

ABSTRACT

This dissertation is born of a general prejudice against official culture, canonical ideas of art and culture, and the ‘caste- system’ that differentiates between fine art and other cultural activities. It is based on the premise that there are close similarities in the practices and products of both fine and the products of the industrial arts.

The aim of the project is to undermine the ideal of fine art as being of a necessarily superior caste to other applications of imagination and creativity. That is, it is a challenge to the idea of ‘art’ as some mysterious, totally unique practice.

By the traditional standards of creativity, imagination, technical skill, and of understanding of nature and of materials, the works of the engineer or industrial designer may surpass those of the fine arts in terms of art- making. The cultural aspects of industrial design will be the primary focus of the dissertation, although engineering as a creative art will also be discussed.