

Assessment 3: Minor Paper on Contextualizing Art Production

We cannot remove the fact that celebrities are beloved by the people. In our country, it is evident that all celebrities are being admired and idolized by all Filipinos. The things that they do are being watched and broadcasted by the news in the whole country. In addition to this, due to the pandemic even celebrities did some things so that they will not be bored during the pandemic and one of it is doing art. Will this be considered a true art or it is just art because they are popular?

Some of the celebrities who have turned to or engaged in visual arts in our country are Richard Gomez, Heart Evangelista and Solenn Heussaff. For Heart Evangelista, she has a passion for art since she 12 years old and her first painting was an orange with the Ayala Museum. Solenn Heussaff, on the other hand, started to make her paintings for her third solo exhibit, "*Kundiman*", back in 2018. Lastly, Richard Gomez has been collecting paintings at least 30 years. In 2019, Gomez has released his painting titled "OOOOHH", which depicts the sensitive part of a male. A lot of people criticized the painting and was shocked by the 200,000-peso worth of it.

These celebrities are indeed popular so they will not have difficulty when engaged to this kind matter. It is easy for them to make their art popular because they can be all over the news in an instant. In addition to this, their success even increased with the help of the art institutions like museums, galleries, exhibits and other kinds of art institutions. Since most of the art institutions prioritized money before the quality of the art that will be displayed in their institutions, it will be easy for these celebrities to make their art to be included in the different art institutions. It will be a win-win situation for both the art institution and the celebrity. The work of the celebrity will be paid and will be known because it is displayed in an art institution and the institution will also be famous because there is an art displayed that was made by a celebrity. In addition to this, the fanbase of celebrities here in our country is always in their 100% support to their idol so it is indeed true that the arts of the celebrities will be known immediately.

In our country, artists that who are just getting started will be having difficulties in building their names in the art industry because they are not popular. Compared to these celebrities, the upcoming artists will have to start from scratch and must double their efforts in order to be recognized by the public. They cannot just display their art inside a gallery or a museum without being popular, some of them needs to be in the news or must be trending all over the social media just to gain some attention from the public. This kind of situation shows the sad reality of the art industry in the Philippines. Because art is seen as a commodity, its value is being neglected and the true artists that want to make

name for themselves are having a hard time. Although there are other art institutions that help the less popular artists to make their name known, we cannot remove the fact that there are still institutions that focus on the popular artist and seen their artworks as commodity. They play a vital role in the current art industry since they will be the foundations that will help art grow in our country. If they treat art this way, our art will not develop and improve but it will for sure, it will slowly degrade and be stuck to the art that we have today. We must always remember that art must be treated according to its artistic value because in that way its true meaning will be appreciated by many people.

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