**Module 2 – First Response Paper**

Among the various ideas put forth by Berger, Villhauer, and Ruspoli’s film, there are key points that can be utilized for my research projects. From Berger, a key concept is understanding how one sees the world and then approaches it. He explores how vastly different a cubist, impressionist, and photographer see the visible world (Berger 18). In order to find something new and approach a topic differently, one must view it differently. This then relates to Villhauer’s ideas surrounding dialogue and play. In order to create effective research that views its subject in a unique way, it must be effectively translated. Understanding will not be achieved if the receiving and giving parties are not involved in an “interactive, communicative process” (79). Ruspoli’s film furthers this notion by showcasing the interactive and communicative process between people and their skills or crafts. An example would be an excerpt in the film where an upright bass player discusses his relationship with the instrument. He describes how interconnected he is with the instrument and how the two become one. This is peak communication between two entities which allows the musician to give his or her audience the best performance possible. When presenting research to an audience, it is necessary for the researcher to be equally well integrated with their research. Thus, a different view of the subject will need to be developed and then researched thoroughly so that it can be translated effectively but only after I have become fully linked and integrated with the information I have obtained. This is the formula I will take into my research projects.

Obtaining information for my research projects seems like a world of endless possibilities. The difficulty lies in what kind of sampled information I choose to incorporate. Of course, this is entirely dependent on the subject of the research project. In my current tutorial, I’m studying the relationship between artists and restaurants. I’m using two case studies to explore this. Each requires photographs of the works mentioned and possibly quotes from those involved. Discourse surrounding each particular case will also be utilized. I will then present my research. In the sixth part of Ruspoli’s film the factor of risk is explored. The point in this part is essentially that nothing significant comes without a risk factor. Therefore, a presentation of my research at the end of each tutorial is what I feel is necessary in order to force myself to concentrate my final product into something that can be useful for an audience.

Pecha Kucha is currently a format of presentation that I am exploring. It’s a concise and fluid way of presenting information, this information being strictly images. Pecha Kucha presentations are strictly visual, with the speaker narrating as images flow by on a screen. The concept for my project will be a brief presentation of my collected visual research alongside my written research paper surrounding two case studies and various related examples. I feel it’s important to provide an interesting summary of research that can be presented in a brief and engaging way. It makes the collected information seem more vital and chewable for others. Villhauer notes that “proper direction” is needed in order to facilitate complete understanding between parties (84). By extending this olive branch of a presentation to an audience, I will be increasing the odds of reaching a more complete understanding.

Following this path of research is something I wish to do through each consecutive tutorial project and the final graduation project. Perhaps it won’t always involve restaurants and artists, but it will explore the complicated partnership between creative professionals and businesses. My experience in the restaurant industry does lead me in the direction of learning more of the numbers side of the artist/restaurant relationship. This would involve collecting data of the financial earnings of artists who are commissioned to produce work for restaurants and the profit made by restaurants from the public due to their décor. The latter will be a significant challenge and will have to involve questionnaires on some level. In order to have a grasp on the draw that art has on the public for a specific venue, public opinion has to be measured. Many factors come into play including: whether or not the art plays a factor in their experience; whether the art is a significant reason for them attending the restaurant; whether or not they are interacting with the art; if they feel the art creates a specific atmosphere; if the art compliments the space; or if the art has a negative impact on the space. Of course, more questions will emerge but these are the essential ones to collect sampled information on the topic.

In my third tutorial I’d like to take the previous two approaches and expand on them with the relationship between music and businesses. This is far more open ended and will involve the consultation of musicians who perform in various businesses and their experiences with their patrons. It will also be interesting to go and observe these interactions. Any type of concert is a good example as some performances work in the right venues. A symphony is best housed in a venue like the Orpheum theatre while the perfect venue for a rock concert could be an arena. People avoid seeing certain acts at certain venues and questionnaires could be used in this line of research as well. Alongside this could be research on what music is played in specific restaurants and other businesses. This would play a massive factor in revenue for artists and types of customers that the business draws in. Case studies, photos, and observations will be crucial sampled information in this topic of research.

For the graduation project I envision something of an exhibition. Risk is what I believe was my biggest take away from Ruspoli’s film. Therefore, I’d like my final project to put myself and research out there as much as possible. As a musician, I’d like to incorporate my own art into the line of research. This may involve creating something of a mock restaurant or space that pairs the research with an idealized format. This format can be particularly atmospheric with music that accompanies the images and data collected. The idea is to create the right art to surround all this material, just like the right visual art and music accompanies the customer at any business or restaurant. If it’s successful, the viewer will be fully engaged in everything presented and find the experience is one that feels whole.

Works Cited

Being in The World. Dir. Tao Ruspoli. Mangusta Productions, 2010. Kanopy. Web. 24 Oct. 2019.

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