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The Cognitive Process of Reinterpreting Non-art Objects in an Art Context

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Abstract

In this study, we investigated the reinterpretation process of a non-art object. It is often said that a unique perspective different from daily life arises in the cognitive process of an art activity. We assumed that such a unique viewpoint can also be applied to non-art objects and people will discover new aspects of objects and/or their own viewpoints through the reinterpretation of non-art objects. We conducted a between-subjects experiment to investigate the process in detail. We expected the artistic context of the participant to influence the interpretation. We conducted two types of interventions to manipulate participants artistic context. The result of the experiment suggests that the artistic context influenced the interpretation process of non-art objects.