

Sweet Dreams

Beverly Hills Hypnosis™

Sweet Dreams...



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Johanna Drucker's "sweet dream" is for a new and more positive approach to contemporary art. Calling for a revamping of the academic critical vocabulary used to discuss art into one more befitting current creative practices, Drucker argues that contemporary art is fully engaged with material culture--yet still struggling to escape the oppositional legacy of the early twentieth-century avant-garde.

Drucker shows that artists today are aware of working within the ideologies of mainstream culture and have replaced avant-garde defiance with eager complicity. Finding their materials at flea markets or exploring celebrity culture, contemporary

artists have created a vibrantly participatory movement that exudes enthusiasm and affirmation--all while critics continue to cling to an outmoded vocabulary of opposition and radical negativity that defined modernism's avant-garde. At the cutting edge of new media research, Drucker surveys a wide range of exciting contemporary artists, demonstrating their clear departure from the past and petitioning viewers and critics to shift their terms and sensibilities as well. "Sweet Dreams" is a testament to the creative processes and self-conscious heterogeneity of art today as well as a revolutionary effort to solicit collaboration that will encourage the production of imaginative thought and contribute to contemporary life.

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