

Research Article

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Art in Mersin Streets in Context of Environmental Aesthetics

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ABSTRACT:

This work shows that What is augmented reality? What are its' contributions to digital art? And How are the reflections on environmental factors? Everything in a dynamic environment is affected by all kinds of developments and changes. This century is the information era and technological innovations and changes in informatics influenced art. The technology that artists who could not remain indifferent to these developments and innovations brought to their work led to the acquisition of new identities of art and structural and visual changes. So art has moved to an unimaginable point without technology. The type of art we call digital art or computerized art has emerged and augmented reality; an interactive experience for art lovers. Computer-generated software enriched the real world with the addition of multimedia objects such as images, audio, video, animation, 3D models simultaneously on to real image with the camera, i.e. the combination of real-world and virtual images it makes you look like. Augmented reality applications provide information about a real-world place and enable exploring learning while contributing to the city's visual identity.

Keywords: Augmented Reality, Digital Art, Environment, Design, Technolog

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Öz

Çevre Estetiği Bağlamında Mersin Sokaklarında Sanat

Mersin was established in the 19th century and maintains its existence as a city that holds many cultures together. While being established as an industrial city, it could not overcome the risks it brought with it. Air pollution, threatening human health with excessive pollution, and the relocation of people from nearby villages, whose hopes from agriculture have been discouraged, to the city in the hope of work and education determined the fate of Mersin in terms of migration. Settlement in the outlying neighborhoods led to the establishment of unplanned neighborhoods, meanwhile also led to the establishment of culturally large villages. In addition, immigration from the Southeast due to terror caused the formation of other unplanned villages. Later, the Syrian war offered Mersin an unlucky future.

Distorted urbanization and excessive migration have changed the city's physical and artistic stance negatively. Mersin, which has poor infrastructure, is unable to overcome all these negativities and local administrators find it difficult to respond to their needs while evaluating this gap. Due to economic difficulties, scrap and garbage mafia cause all kinds of common crimes in the city, while traffic problems are turning the city into a theft and drug market. Although Culture and Art is a tool for the development of good emotions and creative emotions and even as a method of treatment, it is difficult to show sufficient quality and quantity due to the lack of support.

Apart from the Archaeological Museum and the Maritime Museum, it is almost impossible to see our history or art exhibition. It has become a city where the wrong development strategy is driven and artistic developments are almost stopped. Today, we are faced with a society that is covered by the concern of communication created by the constantly expanding gap between the information that is understood and should be understood. This causes chaos in the city. Attempting to identify the underlying order of irregular phenomena, people, clusters of people, culture, society, all become irresistible with this distorted urbanization as chaotic phenomena. In this case, it is necessary to present an alternative paradigm which tries to conceptualize the phenomenon of communication with regularities and challenges this process with simple models in order to determine the tendency of the public on a certain subject in search of new paradigms.



Photo1: Mersin

Standardized cultural products produced and spread by mass media, produced exclusively for the mass market. There is also a mass (ie standardized) behavior in their use and consumption. mass art, also known as its kitsch, which means garbage in German, pre-digests the content to be transmitted to the audience and saves the viewer from the effort to understand and absorb the content. It frees him from walking the real path of real art and provides the pleasures of art”, says MacDonald. Unfortunately, there is a danger. As Van den Haag put it, “Mass art not only distracts the audience from serious art, but also makes it incapable of recognizing “the real thing”. This is not only limited to the aesthetic field; all mass media ultimately alienates people from personal life; it intensifies their moral isolation from each other (from reality and from themselves). Once the art of mass becomes a habit, it undermines the ability to live meaningful life. In this case, it is seen that the culture becomes corrupt, that is, kitsch. Value judgments change and move towards discrimination. But it rejects discrimination.

In our city, where we are faced with a counter-cultural stance, a subculture has emerged that is in conflict and contradiction with the dominant culture of society. We are experiencing a complexity of new and non-traditional attitudes about family life and politics, which oppose traditionally accepted values and behavior patterns. They do not like the contradictions of their actions with their beliefs and disrupt the beliefs of the activity.

In addition to providing art education, the Faculty of Fine Arts has organized many exhibitions and similar activities. These are street activities organized on cooperation with public institutions and volunteering. The cultural and artistic interactions provided by these activities to the city and society since 1998 in Mersin are quite large. Projects developed to ensure the continuity of such activities; Mersin Akbelen Neighborhood “Art on the Wall”, International Citrus Festival, “ Walking Exhibition”, Expressionist Painting Therapy with Street Children, “Painting Workshop with Children in Prison”, “Painting Therapy” and “Framing and Self Focus”, “School Walls”.



Photo 2: Myrna Art 2019



Photo 3: International Myrna Art, 2019

If we try to explain artistic action and interaction as a result of the meaning given by social actors to objects and social action, common meaning, interpersonal interaction, individualization internally, depending on the symbols of a language as a human process are the most important facts that unite people. Therefore, "art is not an automatic reaction to external stimuli, but the means of communication are the main elements of communication processes in modern societies. It can also be relatively shaped by the comments provided by the means of communication. These activities act as a signal in the communication of the society with art "on the" street ". In other words, says Erol " it has nothing to do with content or meaning and expresses only the physical existence or form of the message". In another sense, art is also the slogan for a healthy, peaceful and fun life.

The artists who took art education in Mersin, working in the streets, concerts of Mersin Opera and Ballet artists, and the "walking exhibition" works appearing on the streets and cortege marches caused the society to perceive the freedom of works trapped in museums and galleries. The aim here was to see the real picture, which is of course true, and to bring them closer to the quality by listening to the real music.



Photo 4: International Mersin Citrus Festival, 2018

Jim Collins describes the difference between the audience and the critic of authentic art, in another explanation of authentic art in both classic and avant-garde versions. He says that “audience appreciation and criticism’s critique of authentic art should be defended and defended against the attacks of mass culture”.

These paintings made on the street with this authentic and realistic definition of genuine art continue to watch Mersin from the Akbelen walls of Mersin.



Photo 5: Akbelen, Nazife Hazar studying “Respect Vermeer”, Toroslar, 2018

As the journalist Burak Kara emphasized, Hazar graduated from Mersin University Faculty of Fine Arts with a first place in 4 years because of his passion for art. He said that Frida Kahlo's wife was influenced by the famous Mexican painter Diego Rivera. Therefore, Caspian said that he has signed social responsibility projects and said: "My dream is always to do wall painting. 'Why wall painting?' t I have added soul and beauty to the emotionless, soulless walls. I made reproductions of paintings by very famous painters. In this work, I dealt with both domestic and foreign artists who left their mark."



Photo 6: Akbelen, Toroslar, Mersin, 2018



Photo 7: "Walking Exhibition" "Untitled" 200X300 cm, Eduardo Alvarado Sanchez-Cortes, 2013, International Mersin Citrus Festival From the cortege walk, 2018

We understand that the feeling of pleasure develops with the demonstration of professional specialization on the street, the public sees better and more beautiful, the development of visual pleasures and the commencement of the functional. As Herbert Gans emphasizes, “an elite, qualified, creative and selective minority and an unqualified, deprived, dry crowd. This audience may be literate, but because it lacks classical education, it has low and non-selective tastes. Instead of high culture, a culture of masses is being developed that can destroy or displace both high culture and folk culture of traditional societies. This mass culture reduces the appreciation of the people to a certain level, encourages mediocrity, harmony, passivity and escapism.

In Mersin, a process in which the relationship between high culture and subculture will be kept in balance will begin. The “art”, which descends to the masses who do not go to the museum, will perhaps lead to the discussion of the title of mass to be remembered in another dimension.



Photo 8: “Walking Exhibition “naturmort with watermelon” Sea, 140x160 cm, International Citrus Festival

“If the traces of the past were not compiled and the art of the past were not preserved in museums, would it be meaningful to remain loyal to the old, follow traditions, and resist the destructive endeavors of the time - would it even become a kind of moral obligation? Cultures without museums are cold cultures”, explains Levi-Strauss.

The process of converting the British Oil Factory into a museum is pending in our city. As Freud put it, there is a dynamic, active play of desire powers that cannot be reached with our rational and logical selves under our daily social interactions. According to Lacan, this unconscious is produced both in language and can be obtained through language. The moment of linguistic capacity (and the perception of a talking self) is the moment of human entry into a social sphere (and recognition of difference, mediation with others, and acceptance into an oral exchange system).

The process of understanding each other in the perception and communication network through art in a cosmopolitan social environment has begun during the interaction process of Mersin.



Photo 9: Marching Exhibition ”, My Father Muhsin Tor, Me, Tarık Botella Tor, Ayça Juana Botella Tor”
200X300cm., TUKT, 2013 Nurseren Tor, International Mersin Citrus Festival



Photo 10: Ayça Juana Botella Tor “Azakhan” Mersin Urayart2019



Photo 11: Ayça Juana Botella Tor “Azakhan” Mersin Urayart2019



Photo 12: Mersin Urayart 2019 “Gendarmerie building, security wall” 2019



Photo 13: Mersin Myrna Art2019 “ Autor Zeynep Göğüş”

This “Marching Exhibition”, the Akbelen Art on the Wall“ project, Mersin UrayArt 2019 and Mersin International Hospital Streetart Project’19, was designed to change the cultural and artistic structure of the city and to invite people to think. In this series of activities, things that were good and beautiful were always in demand, they were kept alive... Thus, the invitation of the main institutions, applause of Mersin is the definite result of achieving the goal.

AS A RESULT

This “Marching Exhibition”, the Akbelen Art on the Wall“ project, Mersin UrayArt 2019 and Mersin International Hospital Streetart Project’19, was designed to change the cultural and artistic structure of the city and to invite people to think. In this series of activities, things that were good and beautiful were always in demand, they were kept alive... Thus, the invitation of the main institutions, applause of Mersin is the definite result of achieving the goal.

The social, ideological and discursive aspects of the pleasure reached with all these activities started to be given more importance.

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