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FEY, A. MICHAEL. An Awareness of Our Own Reality. (1976)
Directed by: Mr. Walter Barker. Pp. 1

The purpose of this study was to investigate the intuitive influence of commercialization in Art. The procedure resulted in the creation of a catalogue-magazine, using photography as the subject matter for commercializing.

AN AWARENESS OF OUR OWN REALITY

by

A. Michael Fey

A Thesis Submitted to
the Faculty of the Graduate School at
The University of North Carolina at Greensboro
in Partial Fulfillment
of the Requirements for the Degree
Master of Fine Arts

Greensboro
1976

Approved by

Walter Barker
Thesis Adviser

APPROVAL PAGE

This thesis has been approved by the following committee of the Faculty of the Graduate School at the University of North Carolina at Greensboro.

Thesis Adviser

Waxes, Barker

Committee Members

Pat Gustin
Robert Wiegman
Waxes, Barker

April 13 1976
Date of Acceptance by Committee

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of forest of implied conversation. The articulation of my study would be in the form of a catalogue-saga. The origin for this endeavor arose from an direct graduate art form one particular style as art, but rather from my personal awareness of reality.

Five sections of "aesthetically un-processed" photographs became the subject matter for my conceptually playful ART FOR EVERYONE: Catalogue-Saga (Photography Edition). Verbal and visual characteristics of catalogue and sagas were considered in order to produce a page separated work that provided for a more varied and free interpretation by the viewer.

Humor was interspersed throughout the entire piece in order to foster an open, playful attitude of viewing acceptance. Most importantly, the pull between seriousness and humor is meant to complement the pull between the reality and non-reality of the final work.

AN AWARENESS OF OUR OWN REALITY

The purpose of my thesis was to investigate the effect of combining concrete-conceptual expression within an organizational format of implied commercialism. The actualization of my study would be in the form of a catalogue-magazine. The origin for this endeavor comes from no direct predecessor nor from one particular style in art, but rather from my personal awareness of reality.

Five sections of "aesthetically catagorized" photographs became the subject matter for my conceptually playful ART FOR ALMOST EVERYONE: Catalogue-Magazine (Photography Edition). Verbal and visual characteristics of catalogues and magazines were considered in order to produce a page separated work that provided for a more varied and free interpretation by the viewer.

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