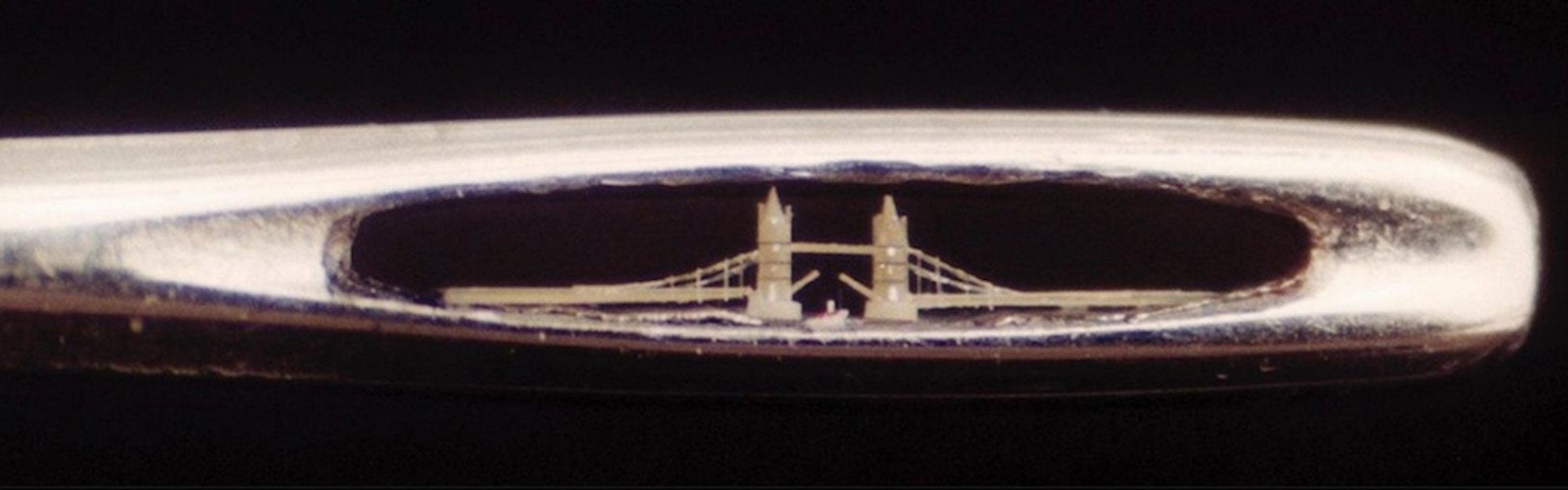


This Is Our Work, 1993 Timeline, Whitney Museum, 2013

5. Content arising from the scale of the artwork



Richard Serra, Backdoor Pipeline, 2010



Willard Wigan

PLACED

JUST BELOW

ABOVE THE HORIZON

M

Water Piece

Listen to the sound of the under-
ground water.

1963 spring

M

Earth Piece

Listen to the sound of the earth
turning.

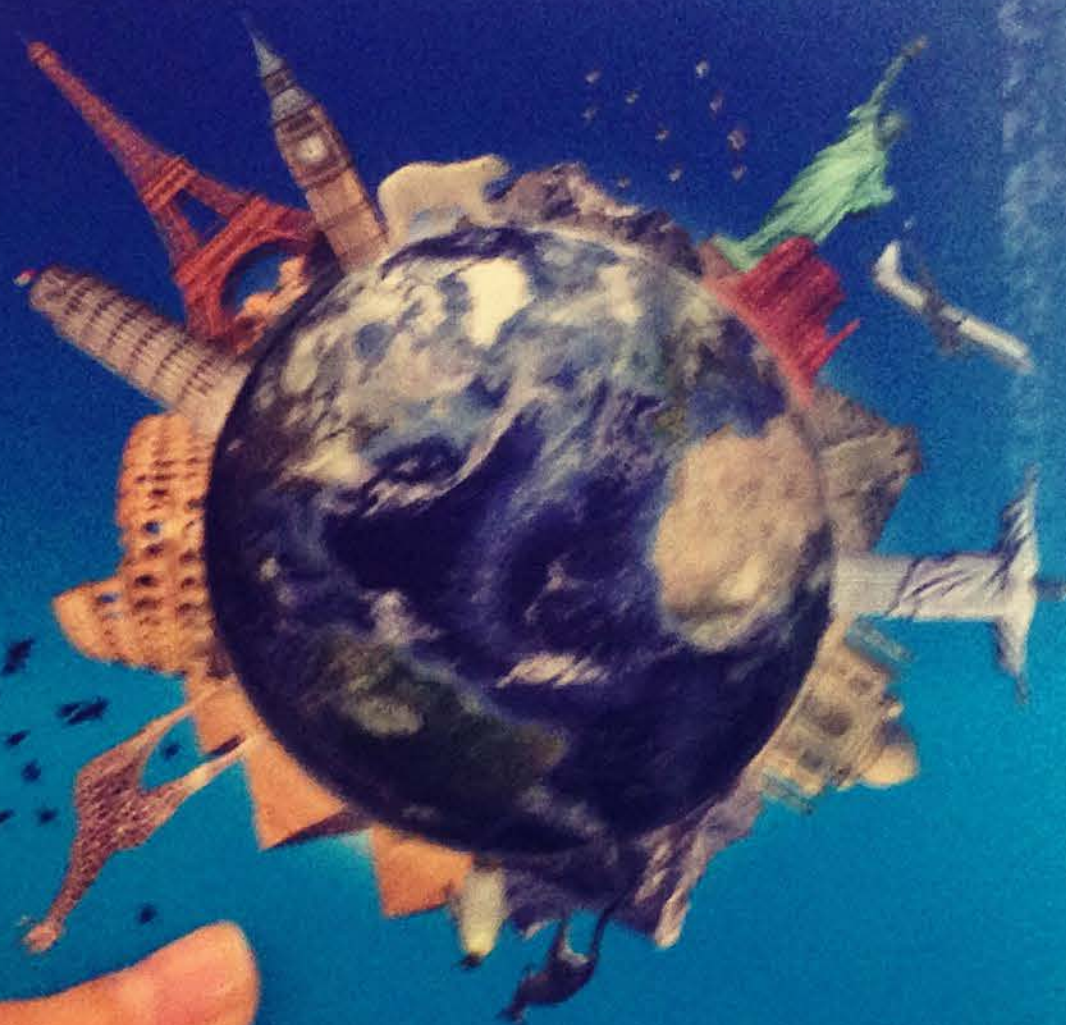
1963 spring



The Klencke Atlas

lonely planet

The World



Traveller's Guide to the Planet

6. Content arising from the temporal duration of the artwork



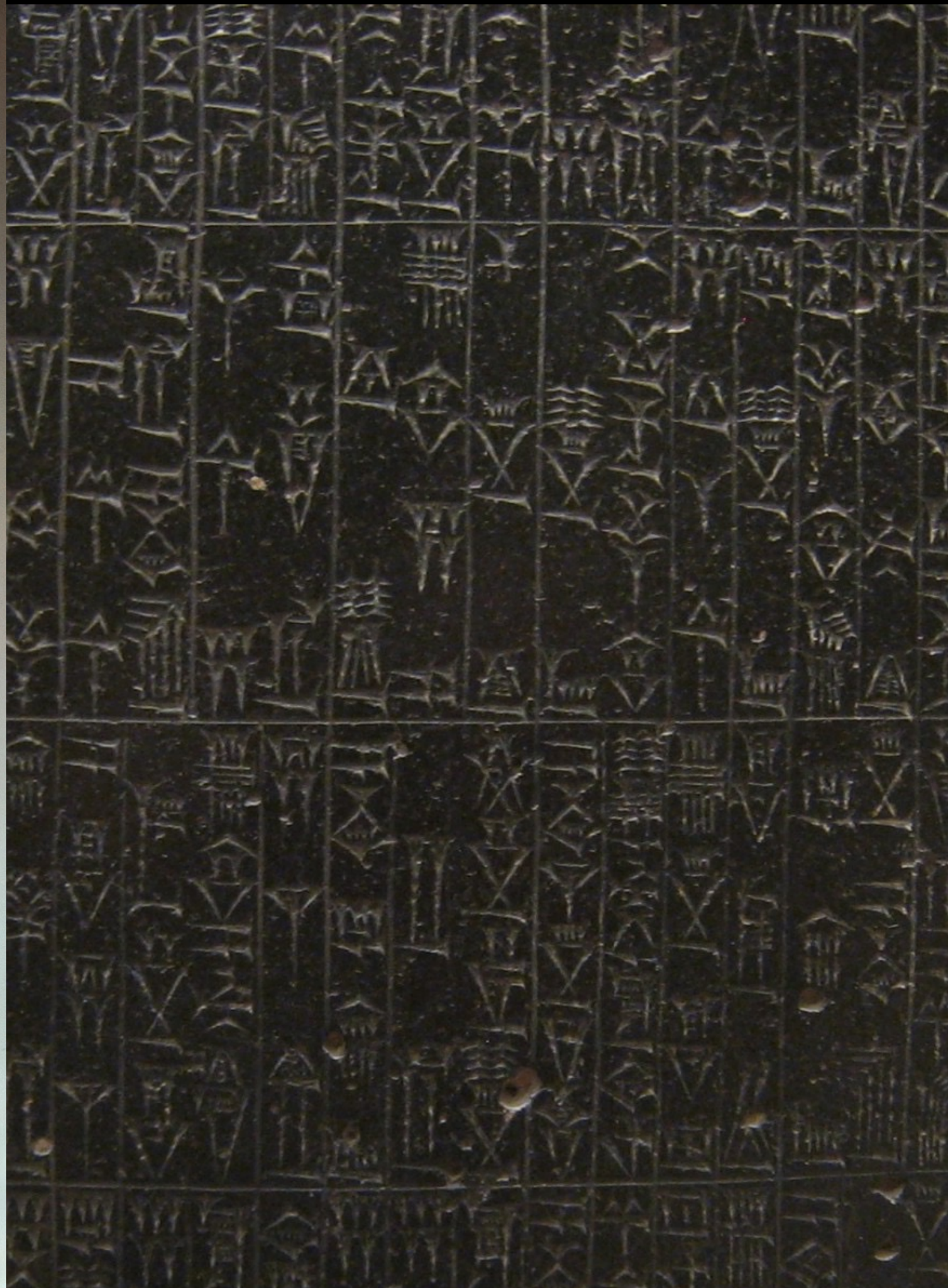
Abu Simbel Temple of King Ramses II, 1264 - 1244 BC



Andy Goldsworthy, Touching north, North Pole, 1989



Code of Hammurabi, 1754BC



"All the News
That's Fit to Print"

The New York Times

LATE CITY EDITION

Weather: Rain, warm today; clear tonight. Sunny, pleasant tomorrow. Temp. range: today 80-86; Sunday 71-86. Temp.-Hum. Index yesterday 69. Complete U.S. report on P. 50.

VOL. CXVIII. No. 40,721

© 1969 The New York Times Company.

NEW YORK, MONDAY, JULY 21, 1969

X

10 CENTS

MEN WALK ON MOON

ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

Voice From Moon: 'Eagle Has Landed'

EAGLE (the lunar module): Houston, Tranquility Base here. The Eagle has landed.

HOUSTON: Roger, Tranquility, we copy you on the ground. You've got a bunch of guys about to turn blue. We're breathing again. Thanks a lot.

TRANQUILITY BASE: Thank you.

HOUSTON: You're looking good here.

TRANQUILITY BASE: A very smooth touchdown.

HOUSTON: Eagle, you are stay for T1. [The first step in the lunar operation.] Over.

TRANQUILITY BASE: Roger. Stay for T1.

HOUSTON: Roger and we see you venting the ox.

TRANQUILITY BASE: Roger.

COLUMBIA (the command and service module): How do you read me?

HOUSTON: Columbia, he has landed Tranquility Base. Eagle is at Tranquility. I read you five by. Over.

COLUMBIA: Yes, I heard the whole thing.

HOUSTON: Well, it's a good show.

COLUMBIA: Fantastic.

TRANQUILITY BASE: I'll second that.

APOLLO CONTROL: The next major stay-no stay will be for the T2 event. That is at 21 minutes 26 seconds after initiation of power descent.



A Powdery Surface Is Closely Explored

By JOHN NOBLE WILFORD

Special to The New York Times

HOUSTON, Monday, July 21—Men have landed and walked on the moon.

Two Americans, astronauts of Apollo 11, steered their fragile four-legged lunar module safely and smoothly to the historic landing yesterday at 4:17:40 P.M., Eastern daylight time.

Neil A. Armstrong, the 38-year-old civilian commander, radioed to earth and the mission control room here:

"Houston, Tranquility Base here. The Eagle has landed."

The first men to reach the moon—Mr. Armstrong and his co-pilot, Col. Edwin E. Aldrin Jr. of the Air Force—brought their ship to rest on a level, rock-strewn plain near the southwestern shore of the arid Sea of Tranquility.

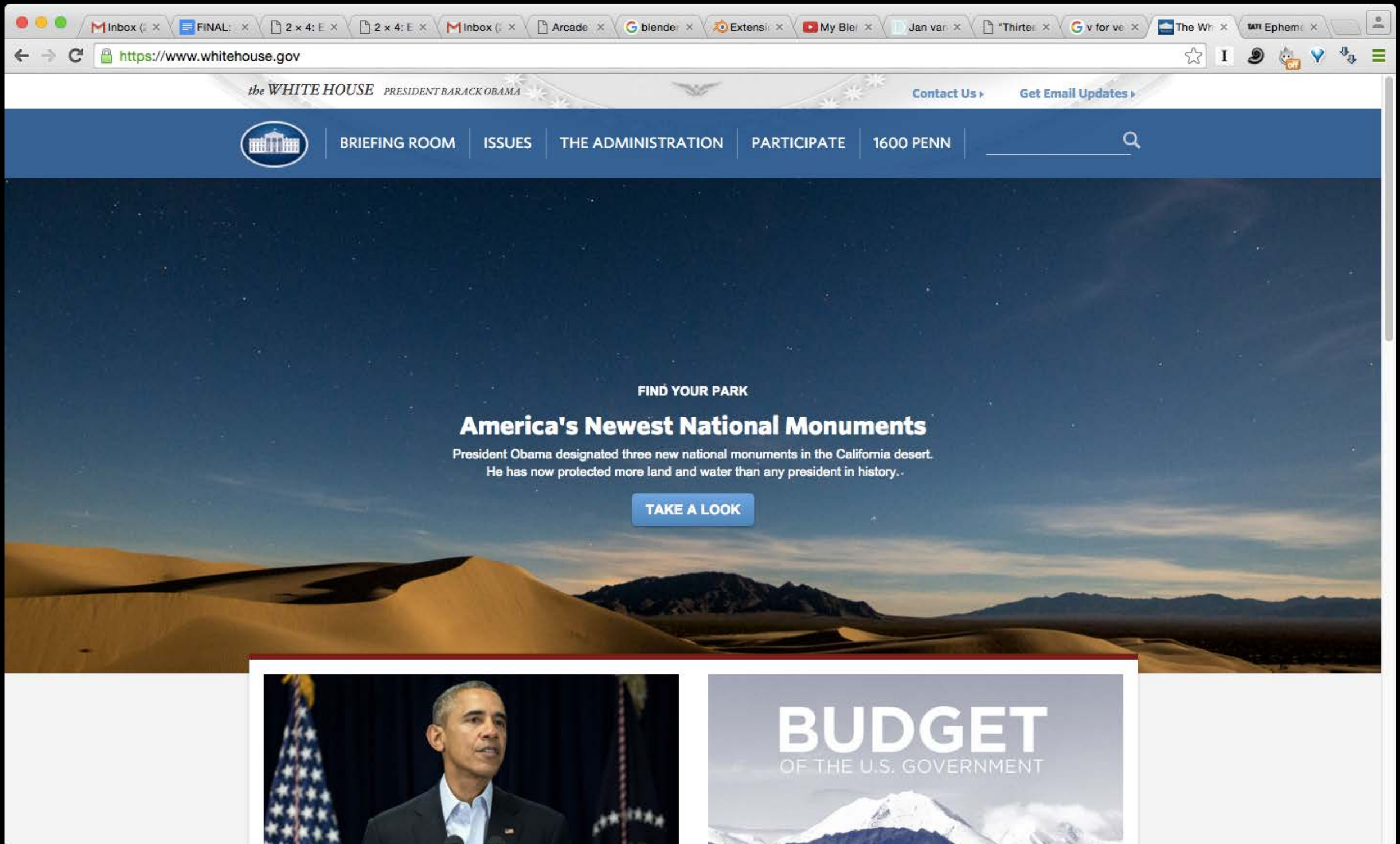
About six and a half hours later, Mr. Armstrong opened the landing craft's hatch, stepped slowly down the ladder and declared as he planted the first human footprint on the lunar crust:

"That's one small step for man, one giant leap for mankind."

His first step on the moon came at 10:56:20 P.M., as a television camera outside the craft transmitted his every move to an awed and excited audience of hundreds of millions of people on earth.

Tentative Steps Test Soil

from the leg of the landing craft after taking the first step on the surface of the moon



7. Content arising from the context of the work









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Lisa Vanderpump: The Fighting Spirit Is Never a Bad Thing

by **Lisa Vanderpump** February 17, 2016 • 2:10 PM ET



Adrienne Maloof: Most Families Have Issues

by **Adrienne Maloof** February 17, 2016 • 1:03 PM ET

Filter by Cast



Eileen Davidson



Erika Girardi



Stage happy
From acting to making sets and costume, students go all out to bring an original comedy alive.

3/5

Rhode Island School of Design

COMING UP [calendar >>](#)

Application deadline for transfer students
Tuesday, March 15

D+M 10th anniversary show + symposium
Friday + Saturday, February 19 + 20

Michael Rock MFA 84 GD | 2x4
Thursday, February 25 » 6:30-8 pm

EXHIBITIONS [more exhibitions >>](#)



NEWS [more news >>](#)

Citizen + Virtual
STEAM-focused students from RISD, Brown + MIT unite

Prisoner's Cinema
students curate a trippy show now at Gelman Gallery



Mexican artist surfaces in US
Pia Camil o3 PT attracts growing attention


CONNECT       Contact Campus Map Careers at RISD Hire from RISD Press Videos © 2016 RHODE ISLAND SCHOOL OF DESIGN



The Yes Men, New York Times Special Edition, 2008


home - exhibit newstweek - build your own - press and awards



Behind every mind is a network. Own it.


Fixing the facts, one hotspot at a time.



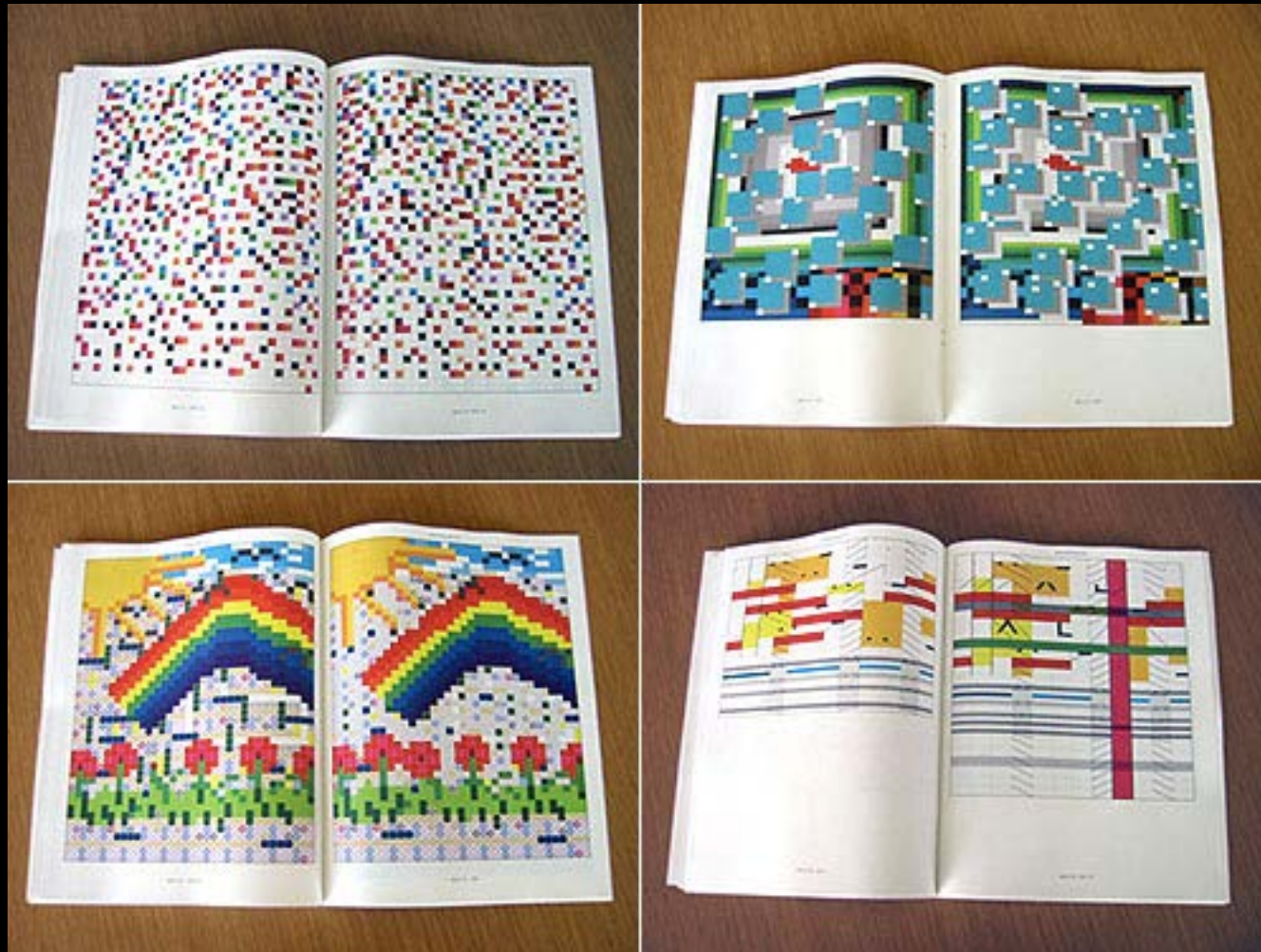
Newstweek is a device for manipulating news read by other people on wireless hotspots. Built into a small and innocuous wall plug, the Newstweek device appears part of the local infrastructure, allowing writers to remotely edit news read on wireless devices without the awareness of their users.

While news is increasingly read digitally, it still follows a top-down distribution model and thus often falls victim to the same political and corporate interests that have always sought to manipulate public opinion.

Newstweek intervenes upon this model, providing opportunity for citizens to have their turn to manipulate the press; generating propaganda or simply 'fixing facts' as they pass across a wireless network. As such, Newstweek can be seen as a tactical device for altering reality on a per-network basis.

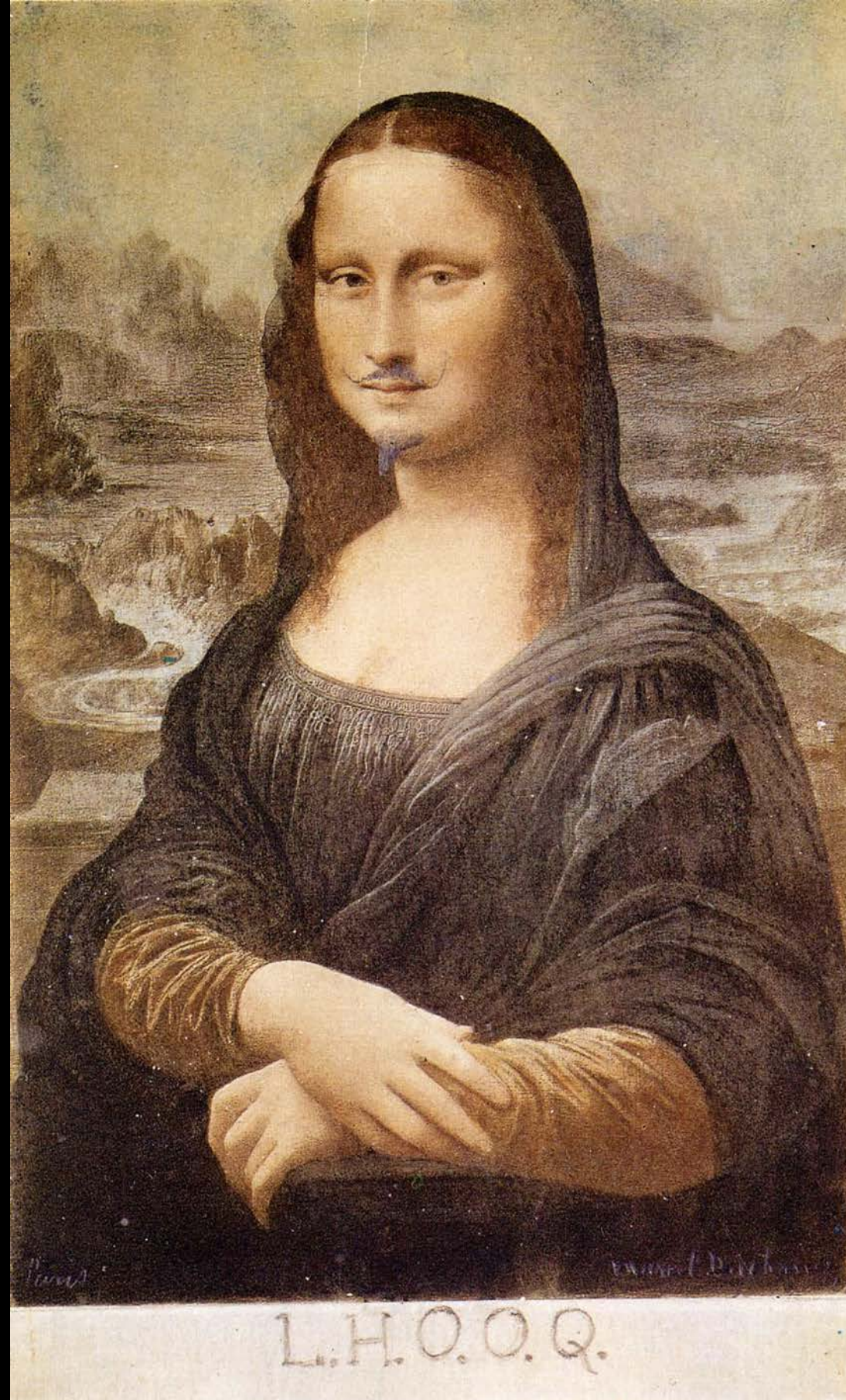


Julian Oliver and Daniil Vasiliev, Newstweek, 2011



Danielle Aubert, Excel Drawings, 2005-2008

8. Content arising from the work's relationship
with art history



Marcel Duchamp, L.H.O.O.Q., 1919

9. Content that accrues to the work as it progressively reveals its destiny through persisting in time







FREEDOM!

FOREVER!

NATALIE PORTMAN HUGO WEAVING

FOR VENDETTA

AN UNCOMPROMISING VISION OF THE FUTURE
FROM THE CREATORS OF THE MATRIX TRILOGY



PG-13

Parental Guidance Suggested

R
RESTRICTED
Under 17 Requires Accompanying
Parent or Adult Guardian
Some Material May Be Inappropriate
for Children Under 17

IN A COUNTRY WHERE FREEDOM IS A LIE
VforVendetta.com

WARNER BROS. PICTURES
A Time Warner Company
WARNER BROS. PICTURES PRESENTS
A WARNER BROS. PICTURES PRODUCTION

MARCH 17

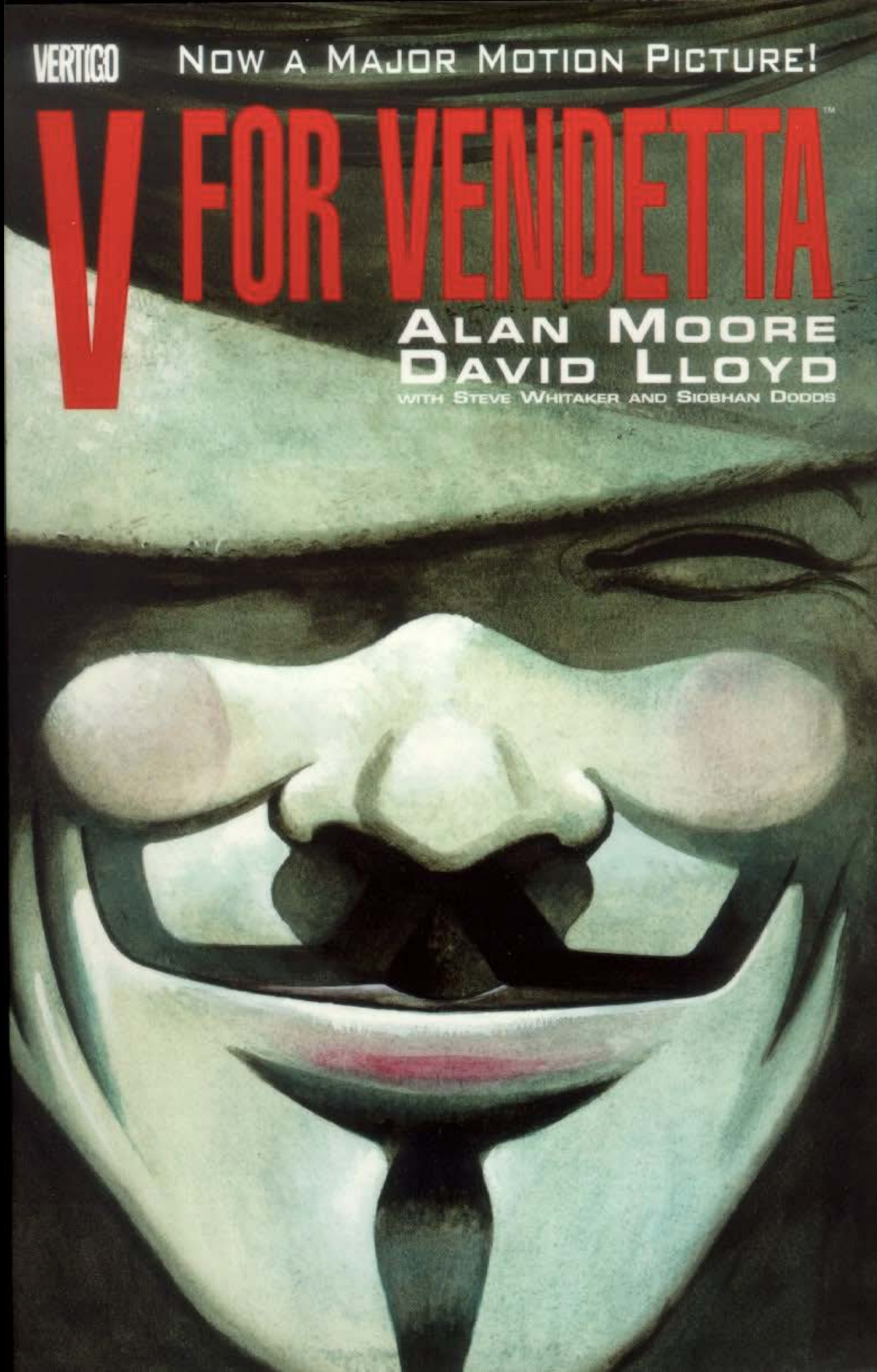
VERTIGO

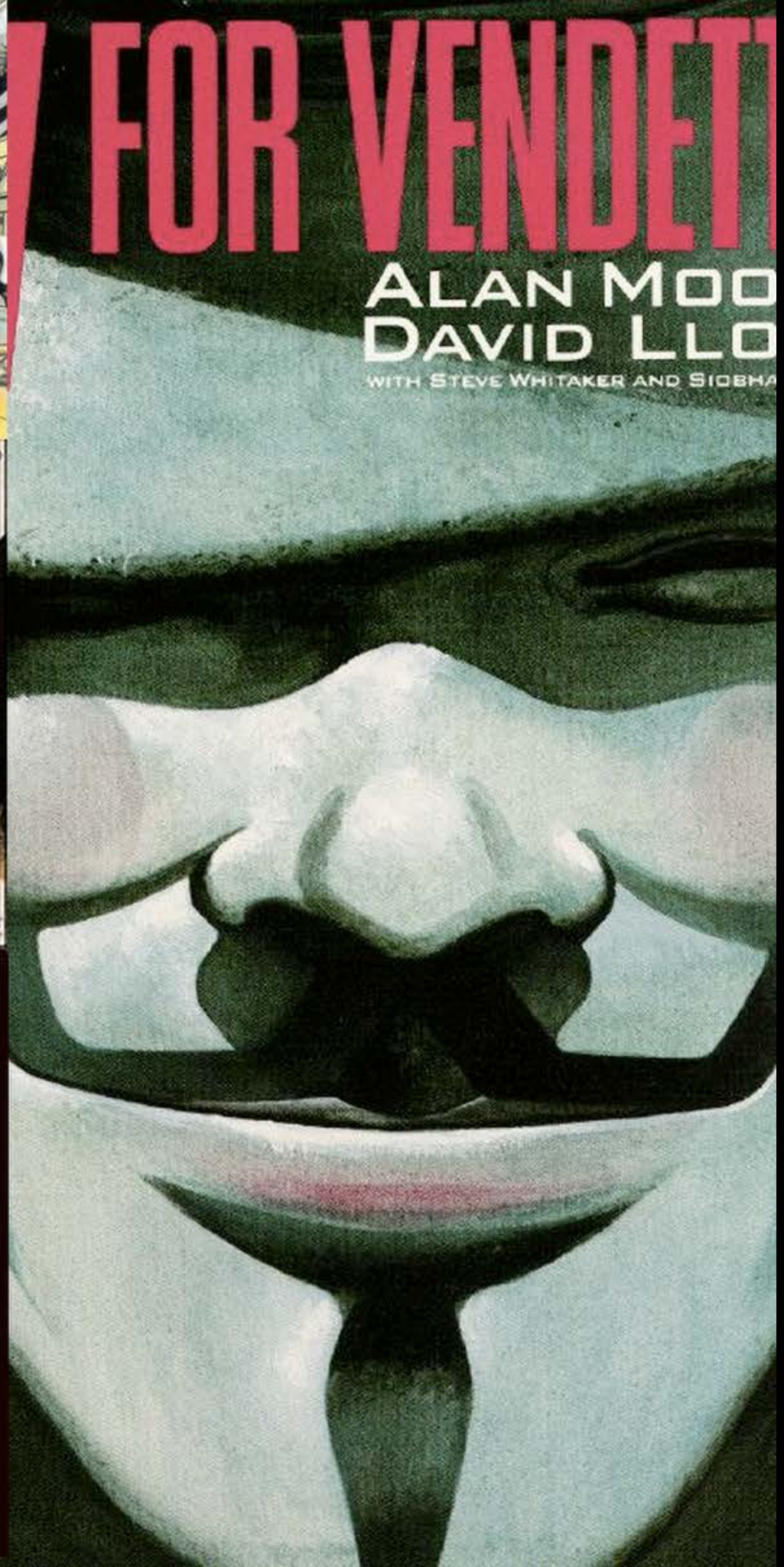
NOW A MAJOR MOTION PICTURE!

V FOR VENDETTA™

ALAN MOORE
DAVID LLOYD

WITH STEVE WHITAKER AND SIOBHAN DODDS











10. Content arising from participation in a specific iconographic tradition



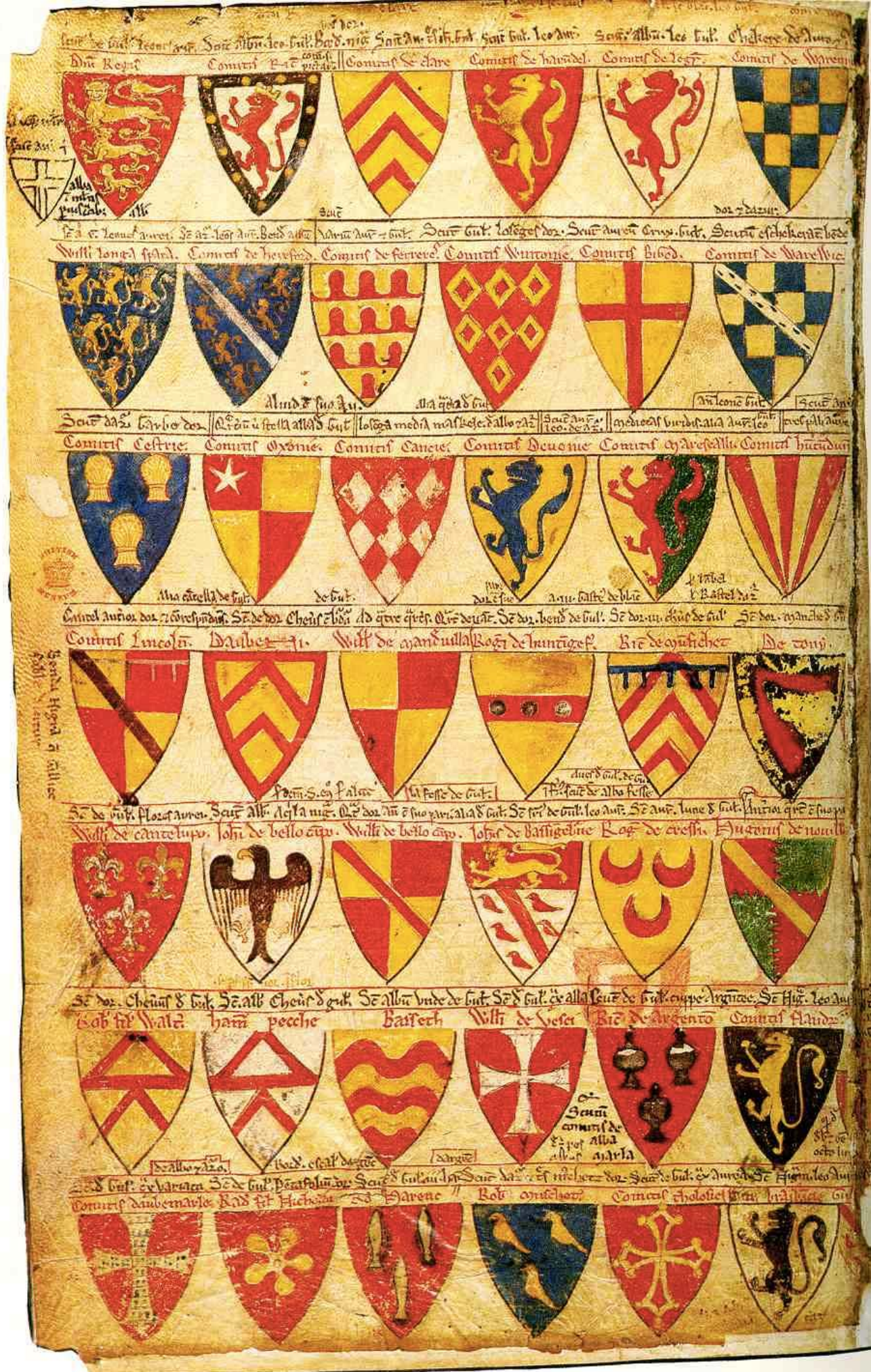
Pietà of Tubqdzin, 1450



Masaccio, Madonna and Child, 1426

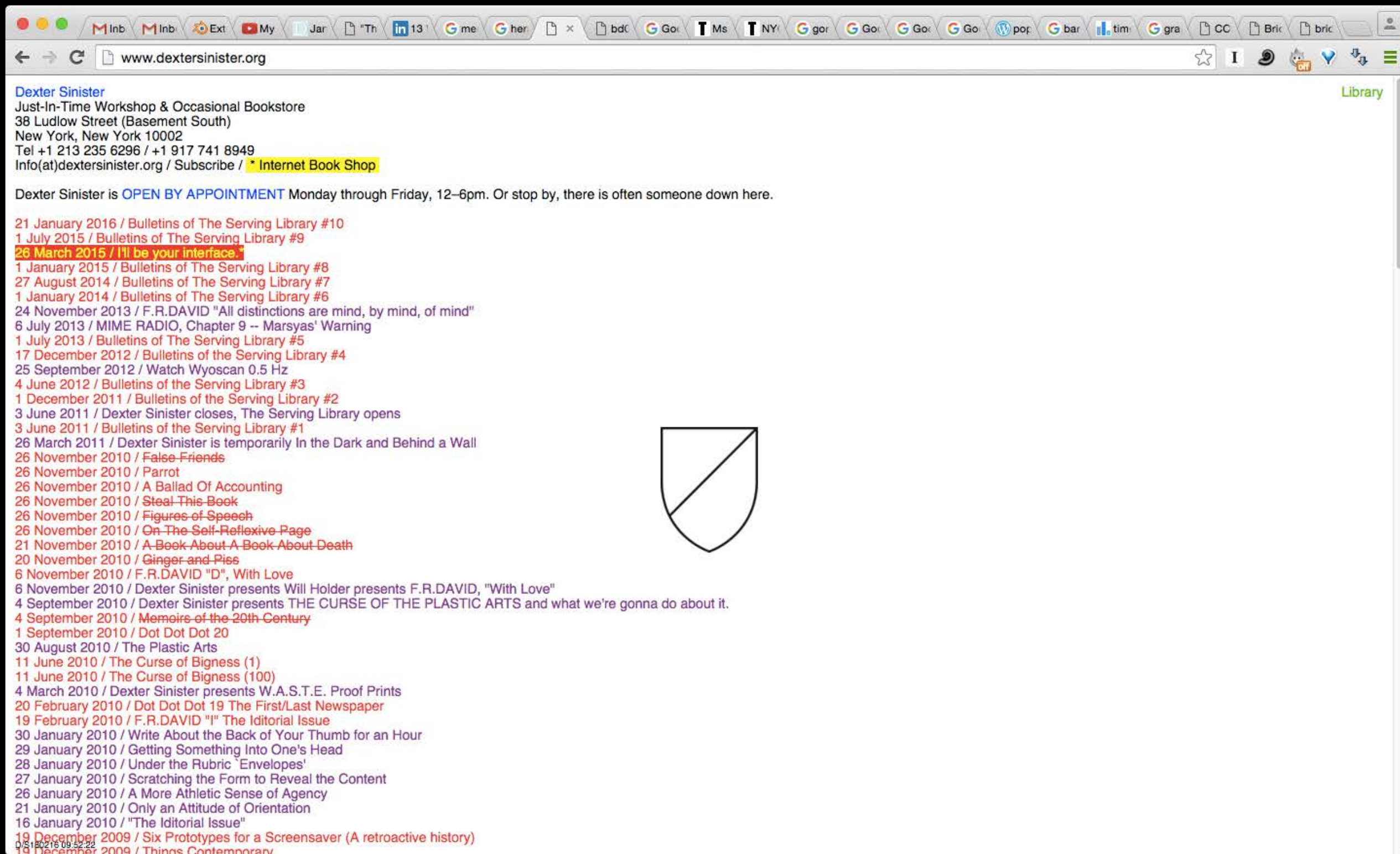


Baciccio, The Pietà (Mary Lamenting the Dead Christ), 1667





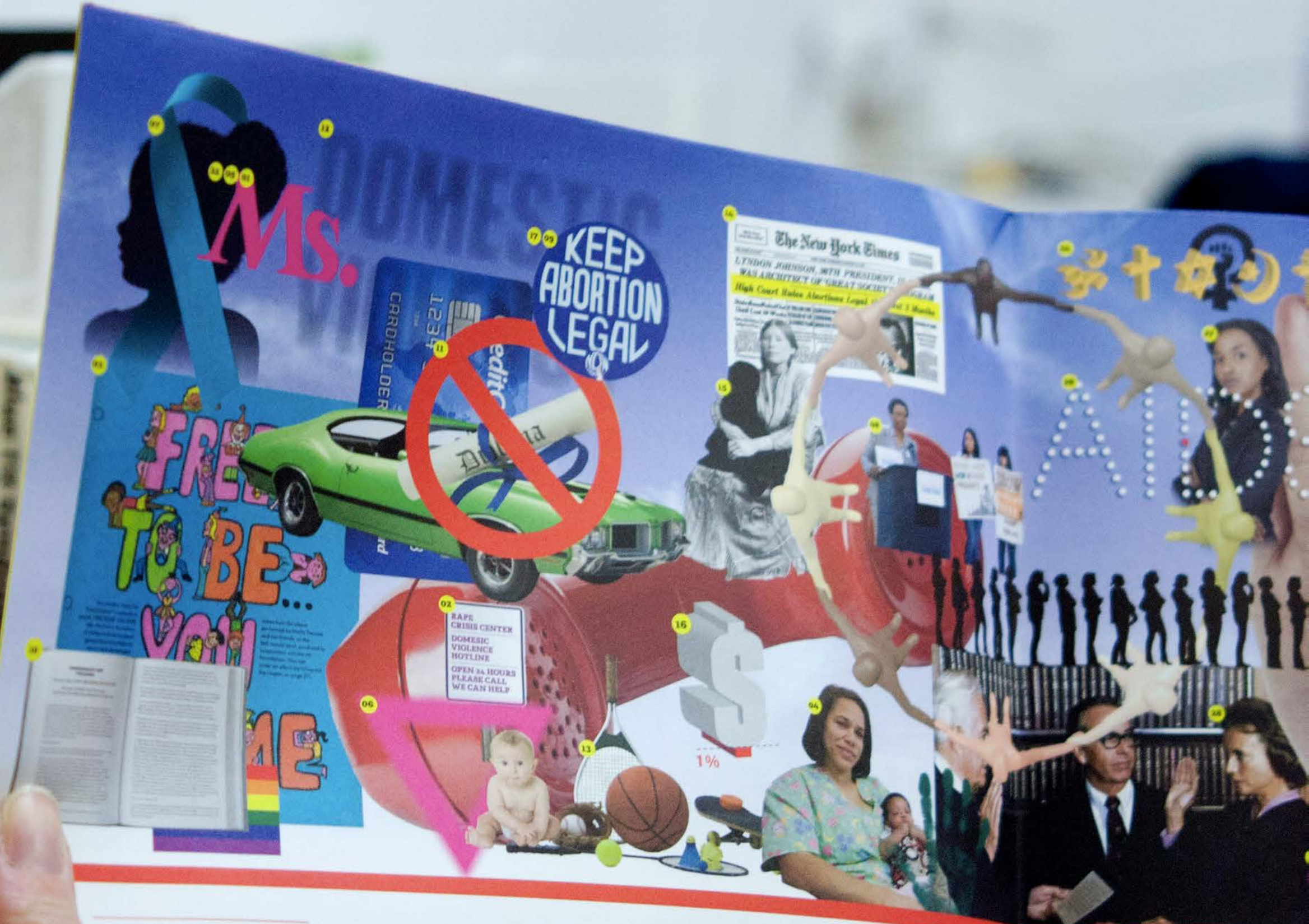
Paul Rand, UPS Logo, 1961





Dexter Sinister, We Would Like to Share (Some Thoughts on a Possible School Badge), 2006

11. Content arising directly from the formal properties of the work



1970s MILESTONES & U.S. CONTEXT

The Ms. Foundation is started
Carbine, Letty

04 **W** Ms. begins investing in child care centers and advocating for accessibility, understanding that child care is an essential

09 **W** 1978 Anticipating the emergence of anti-abortion backlash, Ms. begins working on reproductive

collegiate sports programs finally become competitive and widespread.

with disabilities who experiencing violence

Timeline of World War I

1914



Assassination of Archduke Franz Ferdinand of Austria.

Germany declares war on France, Belgium does not allow German arms through to the French border.

1915



First Zeppelin raid on Great Britain.

Italy declares war on Austria-Hungary.

Kosovo Offensive, a phase of the Central Powers invasion of Serbia.

1916



The Gallipoli Campaign ends in an Allied defeat and an Ottoman victory.

Battle of Dobrich, a phase of the conquest of Romania.

Allies capture Yanbu.

1917



British raid the Ancre.
France: Paul Painlevé is replaced by Georges Clemenceau as Prime Minister.

Russia signs an armistice with Germany.

1918



Woodrow Wilson outlines his Fourteen Points.

Operation Faustschlag, last offensive on Eastern Front.

Yugoslav independence proclaimed.

1919



Fakhri Pasha surrenders at Medina.

Treaty of Versailles between the Allies and Germany: the Peace Conference opens in Paris.

The UK ratifies the Treaty of Versailles.

12. Content arising from attitudinal gestures (wit, irony, parody, and so on) that may appear as qualifiers of any of the categories already mentioned.

THE ADVANTAGES OF BEING A WOMAN ARTIST:

**Working without the pressure of success.
Not having to be in shows with men.
Having an escape from the art world in your 4 free-lance jobs.
Knowing your career might pick up after you're eighty.
Being reassured that whatever kind of art you make it will be labeled feminine.
Not being stuck in a tenured teaching position.
Seeing your ideas live on in the work of others.
Having the opportunity to choose between career and motherhood.
Not having to choke on those big cigars or paint in Italian suits.
Having more time to work when your mate dumps you for someone younger.
Being included in revised versions of art history.
Not having to undergo the embarrassment of being called a genius.
Getting your picture in the art magazines wearing a gorilla suit.**

A PUBLIC SERVICE MESSAGE FROM **GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD
532 LAGUARDIA PLACE, #207 - NY, NY 10012
WWW.GUERRILLAGIRLS.COM

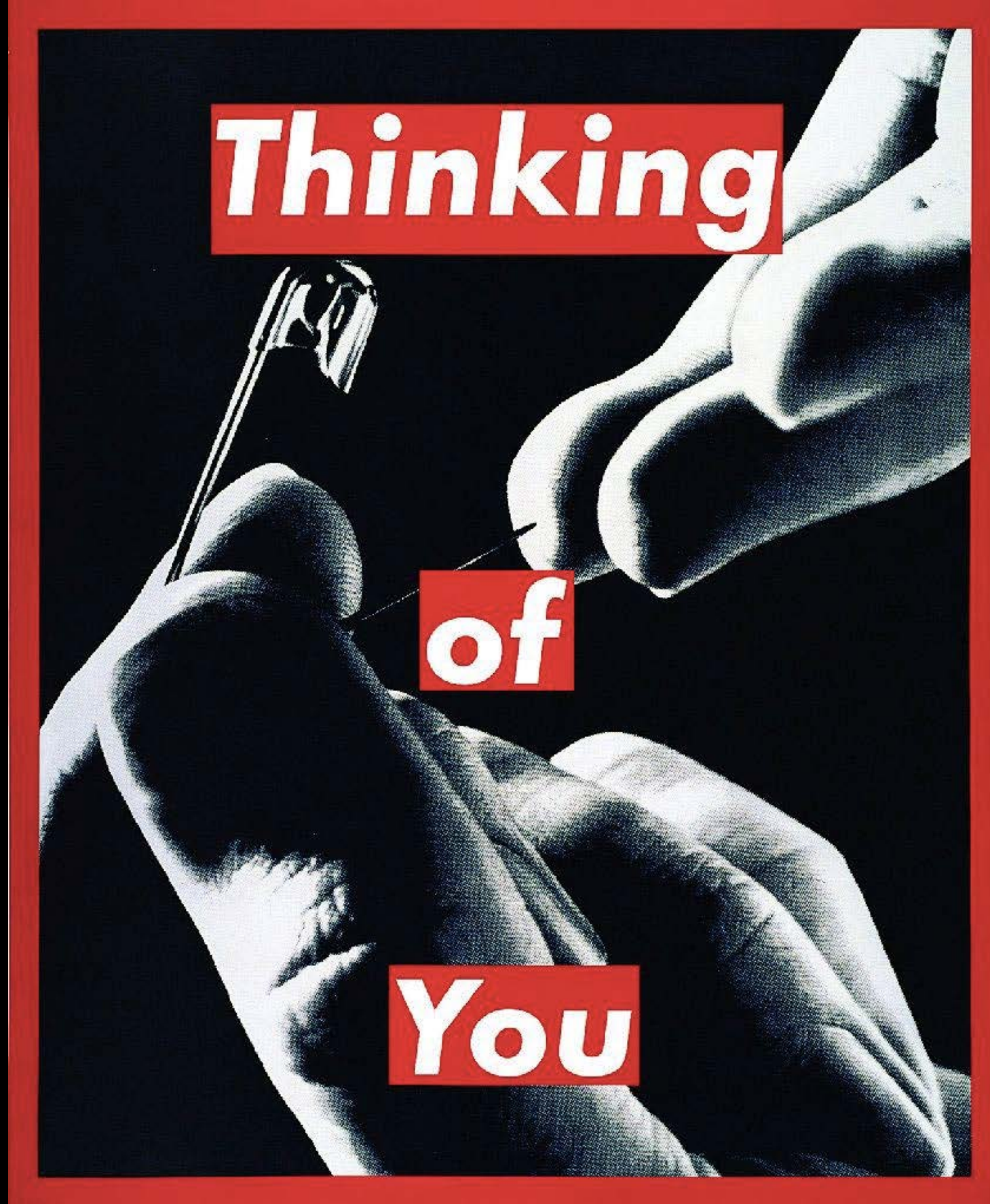
GUERRILLA GIRLS' POP QUIZ.

Q. If February is Black History Month and March is Women's History Month, what happens the rest of the year?

A. Discrimination.

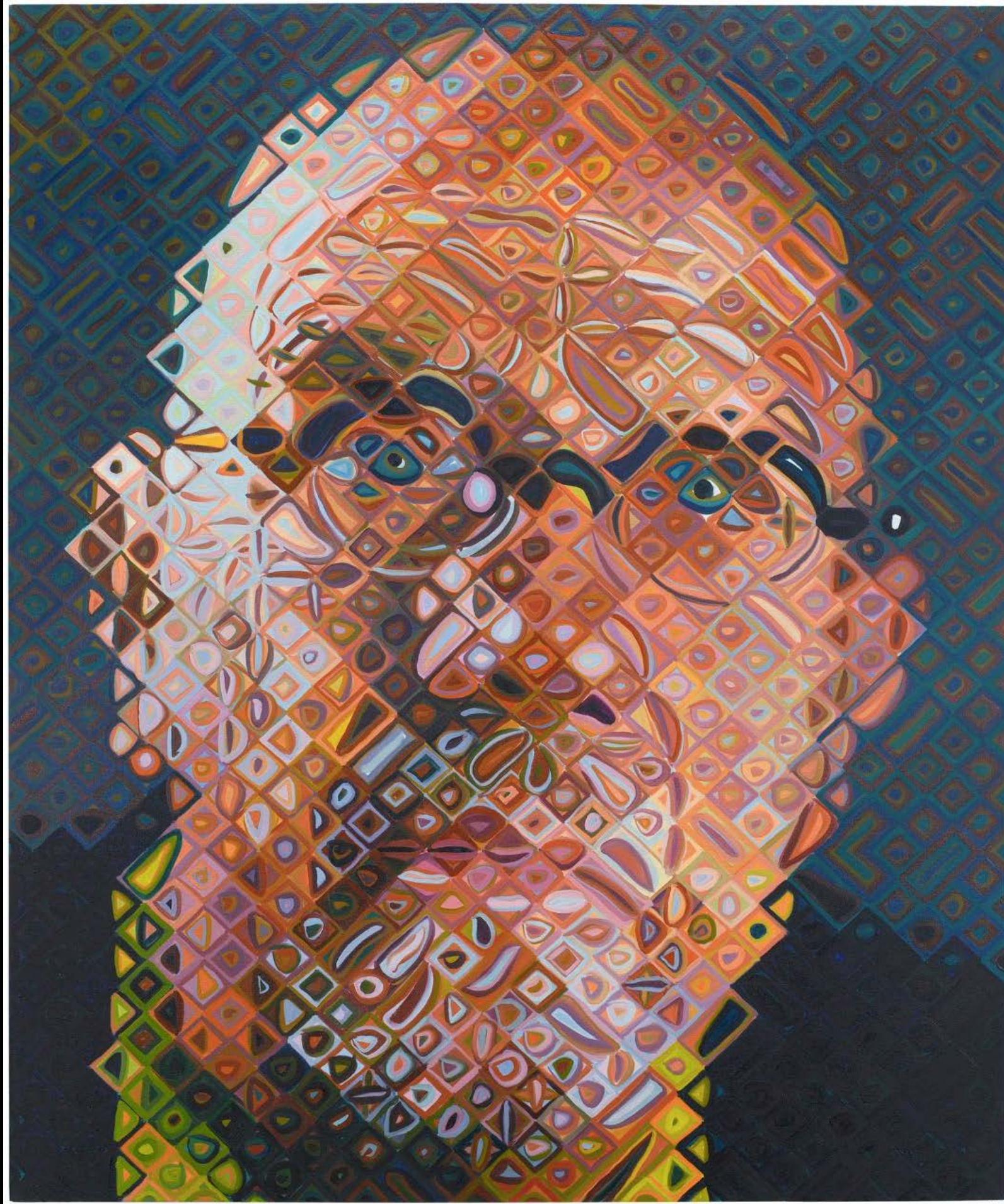


Barbara Kruger, untitled, 1987

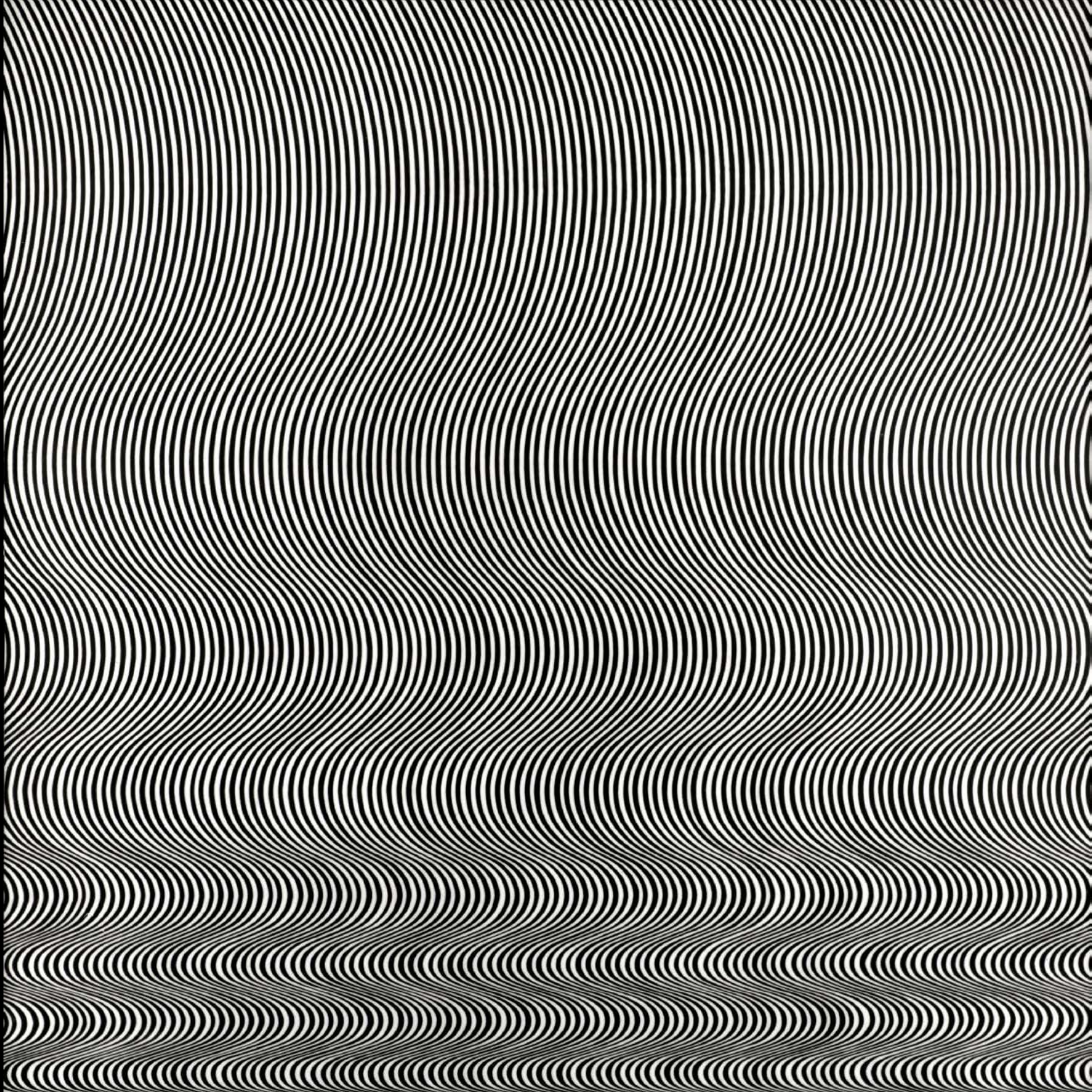


Barbara Kruger, Untitled (Thinking of you), 1999-2000

13. Content rooted in biological or physiological responses, or in cognitive awareness of them.



Chuck Close, Self Portrait, 2011



Bridget Riley, Fall, 1963



Bridget Riley Arrest 3, 1965

DOLCE & GABBANA

light blue





Fashion Society
Emerson College - 2010
Camille Vecchione

**WHAT IF AXE BODY SPRAY
WAS INVENTED BY WOMEN**

**TO MORE EASILY IDENTIFY
DOUCHEBAGS**

This list of thirteen categories is like a series of sample sightings of some great beast (Meaning) whose behavior is too complex to be fully formulated. As long as we chose to look for different ways to sort these things out we would find them.

— Thomas McEvilley,
"Thirteen Ways of Looking at a Blackbird"

These 13 ways of looking are not the only ways.
There are many ways to look at form and
understand it as an attribution of content.

This list of contents that arise among categories could be extended indefinitely. What is essential is that we begin to appreciate the complexity of what we do when we relate to an artwork.

– Thomas McEvilley,
"Thirteen Ways of Looking at a Blackbird"

Not all works have all levels of content

It may be difficult to find a level of content in the work you have chosen. However, you should try, and if it really cannot be found, you must consider what the lack of that level of content means for the work.

