



AESTHETICS CS-E5600
Sanna Lehtinen, PhD

What is Aesthetics? 4: Everyday Aesthetics

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CHAPTER

The Aesthetics of Laundry

Yuriko Saito

in *Aesthetics of the Familiar*

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PREVIEW

As one of the most mundane aspects of daily life, laundry rarely garners aesthetic attention. However, this practical chore turns out to contain numerous aesthetic considerations beyond ensuring hygiene and cleanliness. Furthermore, the aesthetics of laundry is not limited to the sensuous appearance of the laundered items. The activity of laundering also has aesthetic dimensions, including bodily engagement, imaginative camaraderie with women across cultural and historical boundaries, satisfaction with the tangible expression of love for the family, and appreciation of the outdoor environment when hanging laundry. Finally, the consequences of the aesthetics of laundry extend beyond personal experiences. Namely, the appearance of clothing is often regarded as a reflection of one's moral character, and the 'eyesore' effect of outdoor laundry hanging leads to its prohibition in some communities in the United States.

Show Less ▲

Keywords: laundry; mundane chore; activity of laundering; personal appearance; laundry hanging

Chapter. 10861 words.

Subjects: Aesthetics and Philosophy of Art

How to study? – Approaches 3/3

- Aesthetic experience as *interaction*
- Moving away from the “landscape model”, in which nature is studied from a distance
- *Aesthetic engagement* (Arnold Berleant)
 - Participation, engagement, interaction with the environment
 - Sensory information & experience (e.g. Richard Shusterman’s somaesthetics)
 - Lived relationship with the environment, formed through the body
 - Viewing the environment as a seamless unity of places, organisms, and perceptions (against dichotomies)



Töölönlahti, urban nature as a hybrid (Kummala 2016)



University of Helsinki main library, Kaisa House
by Anttinen Oiva Architects 2012

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Nature–human relation, as in e.g. studying ecosystem services



Environments of particular group's of people, e.g. environments of children

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New Directions in Environmental Aesthetics

- Everyday Aesthetics
 - Defining the everyday, different everyday environments, structures of the everyday
 - Aesthetic wellbeing
 - Aesthetic dimension in different everyday environments
 - Critical assessment of everyday environments (normative intention)
- Evolutionary Aesthetics
 - Evolutionary psychology, cognitive science, neuroscience based approaches
 - Biologisation/psychologisation of aesthetics
 - Human being = *homo sapiens*

Everyday Aesthetics

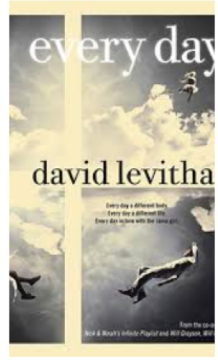
- Defining the everyday
- Aesthetic everyday phenomena
- Everyday environments
- Organizing the everyday
- Aesthetics and consumption
- Functional beauty
- Everyday objects & touch

What is Everyday Aesthetics?

- Sphere of the art >< everyday
- Everyone is an expert regarding their own everyday
- Everyday aesthetic experience is an “unreflecting response to the sensuous surface of the objects, typical of our everyday aesthetic life” (Saito 2007, 54–55)

everyday minerals everyday english make quotes life logo twitter

Everyday everyday



Everyday

EVERYDAY OR EVERY DAY?



Everyday



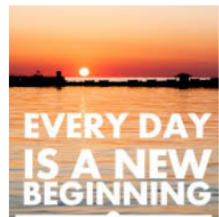
EVERYDAY

EVERYDAY

Everyday

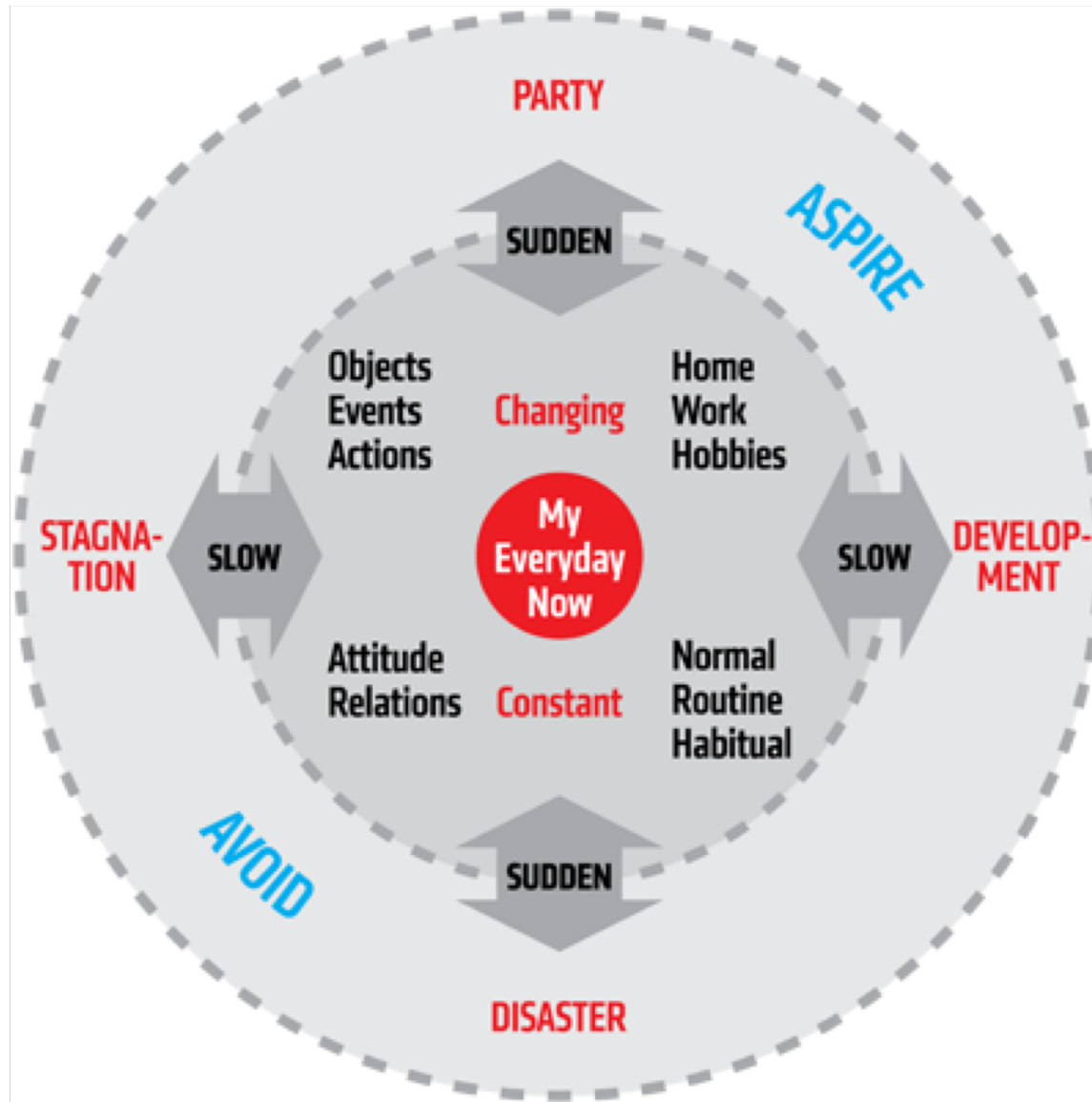


everyday



Defining the Everyday in EA

- What is the opposite?
 - Party/weekend/free time/vacation/catastrophe?
- Not simply a 3rd category besides fine art & natural beauty
 - Comprises of common artefacts, human environments and activities
- Everyone has their own everyday
 - Known to everyone, though not universal in their details
- Familiarity vs. aesthetic highlights in life



Ossi Naukkarinen 2013

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Everyday Aesthetic Phenomena

- Food, wardrobe, dwelling, conviviality, and going out (Kevin Melchionne)
- "Aesthetics of the unavoidable" (Ossi Naukkarinen)
 - What elements are *replacable/unreplacable* within one's everyday?
 - Defined more by form than content (Melchionne)
- Necessity of making aesthetic choices every day
 - Consequences?

As he told *Vanity Fair*:

"You'll see I wear only gray or blue suits," [Obama] said. "I'm trying to pare down decisions. I don't want to make decisions about what I'm eating or wearing. Because I have too many other decisions to make."

This is because, the Commander in Chief explained, the act of making a decision erodes your ability to make later decisions. Psychologists call it decision fatigue: it's why shopping for groceries can be so exhausting and judges give harsher rulings later in the day.



#TheSchoolOfLife

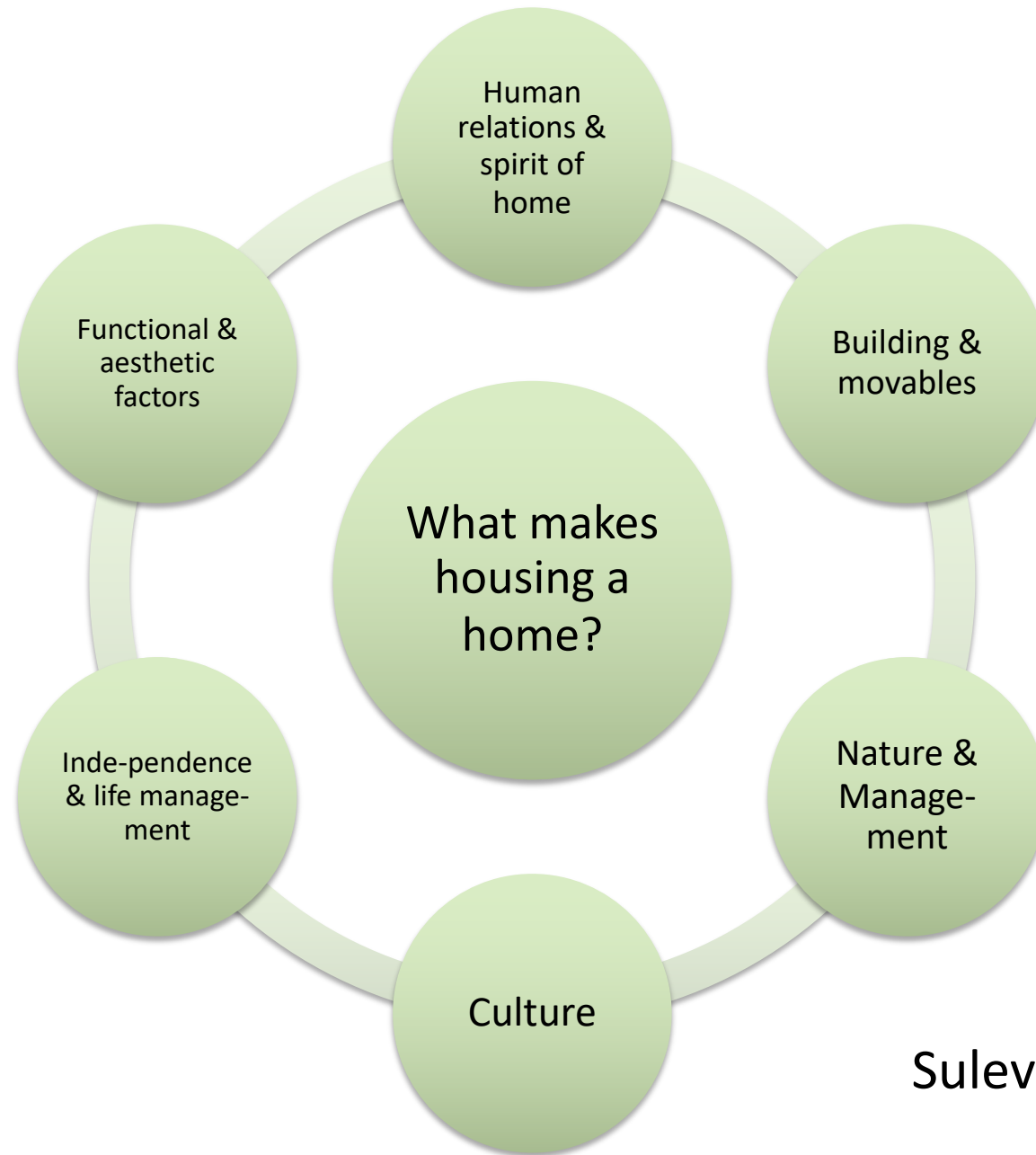
Why Clothes Matter

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👍 21 T. 💬 398 ➦ JAA ≡ TALLENNA ⋮

Everyday Environments

- Home
 - Decoration/”life as lived experience”/memories
 - Sense of place
- Human habitats
 - Urban/suburban/village/countryside
- Places for work/study/entertainment
- Mobility
- Cyberspace/digital realm



Sulevi Riukulehto, 2016

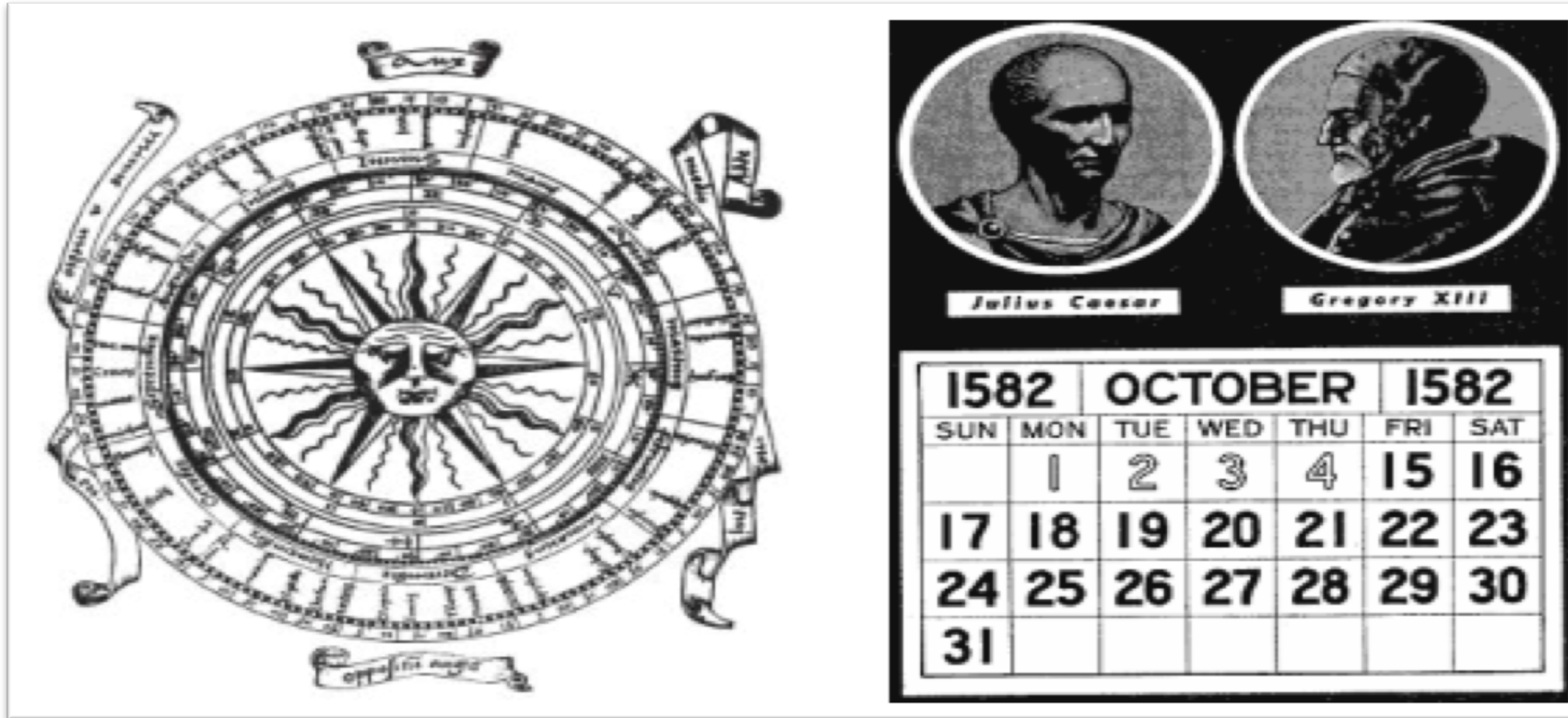


Michael Landy: *Semi-detached* (2004)

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Organizing the Everyday

- Temporal Aspects
 - Measuring and organizing time: calendars, schedules, timetables
 - Rhythms, patterns, repetition, regularity, predictability, functionality, structure, form
- Minimizing friction within the everyday
 - Evolutionarily determined psychological tendency
 - Freedom of choice within given ramifications
 - Order as the basis for building complexity
 - Socially necessary structures



From Julian calendar to Gregorian calendar

Aesthetics and Consumption

- Social distinction through taste (Bourdieu)
- Aesthetic value chain
 - From production to use; not always linear
- Developing everyday habits & routines
 - Accumulation of minor decisions
 - Leads towards forming a distinct style
- Aesthetic sustainability (\neq trend)?

Aesthetics of the New 1/2

Diderot effect: https://youtu.be/vGLo_VTVv8



The power of habit and the
charm of novelty are the
two adverse forces which
explain the follies of
mankind.

Maria De Beausacq

Aesthetics of the New 2/2

- *Charm of novelty*
 - “To give the charm of novelty to things of every day, by awakening the mind's attention from the lethargy of custom, and directing it to the loveliness and the wonders of the world before us.” (Coleridge, *Biographia Literaria*, 1817, Chapter XIV)
 - Linked to inborn curiosity towards the unknown? Or are we culturally and aesthetically conditioned to consume?

Functional Beauty

- Glenn Parsons & Allen Carlson 2009
- Aesthetic pleasure linked to appropriateness, usefulness, suitability, to "being a good fit"
- Aesthetic experience is NOT disinterested
 - Knowing the use & recognizing the usability INCREASES pleasure
 - Cognitive beauty: knowledge is needed in order to assess something as beautiful

1880

HAVE NOTHING IN YOUR
HOUSES THAT YOU DO
NOT KNOW TO BE
USEFUL OR BELIEVE TO
BE BEAUTIFUL.
- WILLIAM MORRIS

2011

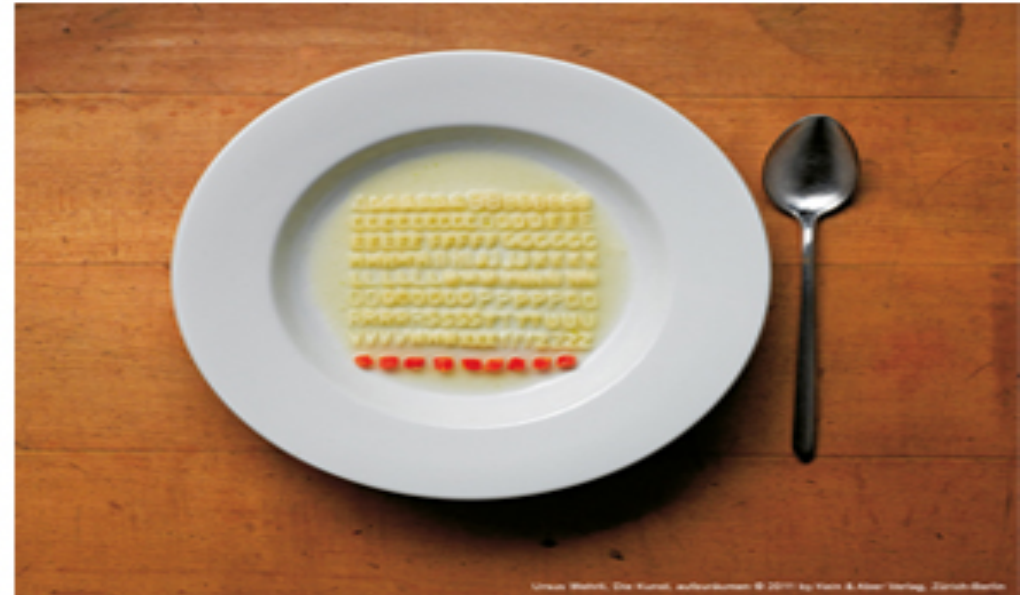
"Does This Spark Joy?"

Marie Kondo



Ursus Wehrli: The Art of *Clean-Up*

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Ursus Wehrli: The Art of *Clean-Up*

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BEFORE



AFTER

Ursus Wehrli: From *Tidying Up Art Series*

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Ursus Wehrli at TED2006

Tidying up art

Details

About the talk

Transcript

30 languages

Comments

Join the conversation

Ursus Wehrli shares his vision for a cleaner, more organized, tidier form of art -- by deconstructing the paintings of modern masters into their component pieces, sorted by color and size.

1,345,881 views

Recorded

Everyday objects & touch

- Sense of touch becoming more central?
- *Patina*; "a thin surface layer that develops on something because of use, age, or chemical action" (Japanese aesthetics, see Saito 2008)
- *Haptic technology*; utilizes nuances of touch
- *Touchless technology*; distance, utilizes gestures
→ Changing relation to objects/environment?



References

- Leddy, T. (2012) *The Extraordinary in the Ordinary: The Aesthetics of Everyday Life*
- Melchionne, K. (2013) "The Definition of Everyday Aesthetics"
- Naukkarinen, O. (2013) "What is 'Everyday' in Everyday Aesthetics?"
- Parsons, G. & Carlson, A. (2007) *Functional Beauty*
- Saito, Y. (2008) *Everyday Aesthetics*
- Saito, Y. (2017) *Aesthetics of the Familiar: Everyday Life and World-Making*

Task before next week's meeting

- Watch Denis Dutton's animated TED Talk video
- Come to the class next week prepared with one argument *pro* Dutton's theses and one argument *against* them
- Remember to keep your learning diary up-to-date!

The image shows a screenshot of a TED Talk video player. The video title is "A Darwinian theory of beauty" by Denis Dutton. The video player interface includes a play button, a progress bar at 15:27, and various control icons. The video content features a cartoon illustration of a man's head with a thought bubble showing a train. The text in the thought bubble reads: "WHAT THE EXPERIENCE OF BEAUTY IS. WHAT SENSIBLY CAN BE SAID ABOUT IT... AND HOW PEOPLE GO OFF RAILS TRYING TO UNDERSTAND IT". The TED logo and "Ideas worth spreading" are visible at the top. The video has 2,154,162 views and 393 comments.

TED Ideas worth spreading WATCH DISCOVER ATTEND

Wh: Tell us Talks

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Denis Dutton TED 2010

A Darwinian theory of beauty

15:27

Details Transcript Comments (393)

About the talk 34 languages Join the conversation

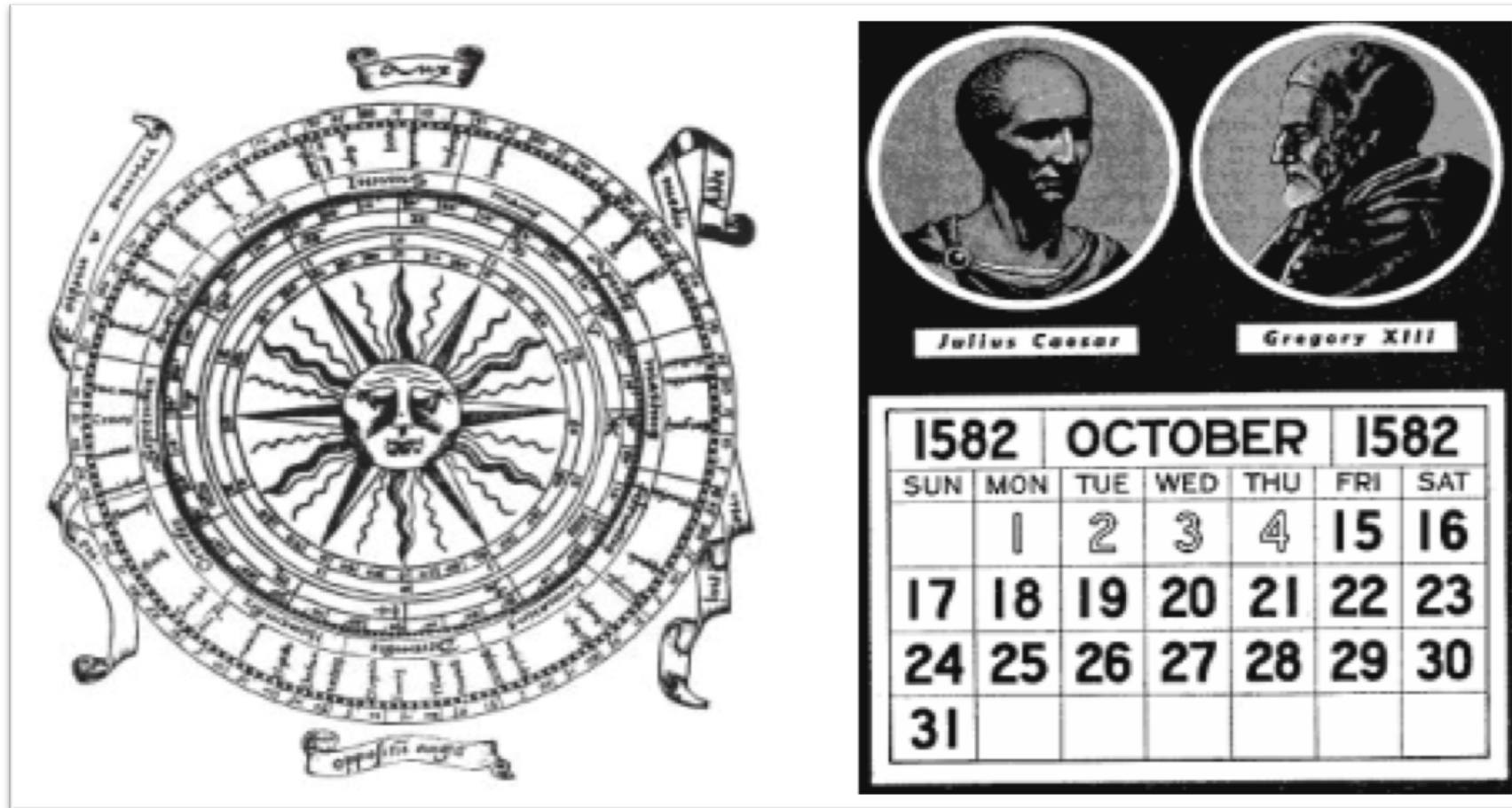
TED collaborates with animator Andrew Park to illustrate Denis Dutton's provocative theory on beauty -- that art, music and other beautiful things, far from being simply

2,154,162 views

Group Task

In groups of 4 (designate one as a writer)

- 1) Visualize, compare (and draw, if possibly) your *perception of time* (you can pick one/go through many units e.g. day, week, month, year, even how you "history")
- 2) Discuss what type of *routines* (rhythms) your everyday consists of
- 3) Upload a report of your discussions (with the names of the team members) to MyCourses



From Julian calendar to Gregorian calendar