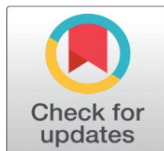
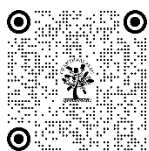


“PHILOSOPHY OF AESTHETIC AND THE ART”

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ABSTRACT

This study is focused on the “Philosophy of Aesthetics and the Art by any Form of Creatives (Design)”, aims to highlight the values, importance and its relevance to the mankind, that how the Aesthetics and the Art affect professional and social life. Impacts and values of aesthetics & art described in this research Paper are directly/indirectly connect to the ‘Nature’; a nature which has two faced values a God’s nature and Men’s nature. This work is purely based on writer’s/researcher’s personal observation and experience of more than 25 years in the Academics and the Industry (related to Applied Art, Painting, Drawing, Illustration, Graphic Design, Photography, Interior Design & Architecture, Exhibition and Advertising), but he has also used many relevant references, statements, and study material to make and prove his research/study most relevant, strong, and approved by his readers. In this study many aspects of social and professional life issues are addressed to prove the importance of Philosophy of the Aesthetics and the Art by any Form of Creatives (Design), when it is applied in daily routine life. The findings also demonstrate, when the Aesthetics and the Art are applied appropriately in our social and professional surroundings then we will see how one’s perception is changed when he/she feels comfortable through the creation of an environment by the Aesthetics and the Art. To achieve the high values of the Aesthetics and the Art, as a conclusion we can say that the Aesthetics and the Art experience makes direct impact on professional and social development of the society.

Keywords: Aesthetics, Art, Beauty/Beautiful, Environment, Nature, Negative Positive Spaces, Philosophy, Ugly

1. INTRODUCTION

1.1. AESTHETICS

In the Greek¹ aesthetics stands for ‘Branch of Philosophy’. If we will go into the depth, we will find that it must deal with the ‘Nature’, the Environment Created by the God and ‘Nature’ (environment) Created by Human. As ‘Aesthetics is having to deal with ‘Nature’s Beauty’ and (one’s) taste. Means, if we talk of nature (Created by the God) and human’s nature both deal with “the Beautiful & the Ugly” as well.

So, the outcome is if anything disturbs us and creates an uncomfortable zone for us, we may call it ‘Ugly’ for ‘Nature’ and for human nature. Similarly, at the same

time if someone feels comfortable with something in our surroundings or it provides a comfort zone to the human being's Nature and the Nature, we find it beautiful. So, can we say or mean it that 'Aesthetics' is a situation of the created environment of the men for the human being and the nature created by the God for human being which provides a comfortable zone or uncomfortable zone and at the same time are compounds of 'Beautiful and Ugly' at large.

It is a human nature who, generally admired and fascinated by beautiful things or desires instead he/she does not admire or is not fascinated by ugly elements of the nature or ugly surroundings of our atmosphere that may be of our room, a cinema hall, a class room, a painting, or any piece of creativity.

So, by the said statement, it might be proven that we want and love beautiful nature in our surroundings (Spaces).

I refer, as it is well described by Jodie (She is a former art teacher turned Graphic/UX Designer and QA Manager. She has applied her knowledge of visual design and software testing on many projects over the years, ranging from small businesses to large well-known brands and organizations. In her spare time, she enjoys reading, blogging, and travel) **"Simply put, aesthetics makes us happy. On an emotional level they elicit feelings of happiness and calm. They connect us to our ability to reflect on and appreciate the world around us which in turn gives us feelings of contentment and hope."**

Well, may we quote that we reached a conclusion that 'Aesthetics (Good & Beautiful) are feelings which create and make a comfortable zone to our interior & exterior or into our living spaces. Means, our spaces have become, comfortable zone for the men by the 'Men' which provides a feeling of good (beautiful) aesthetics or bad (ugly as in: Cactus ugly but a piece of decoration for appealing interiors) aesthetics.

2. ART

Now, we will move to the next level by saying so, "Art is the expression of (Men's) emotions, expressed through any media; it can be on paper, canvas, wall, garment, jewelry, furniture, architecture, or interior, all these forms of expression of emotion appeals us only when aesthetic is delicately handled well. It attracts us and becomes an "Element (Philosophy) of Art achieved through "Best Aesthetics"

Whereas, in an art piece or in nature or any space, interior/exterior in which negative and positive spaces are blended (achieved) and used in a balanced way, create the best aesthetics in the world. Aesthetics play a major role to create mind-blowing designs by any piece of good, attractive and Creative Art. If a person or a potential customer is convinced by the creatives of a 'Creative Person' it proves automatically that "Philosophy of Aesthetics and Art" in any form of creation (Design) plays a crucial role and makes it appealing for the masses.

3. REVIEW

Are Aesthetics and Art important for us (Mankind)?

For an instance, we may ask you how often you go to a particular place! Likewise, a shop, a restaurant, a clinic or to your kid's school. Our question is: Do you really feel comfortable or like to stay at places as you find pleasure or feel irritated by the atmosphere (Aesthetically and Artistically)? Does not matter if your answer is Yes or No, what matters is that you might be affected or fascinated by its surroundings (Art & Aesthetics)! Or you were not impressed by such a particular

space's environment. In both cases you will be disturbed or will feel pleasure throughout your life. It will become a memorable event of your life by good or bad taste (Art & Aesthetics); you will recall some of it's objects like, sofa you sat on was object of desire and admiration for you or "Negative & Positive" spaces provided between sofa and reception table were very soothing and appealing, which were making a visual balance between the two, artistically and aesthetically or a planter and a painting were put on a long distance to achieve best aesthetics to create a good form of artistic piece. On the contrary, it might go opposite of it so might say it a bad or ugly aesthetics achieved by bad art forms. So, it is proven that in this way it will impact us in both directions as said "Bad (Ugly) or Beautiful".

Above-mentioned perception clarifies that "Aesthetics" makes us happy or sad and "Art" provides an appeal or ruins one's taste. So, both factors are important for us and for our environment as well. Aesthetics connectivity with art provides pleasure and happiness to us and becomes our environment soul.

We would like to refer again a paragraph from Jodie's article as she said **"It is often believed that things like success, money and a prestigious career can make us happy. However, professor Abraham Goldberg and his team of researchers set out to uncover the main driving factors of happiness in five major cities including – New York City, London, Paris, Toronto, and Berlin."**²

Using statistical analysis on data gathered by Gallup happiness surveys, as well as data they collected on their own, they discovered that **people's happiness can be contributed to living in an aesthetically beautiful city."**³

Figure 1



Figure 1 Here You Can See a Picture of "Lotus Temple Complex" and its Surrounding Spaces Which Were Planned Deliberately to Provide Lots of Negative Space to The Building. You Will Witness that in this Complex Hardly 30% Of Positive Space is Used, Though the Entire Complex is Covered Under the Area Of 26 Acres (10.5 Hectare)

Figure 2



Figure 2 Another Beautiful Example of Highly Achieved Art and Aesthetics at the World Heritage Site “Taj Mahal” Complex. It was Built in the Covered Area of 17 Hectares (42 Acres) to Achieve the High Values of Art & Aesthetics. the Mughal Dynasty was One of the Largest Dynasties of the World Which Had Brilliant Artists, Architects, Planners, and Craftsmen in Terms of Creativity

It means that things in our daily life & surroundings are affected by art and aesthetics, which provide us happiness and pleasure or unhappiness and displeasure. By correct or wrong balance of spaces (Negative and Positive) we are connected to good/bad forms of art and aesthetics, “Emotionally”.

Example: If a person organizes a marriage ceremony so, he/she will hire a best marriage planner or an event manager who may achieve aesthetically and artistically a good interior of the venue and if on the event’s day guest are fascinated and feel comfortable by its ambience, we may call it a good “Art and Aesthetics” is achieved. Similarly, if it goes in the opposite direction, then guests may call it bad and it may be the worst function of their life.

So, we might come to a point that our perception of pleasure and happiness in our life connect us with the importance of the good and the bad.

Philosophy of Aesthetics & Art and it is Representation in Our Society:

By the point of view of Art perception, we would like to focus on few points as under:

- 1) Art Creates a Good Sense of Aesthetics.
- 2) Appreciation of Any Good Art Form.
- 3) Learn to Make Our Surroundings Artistically Appealing.

4. ART CREATES GOOD SENSE OF AESTHETICS

Well, it begins from our bedroom. Our bedrooms are the most favourite personal spaces for living and perhaps we spend half of our quality time of day & night. Everybody must have experienced on a regular basis that, when we visit any of our relatives’ bedrooms or drawing room on regular intervals and when we see the interior of the rooms and experience a bad aesthetics, we might feel disturbed or irritated upto some extent. It means, our sense of art & aesthetics primarily starts from our living space (our home). Verily, Art & Aesthetics have better connectivity with each other to achieve a good environment in our surroundings (spaces). When we mix and match appropriately good pieces of art, it is admired by the people in a

manner to create best aesthetics or it may go in an opposite direction as worst aesthetics.

How can we generate a good sense of Aesthetics amongst general people by Art objects to admire? It is very simple; we should balance the ratio of negative and positive spaces⁴ well. It is proven that spaces which are handled between 10% to 30% “Positive” and 90% to 70% “Negative”⁵ respectively, are best layouts or designs or interiors/exterior by the perception of art & aesthetics.

Figure 3

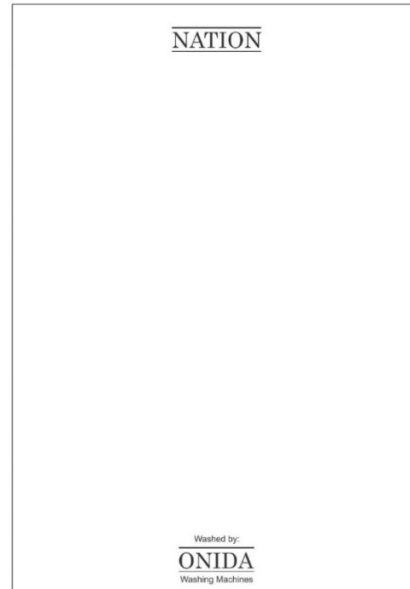


Figure 3 It is the Ad Which was Published in All National Dailies of India, it was One of the Costliest Campaigns in Terms of Advertising Value. Onida, One of The Giants of 90s Who Were Famous for Launching Some Out of the Box Creative Advertising, this Ad Campaign was Awarded Too and a Memorable One. You Can See Better Use of Spaces Which Creatively Depict the Meaning of Cleanliness. A Good Piece of Art & Aesthetics

Figure 4

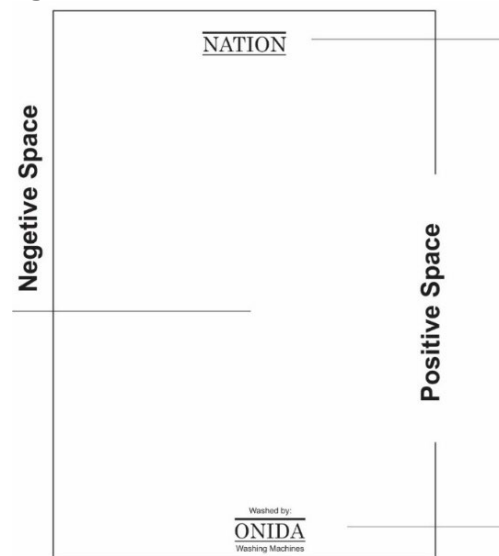


Figure 4 You Can See Here Distribution of Negative and Positive Spaces Hardly 10% Positive Space is Used and Rest is Negative Space, But Layout is Extremely Appealing

To prove our statement, you may start (aesthetics) it from your bedroom by placing good objects of art like; choose a decent bed (in terms of its design) if your sense of aesthetics is not good you may consider advice from one of your colleagues/friends/family members. Similarly, you may also choose a less ordinary lamp or fancy light, a better dressing table. Also, you may choose right wall colour or wall paper, lighting and sensibly chosen correct set curtains and matching cupboard according to the interiors, floor tiles etc.6,7,8 and this exercise may improve the good sense of "Art & Aesthetics". So, the point is considering art values to connect with appealing aesthetics makes good sense in our daily quality life.

Figure 5



Figure 5 It is One of The Examples of a Bedroom in Support of Said Above Statement About Bedroom Chemistry of Art & Aesthetics

Figure 6



Figure 6 It is Another Example of Bedroom

Figure 7



Figure 7 It is Another Example of Bedroom

5. APPRECIATION OF ANY GOOD ART FORM

You might make a habit, if you visit places or in fact, at your home if anyone creates appealing aesthetic values by putting admirable pieces of art (which possibly you can't achieve), you must appreciate it and admire it as well. What changes may you witness? A good sense of art and aesthetics⁹ will be enhanced and developed slowly and you will see very soon you will create very good aesthetics yourself, with a better sense of artistic values.

Figure 8



Figure 8 A Good Example of Art & Aesthetics Achieved Delicately

6. LEARN TO MAKE OUR SURROUNDINGS ARTISTICALLY APPEALING

It can be learned by visiting and exploring new places at least once in a month likewise; Hotels & Restaurant, Malls & Museums, Art Galleries, Hospitals¹⁰ and family Relatives & Friends Homes where you may find good pieces/objects of art well blended with appealing aesthetics. It is like a process or transition, from childhood to adulthood which develops gradually. Means, in its similarity you will learn to achieve good aesthetics and art values.

Figure 9



Figure 9 It is an Example of a Commercial Place (Hospital) Interior by Using the Best Use of Negative & Positive Spaces to Achieve The Values of Art & Aesthetics

7. STUDY/RESEARCH HURDLES

It is a common factor that "Art & Aesthetics" are not clear amongst the most people that is why they confuse it with the term "Perception". Sometimes, people also relate art only with the theatre artist so, any such form they call it an Art. Roughly 80% to 70% of people do not understand the value of art & the importance of aesthetics in common man's life and how it beautifies our surroundings. So, it becomes very difficult to clear such mis-perceptions and myths about the main topic. So, by this point of view there was a need to throw some light in this area.

7.1. PURPOSE OF THE STUDY/RESEARCH

In this study purpose was purely focused on spaces or our surroundings (environment interior/exterior). Aesthetics and all forms of Art makes it possible to achieve values into our daily life. Also, to know how "Negative and Positive" spaces create the best environment/atmosphere and any creative form to achieve aesthetically and artistically balanced layout¹¹ (by any form) to appeal to the masses.

Figure 10

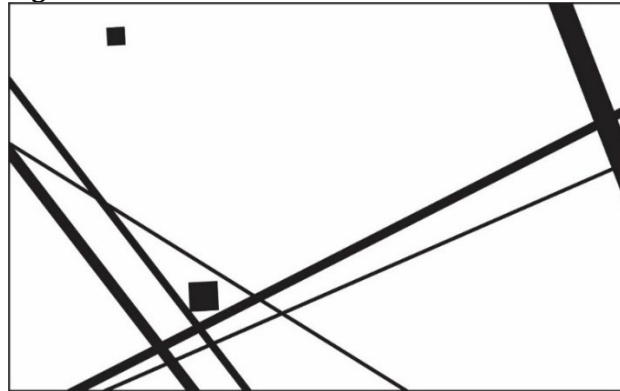


Figure 10 Here are Representations of Negative and Positive Spaces Achieved Through Basic Design by the Perception of Art & Aesthetics Values

Figure 11

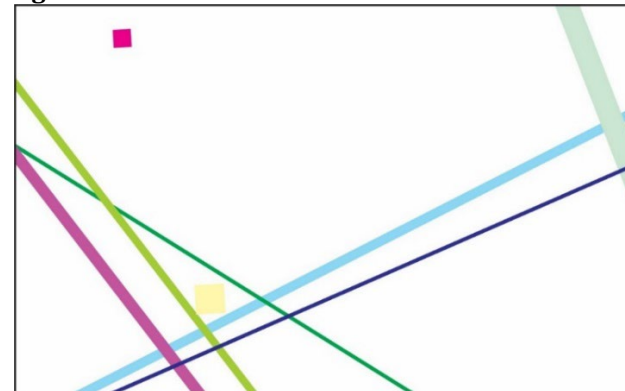
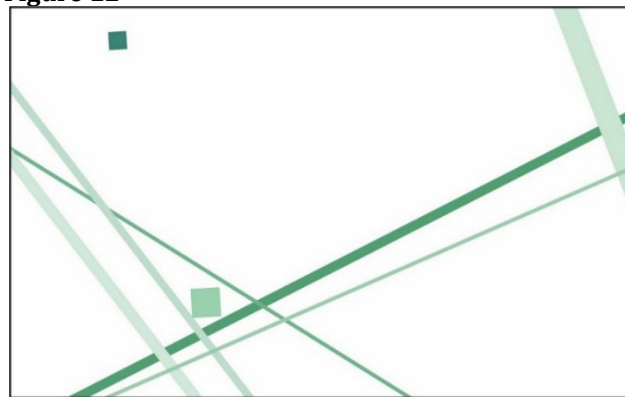


Figure 11 After Putting Colours into this Design Though it is Difficult to Make it More Appealing as You Can See Here

Figure 12**Figure 12** Same Design Looks Different When it is Treated by Hue & Saturation of Single Colour

In this study many questions were also raised like:

- 1) Does Philosophy of the Aesthetics & the Art really make an impact and leave an impression on one's social life?
- 2) How Negative and Positive Spaces work and affect our daily practical social and commercial life?
- 3) Do appealing Aesthetics & Art Values leave a lasting impression on people?

8. METHODOLOGY

It was done by keeping a point of view in our mind that it is to deal with our daily life issues in our surroundings we face at places like working, social societies and family. For example: It is a real incident at one of our employer's places, it is about the staff room of the organization, where, it was a total mess-up with bad Aesthetics and the Art. When, we first visited the staff room, we were unable to adopt and adjust ourselves into the atmosphere of the place. Gradually, we discussed it with our colleagues though everyone was uncomfortable with the environment but no one took courage to correct it and change it. We did some little efforts and brain washed them somehow, we managed to change the ambience and philosophy of Art & Aesthetics was applied smartly. What we want to convey is that there is no such set method to change the mindsets of the people; it must start and initiate first from us only. Awareness, too would play a crucial role to enhance and to adopt the Aesthetics and the Art philosophy for the society.

9. RESEARCH TOOL/APPARATUS

Mainly it was done through the discussions, virtual & telephonic and physical. Outcome and findings were tremendous. Because this idea worked as a spark to generate fire. People responded with enthusiasm, the right pulse of the people we caught and they showed a need of the Art & Aesthetics is need of the time with a massive demand.

9.1. DATA ANALYSIS

Honestly this study was done within our social and professional circle on the outcome of friendly discussions with them. Their point of views were considered and appreciated for the betterment of this study/research paper. It had to deal

totally with the outcomes of their personal issues and hurdles they faced visually to achieve balanced Aesthetics by the Art Values at their places (Work & Home).

Therefore, none of these mathematical approaches were applied to analyse the problem.

10. FINDINGS

At the end, it was very clear and transparent that people are mostly unaware about the problems of Art & Aesthetics Philosophy in our daily life. At the same time, they were too unaware of how to address the issue in general. As a result, we found that there is a massive need to solve the critical curiosity of the topic for the human by the human.

11. DISCUSSIONS

As we mentioned above, this study/research paper was totally based on discussions with the people in our society's social and professional circle as well, though, at the same time it is also an outcome of our personal experience and observation.

For us it is a new experience in the field of "Research & Analysis" and as an author he took this courage to address his readers directly. It is just because, apart from being a writer, first he is an artist and he thought he can understand the problems and issues of the topic better than others, being a creative person. Artists are one of the most highly emotional peoples in the world and they always used to be disturbed when they experience bad or ridiculous art & aesthetics. Sometimes repeatedly it disturbs us which makes us weaker to perform or deliver creatively. We feel, art & aesthetics are two components which provide us a comfort zone emotionally & physically.

Also, it gives a boost to achieve our progress in daily routine life. These are purely author's views and he feels it might have conflict of interest and criticism too which is also needed to enhance one's work.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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