

THE FIRST COPERNICAN ART MANIFESTO

Science began with the Copernican Revolution. Recognition that the world is an average planet, and that our place in the cosmos is nothing special, has allowed humanity to make generalizations about the universe based on local observations. Yet while the Copernican Revolution has enlightened scientists for centuries, art remains Ptolemaic. Masterpieces are worshipped. Only the extraordinary is deemed praiseworthy. If art is to foster universal understanding—and be more than a cultural trophy—the great works must be abandoned. Art ought to be mediocre. The art of the future must be Copernican.

1. Painting must have the average color of the universe. Let it be beige.
2. Sculpture must have the predominant composition of the universe. Let it be gaseous.
3. Music must have the gross entropy of the universe. Let it be noisy.
4. Architecture must have the fundamental geometry of the universe. Let it be flat.
5. Cuisine must have the cosmological homogeneity of the universe. Let it be bland.
6. Film must have the mathematical predictability of the universe. Let it be formulaic.
7. Dance must have the characteristic motion of the universe. Let it be random.
8. Literature must have the narrative arc of the universe. Let it be inconclusive.

PUBLIC EXHIBITION

THURSDAY, OCTOBER 20TH

5:30 - 8:00

AND BY APPOINTMENT THROUGH NOVEMBER 2011

MODERNISM GALLERY

685 MARKET STREET SAN FRANCISCO CA
415 541 0461 MODERNISMINC.COM

A NEW PARADIGM BY JONATHON KEATS