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ABSTRACT

Traditional Art – A Form of Communication

Art is a form of communication of the past with the present, of the creator with the viewer. The communication between the addresser and the addressee through art, including the perception of information and their understanding without the use of verbal language, is a form of art. The artist creates for a public he addresses directly to, necessarily transmitting a message to it.

The world of image, and, implicitly and explicitly of form, which is made up from an immense variety of configurations, represents a means of communication, a bridge between people, which, through the universality of figurative language, has become a global modality of transmitting and receiving a large quantity of information.

Colour is the carrier of many transmissible, and intelligible significations. It has the function of a particular language, which means that through chromatic and non-chromatic shades, one can fix, express and communicate semantic information, as well as aesthetic, affective, magical, and religious ones. Semantic communication through colour, is realized through the chromatic symbol. Colours make up a language, and their arrangement symbolizes a certain text. As a sign and symbol, the colour evokes a different thing from what it represents, it is the abstract image of an object, of an idea, or a feeling.

The equilibrium of forms and colours from a peasant's yard and household reveals the fact that any object is first remarkable by form. Articulate forms, and colours in an image, or a successions of images (artistic and non-artistic) become a language only when they communicate the same meanings to several individuals, when the signs have the same significance for both the addressee, and the addresser. The aesthetic elements are neither secondary, nor primordial, in the entirety of the object of traditional art. They are integrated within the form, which is appropriate for its unitary scope and function. Ornamentals represent a means of communication, very much like a code, between the creators, who encode, and the carriers, who understand and decode the received message.