## Phenomenology and changing the experimentation concept in contemporary painting.

Assist. Prof. Dr. Nadia Wahdan Ahmed Ibrahim
Assistant Professor, Painting & Drawing appreciation Department,
Faculty of Art Education, Helwan University
nadia wahdan@fae.helwan.edu.eg

## **Abstract:**

The contemporary artist seeks to revolutionize the inherited traditional concepts and believes that he must remain in a state of constant search to review his ideas and principles, because there is no absolute truth. If the direction of idealist philosophy was the mainstay of its self-construction, and the direction of empirical philosophy was the mainstay of its subject construction, then the direction of phenomenological philosophy looks at the point at which the two trends reconcile, and this point is the return to feeling to realize the same things, starting from the concept of the phenomenon that maintains real existence and self-awareness of it. Thus, you have combined the two directions. Phenomenology is a philosophical school that began in the early twentieth century that relies on the intuitive experience of phenomena and specializes in studying the structures of various types of experiences such as perception, thinking, imagination, and evoking the mental image.

The construction of contemporary graphic work in which the value of experimentation in the creative process increased, stylistics and formality diminished, and it proceeded towards dissolving the separations between photography and other arts. The artist makes successive attempts in search of plastic concordances and exchanges, which achieves his conviction in the integration of the artwork he produces, which develops tremendously and with limitless possibilities and techniques, and relies on building the pictorial work on the "concept" by focusing on the integration of the mental processes of the recipient to perceive the idea of the work. It enters the midst of the artistic process that this visual artwork evokes, through contemporary figurative formations that present reality with a parallel image that does not reflect the visible reality as a goal, but rather a shocking presentation charged with urgent truth and intense meanings that the artist as a kind of rejection The habit of seeing familiar things and evoking the mental image with surprising facts. The research aims to reveal the phenomenological philosophical transformations in art, and their relationship to changing the concept of experimentation in contemporary photography.

## keywords:

Phenomenology; Experimentation; Contemporary Painting.

DOI: 10.21608/MJAF.2021.89261.2429