

New Directions of Arts Management in Contemporary Society: Community - Based Art Project as Grass-roots Art Advocacy - Nov Amenomori

This study is to examine directions and methodology of arts management in community-based art project, analyzing the origin and process of artistic practice toward real world instead of existing art space such as museum or gallery. What I focus on here is that intrinsic motivations of artists and practitioners, who play important roles in developing Community-based art project.

The subjects for this survey are mainly artists who started their own practices based on everyday life. Through the research conducted in interviews with artists and written materials related to them, it shows something in common as follows.

Firstly the doubt on the concept of 'modern art' adapted from the West in late 19 century in Asia, which was totally different from what Asian countries had before. Secondly they pay attention to indigenous wisdom, which have developed over a long period of time and experience before the modernization. Thirdly they opened up new ways to connect and involve people, who are not engaged art yet, shearing the process and learning each other in creative ways.

As a conclusion, intrinsic motivations of artist is essential factor to activate grassroots art project in public sphere for reconstructing interactive relations between art and people which is one of the great challenge for arts management. Without developing the interactive relations it is impossible to realize the primary functions of arts in real life.