

Art as Parrhesia or Branding

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Abstract

Working as an art teacher in Design Degree Program I have been walking a tightrope between the demands of utility in art and personal concept of what art is or could be. In universities or professional colleges art is seen as a tool for lucrative business or entrepreneurship in design field or wellbeing. For me art is Parrhesia in the way Michel Foucault has defined it in his lecture “Discourse and Truth: the Problematization of Parrhesia” (1983). Parrhesia is the ultimate truth, speaking without the possibility to hide behind rhetoric or manipulative veil. I’m trying to find the ways to preserve this essence of art in design education by finding sustainable, singular ways to apply art in whatever the students are making. Is it possible to make art without losing the Parrhesia in context of business? Can art work as powerful means to develop new products and increase the capability to create value? My visual examples are from small scale design companies founded by my previous students and from smart design applications in wellbeing and healthcare. What about branding then? To what extent is it possible to stretch Parrhesia to branding, which has as its core manipulative function? I will find some parallel visual examples of branding in art and design context just to provoke debate or discourse about

the place of art in design education.

Keywords

Design, Art, Branding, Parrhesia, Creativity.