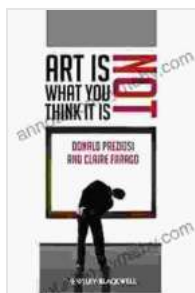


# Art Is Not What You Think It Is: A Manifesto for a New Understanding of Art

By Will Gompertz

In his groundbreaking book, *Art Is Not What You Think It Is*, Will Gompertz argues that art is not about beauty or skill, but about ideas. He challenges the traditional definition of art and offers a new way of understanding it.



## Art Is Not What You Think It Is (Wiley-Blackwell

Manifestos Book 74) by Donald Preziosi

★★★★★ 5 out of 5

Language : English  
File size : 4171 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 191 pages  
Lending : Enabled



Gompertz begins by tracing the history of art from the cave paintings of Lascaux to the contemporary art of today. He shows how the definition of art has changed over time, and how it has been shaped by social, political, and economic factors.

Gompertz argues that the traditional definition of art is too narrow. He believes that art can be anything that communicates an idea, and that it can be found in any medium, from painting and sculpture to music and dance.

Gompertz's new definition of art is more inclusive and democratic. It allows for a wider range of artistic expression, and it gives everyone the potential to be an artist.

*Art Is Not What You Think It Is* is a must-read for anyone who is interested in art, creativity, or the history of ideas. It is a challenging and thought-provoking book that will change the way you think about art.

**Here are some of the key ideas in *Art Is Not What You Think It Is*:**

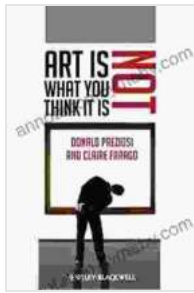
- Art is not about beauty or skill, but about ideas.
- The traditional definition of art is too narrow.
- Art can be anything that communicates an idea.
- Art can be found in any medium, from painting and sculpture to music and dance.
- Everyone has the potential to be an artist.

**Gompertz's new definition of art is more inclusive and democratic. It allows for a wider range of artistic expression, and it gives everyone the potential to be an artist.**

*Art Is Not What You Think It Is* is a challenging and thought-provoking book that will change the way you think about art.

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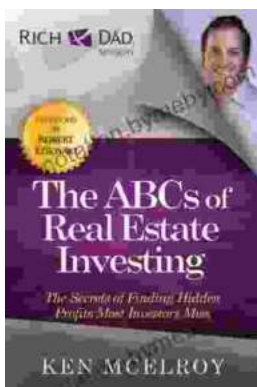
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