

ARTISTS AND ARTISANS

In the Art World, artists and artisans act as magicians, transforming raw materials into fascinating creations. They employ various techniques to craft stories and emotions that capture our imagination and awaken our senses. This module explores the creative process of artists and artisans, mediums and techniques in arts, GAMABA National Artists, Art Events, Stakeholders in the Art World, and Managing Audience Engagement.

Artists and Artisans

Artists create original works of art, expressing **personal ideas** and **emotions** through mediums like painting, sculpture, or digital art.

Example:

- **Vincent Van Gogh** is known for his expressive paintings like “Starry Night” and “Sunflowers.”
- **Frida Kahlo** is famous for self-portraits like “The Two Fridas” and “Self-Portrait with Thorn Necklace and Hummingbird.”

Artisans are skilled craftspeople who **create functional or decorative objects** using traditional techniques and expertise, focusing on **craftsmanship** and **practicality** rather than personal expression.

Example:

- **Potter** creates pottery such as bowls and vases using clay and techniques like wheel-throwing or hand-building.
- **Blacksmith** uses metalworking skills to forge tools, decorative objects, and sculptures from iron or steel.

Production Process

The production process is not necessarily linear.

1. **Pre-production** – It pertains to the **ideation process** of the artist. It may overlap with production in terms of gathering and sourcing materials.
2. **Production** – It refers to the **execution** of the artwork. It may vary depending on the **medium** and **technique** of the artist.
3. **Post-production** involves **setting up, tweaking, and preparing for transport, display, and promotion** of the artwork, considering its **circulation** and **acceptance** by the target audience.

Medium and Technique Approach in Arts

Medium refers to the **material or means that the artist uses** to objectify their feelings or thoughts. **Technique**, on the other hand, refers to the **method and process** used to apply the medium and work with their chosen medium. Art can be classified into three categories based on medium: *visual arts*, *auditory arts*, and *combined arts*.

Medium and Technique in Visual Art

In Visual arts, **‘medium’** refers to the materials artists use, while **‘technique’** refers to the method artists employ to manipulate the chosen medium.

Visual Arts	Mediums	Techniques
Painting	oil paint, acrylic, watercolor, etc.	blending, layering, etc.
Drawing	pencil, charcoal, ink, etc.	lines, shading, etc.
Printmaking	printing plates, inks, brayers, etc.	etching, screen printing, etc.
Sculpture	clay, metal, wood, stone, etc.	carving, assembling, molding, etc.
Architecture	concrete, steel, glass, wood, etc.	designing structures, planning spaces, etc.

Mediums and Technique Approaches in Visual Art

Medium and Technique in Auditory Art

In Auditory arts, ‘**medium**’ refers to the means through which sound is conveyed, while ‘**technique**’ refers to the methods and skills to encompass the various aspects of composing, performing, or recording music.

Auditory Art	Mediums	Techniques
Music	instruments	composition (creating music)
	voice	performance (executing music)
	electronic sound	production (recording and refining music)

Mediums and Technique Approaches in Auditory Arts

Medium and Technique in Combined Arts

In Combined arts, ‘**medium**’ refers to the materials used to create interdisciplinary artworks, while ‘**technique**’ refers to the methods employed to integrate diverse artistic forms harmoniously.

Combined Arts	Mediums	Techniques
Installation	spatial arrangements (physical space)	interactive elements (touch-sensitive surface, motion sensors, or sound-triggered responses)

Mediums and Technique Approaches in Combined Arts

GAMABA National Artists

GAMABA stands for “Gawad sa Manlilikha ng Bayan,” also known as the “National Living Treasures Award.” The Philippine government confers it to individuals or groups recognized for their **exceptional traditional craftsmanship** and **contributions to Philippine traditional arts**. Some notable recipients of the GAMABA award (National Artists) include:

1. **Lang Dulay** – She was a renowned **T’boli Dreamweaver** known for her intricate **T’nalak designs** from Lake Sebu, South Cotabato. She was awarded the GAMABA in 1998.
2. **Estelita Bantilan** – She is a master of the **B’laan mat weaving** from Sarangani. She was awarded the GAMABA in 2016.
3. **Alonzo Saclag** – He is a **master of dance and music** from Lubuagan, Kalinga province. He was awarded the GAMABA in 2000.

4. **Yabing Masalon Dulo** – She was a master **B'laan ikat weaver** from Polomolok, South Cotabato, known for her contributions to **preserving** and **promoting traditional weaving techniques**. She was awarded the GAMABA in 2016.

Events, Exhibits, and Managing Audience Engagement

Art Events

Art events provide opportunities for artists to **showcase their work, connect with art enthusiasts, spark conversations, and enrich cultural experiences**. Here are common art events:

1. **Art Exhibitions** refer to **curated displays of artwork in galleries or museums** to showcase artist's work to the public.
2. **Art Fairs** refer to **commercial events** where **galleries and dealers gather to exhibit and sell artworks**, often including talks and programming.
3. **Open Studios** refer to events where artists **open their workspaces to the public**, allowing them to **see the creative process** and **purchase artworks**.
4. **Art Auctions** refer to events where **artworks are sold to the highest bidder** through competitive bidding held by auction houses or galleries.

Managing Audience Engagement

Managing audience engagement involves creating engaging experiences through **interactive exhibits, workshops, tours, and digital platforms** to encourage participation, gather feedback, and forge emotional connections.

Stakeholders in the Art World

Stakeholders in the Art World play important roles in promoting, preserving, and engaging with art through institutions, exhibitions, collections, and transactions.

1. **Art Managers** – They oversee **administrative and operational aspects** of artistic organizations. Art Managers focus on **managing budgets, fundraising, marketing, and public relations** efforts.
2. **Art Curators** – They **select, present, and explain artworks** in exhibitions or collections. Curators emphasize artistic and cultural significance to **educate and engage audiences**.
3. **Art Collectors** – They typically **create extensive collections** rather than purchasing individual artworks.
4. **Art Dealers** – They facilitate the **buying and selling of artworks** on behalf of artists, collectors, or galleries. They operate independently or within galleries and influence market trends through sales and expertise.

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