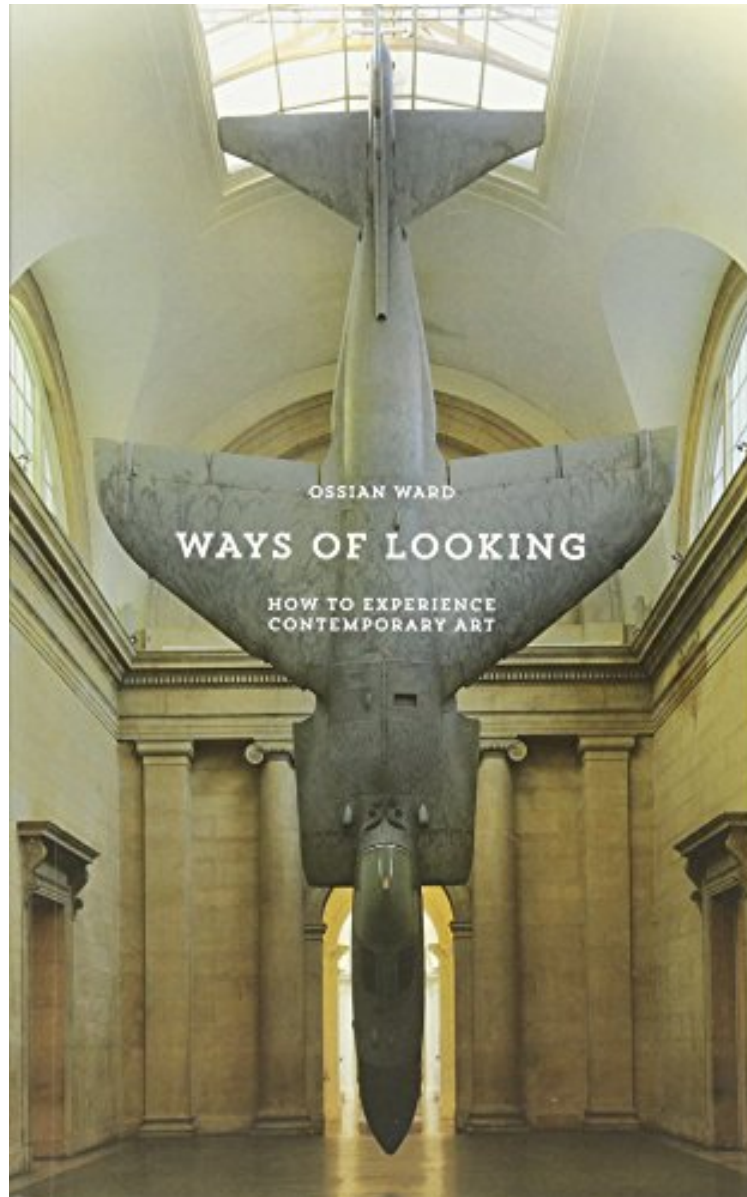


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## Ways of Looking: How to Experience Contemporary Art

*Ossian Ward*

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**Ossian Ward : Ways of Looking: How to Experience Contemporary Art** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ways of Looking: How to Experience Contemporary Art:

14 of 14 people found the following review helpful. A new modern classicBy E.J. DisfarmerConcise and easy to read without being condescending or oversimplified, this is the best introduction to looking at contemporary art I've come

across in years and I'll be using it as a required text in teaching my college-level art history classes. Ward's "TABULA" method for approaching unfamiliar works of art actually works for all genres and periods (whether contemporary or not), and is helpful even for audiences who are already comfortable with looking at and talking about art. The book itself is profusely illustrated and beautifully designed throughout and at considerably less than the cost of an adult admission to MoMA, an excellent value for the price. 4 of 4 people found the following review helpful. Worth it. By El Sooko This is a great book. It refreshingly states what is out front, "Ways of looking..." It doesn't do what most art books do: imply a solution. Ward doesn't attempt to co-opt the field and provide definitive formulas for "How to ... Art ...". He simply presents works and explains how he sees them and then justifies his claim, but he frequently reminds the reader that his is only one way of seeing the works. He no doubt favors his approach, which he presents enthusiastically and playfully, but he stops short of arrogance. Refreshing in a field filled with such dogmatic pedantry. This is a fun one to read. 0 of 0 people found the following review helpful. Highly recommend. By M. Fitz Easy read. Clear. Down to earth. I teach high school art and was a fine art major in college. I know lots about pre-1990s art. This was an excellent introduction to what makes contemporary art tick. Excellent explanation of specific artists and their work. Talks about how the art makes one feel, its place in the world, what the artist is communicating, etc. Divided into categories that help sort it all out. I highly recommend this book.

Art has changed. Today's works of art may have no obvious focal point. Traditional artistic media no longer do what we expect of them. The styles and movements that characterized art production prior to the twenty-first century no longer exist. This book provides a straightforward guide to understanding contemporary art based on the concept of the tabula rasa a clean slate and a fresh mind. Ossian Ward presents a six-step program that gives readers new ways of looking at some of the most challenging art being produced today. Since artists increasingly work across traditional media and genres, Ward has developed an alternative classification system for contemporary practice such as 'Art as Entertainment', 'Art as Confrontation', 'Art as Joke' -- categories that help to make sense of otherwise obscure-seeming works. There are also 20 'Spotlight' features which guide readers through encounters with key works. Ultimately, the message is that any encounter with a challenging work of contemporary art need not be intimidating or alienating but rather a dramatic, sensually rewarding, and thought-provoking experience.

"An instruction manual for the modern aesthete" - Wallpaper\* "This great little book provides signposts for a journey rich in colour and imagination" - World of Interiors "The perfect contemporary gallery companion - clever, practical and (thankfully) free of loaded art-world terminology" - Vogue About the Author Ossian Ward is Head of Content at the Lisson Gallery. He was chief art critic and visual arts editor at Time Out London and previously served as editor at Art , and VA Magazine. The author of many magazine and newspaper articles, he has also written catalogue essays on numerous contemporary artists.