

A man stands on a wooden platform in the center of a large, dark room. The walls, floor, and ceiling are covered in a dense, shimmering forest of small, multi-colored lights (blue, yellow, red, green). The lights are arranged in vertical columns, creating a sense of depth and immersion. Several other people are visible in the background, also standing on platforms and looking at the light installation. The overall atmosphere is magical and futuristic.

# Visual Culture

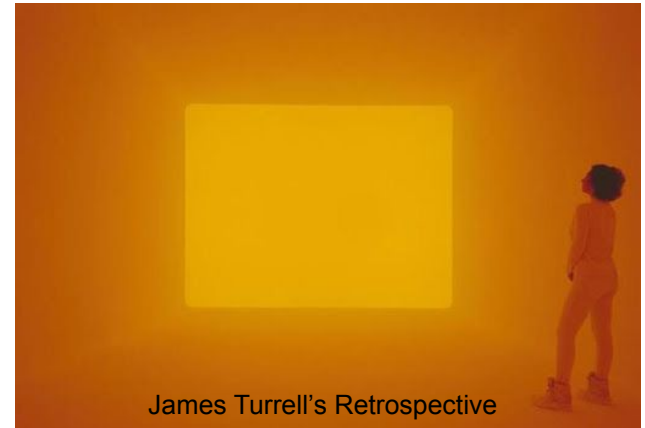
Anke Diederer

# Fine Art & Music videos

As a lover of fine art and all genres of music, my current interest in visual culture is where fine art or the typical 'museum art' is integrated or used in popular music videos. I wonder what this integration does to the meaning of the museum art as well as for the way we view music videos, and for what purpose this change has been made in popular culture or what caused it to change. And also: what will it mean for the future of how we approach, view or define fine art?



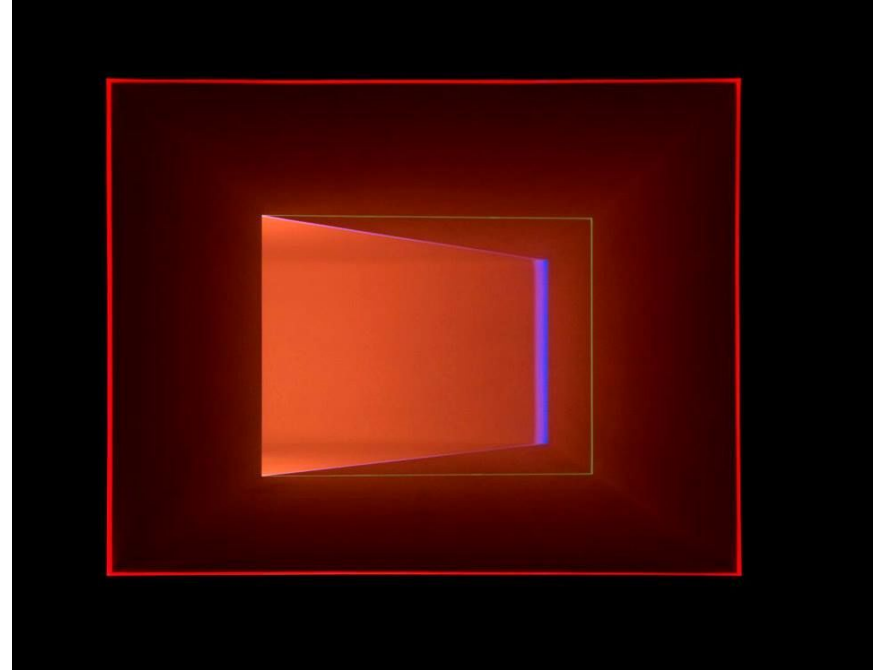
Drake's video Hotline Bling



James Turrell's Retrospective



Still from singer V's clip *Singularity* (2018), which bears similarities with James Turrell's installation art 'Caper, Salmon-White' (2000), on the right.





# South-Korean rapper Suga: Interlude Shadow

There are many art references in his music video's, like the work of Jean Michel Basquiat, Anthony Gormley or Anish Kapoor.



Still from videoclip 'Interlude Shadow' (2020) performed by rapper Suga.



Anish Kapoor: Svjahambh.



The 2 images on the left reveal how Basquiat's art is in a new way integrated in the visuals of the video of Suga's interlude.



Another still from Suga's videoclip Interlude Shadow



Anthony Gormley's Blind Lights exhibition

# Beyonce & Jay-Z

For Beyonce's clip *Apesh\*t* (2018) they hired the complete Louvre, redefining the meaning of the museum and its space with their interdisciplinary approach. Here on the right and below some stills from the videoclip.





# Ariana Grande: God is a Woman & her feminist art references

The videoclip *God is a Woman* (2018), contains a rewriting of the presumption of the western world to regard the divine as merely 'man' and is a manifesto for feminist artists and a celebration of the feminine in general. She explores this by using these art references and integrating them in the visuals.

<https://culturacolectiva.com/music/ariana-grande-god-is-a-woman-art>







Georgia O'Keeffe. "Black Iris," 1926. // Screenshot of Ariana Grande's "God Is A Woman"



Frida Kahlo. "My Birth", 1932. // Screenshot of Ariana Grande's "God Is A Woman"



Romulus & Remo reference in Ariana's videoclip God is a woman



## Another side branch: Netflix serie Dark



The image on the left is not from a music video, but from the Netflix serie 'Dark'. Nevertheless I saw a great resemblance between Yayoi Kusama's Infinity Room and the visuals of this scene. As I am watching more videoclip, I have more art references in that area, but surprisingly also found this one.

# Interim Conclusion

after the discovery of these resemblances there were questions that arose from these observations, such as:

*In what way are these art references in videoclips changing or adding value, or changing the way we approach or regard these art pieces?*

*Does the attribution of existing art phenomena in video clips make it an artwork as a whole? And if yes, in what way? And if not, in what way?*

*What kind of influence could the presence of these art references in popular video clips have for fine art and art museums in general?*

I do not have answers on these questions yet, but it is something I find interesting, and I am just curious whether this development is beneficial for the artworld as a whole, only partially, or maybe it has somehow a side effect on the artworld.

So far my mapping for visual culture. I do not want to chain myself on this topic, I like to keep it open for other thoughts as well. But for now this is the way I started mapping out my interests and observations in societies' visual culture.