

Topic: Creative Economy

## RECYCLE ART: CHANGING WASTE TO BE A FRIENDLY-ENVIRONMENT ARTWORK

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### Abstract

Artists should have an awareness of the socio-cultural environment where they live. The artworks created should be based on contextual issues in their environment. The dirty environment by the residual waste of people's consumption is found everywhere, including in Surakarta. The condition encourages artists to manifest it into creative solutions by creating artworks that care about the environment. The creation of recycle-based painting is one of the answers to the problem. The research aims to create painting art that apply recycle art approach using paper waste material, metal, cloth. The research was conducted at NN Studio, Rt 04/07 Kismorejo, Jaten, Karanganyar, Surakarta on May - July 2017. The work approach was applying brainstorming and explorative method. The results show that there are various factors behind the creation of recycle art-based painting, including: building public awareness about the importance of clean and healthy environment, the importance of developing new and contextual aesthetic values, realizing solutions to the problem of waste in society through innovative creation, synergizing the spirit of artists and the community in creating a friendly environment.. Different types of waste have different characteristics and artistic potential, thus they demand the application of different techniques. The process of brainstorming is done to produce the concept of creation as base in the process of visualization of the creation. The exploration carried out produces visual surprises that are capable of contributing to the aesthetic enrichment of paintings. The aesthetics offered start from the honesty of the characteristics of each material. The differences of the character of each material become the aesthetic power of the created painting. The priority of using materials that are not environmentally friendly make the painting as a creative solution to the dirty environment by waste. The resulting paintwork is placed as a medium of reflection to build apresian's awareness about the importance of a clean and friendly environment.

**Keyword:** *recycle art, painting, waste, environment*

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### 1. Introduction

The art products and artists as their creators, basically have close relationships with the community and the environment where they produce their artwork. The awareness about the importance of caring for the environment by raising the existing contextual problems in the environment is one of the roles that can be done by an artist. In that context, artists make artwork as a medium to build public's awareness of the importance of protecting the environment from the threat of destruction. Artists and the society should synergize in creating an environment that is able to provide a comfortable, safe and clean atmosphere.

Consumptive culture that develops in popular society lately has left many problems, such as the issue of the residue of consumption or waste that causes the environment becomes dirty, unhealthy and not comfortable. Rubbish in the form of plastic (food packaging), paper/cardboard (packaging of electronic products, food, beverages) require serious handling, considering that day by day the number is increasing. The moving development of art work based on waste materials increasing, marked by the increasing variety of types of work produced, whether in the form of craft, sculpture, painting, and installation. Recycle art-based artwork also has a different aesthetic offer with an artwork with conventional media.

A painting can basically be produced with various media and techniques. Each media used has advantages and disadvantages of each painting. Each media will be able to impress the signature and unique look of the painting, when it comes with creative and innovative techniques. The choice of media and techniques contributes to the success of a painting, in addition to the concept of the underlying. Therefore, for recycle art-based painting achieves innovative results, then in selecting and treating the media used should be selective.

The theme of painting that promotes the popular culture theme by using waste media in the form of cloth, paper, and metal is one of the alternatives in a creation as a form of awareness to the environment. The existing paintings are a form of protest against the dirty environment, the public's ignorance of the environment and the aesthetic potential of waste materials, and the confusion of linear thinking habits by society in general.. The attitude of open of the painters to the problems of waste in their environment through productive work in processing waste into artwork is expected to be a stimulant for society to create a friendly environment, clean, safe and comfortable.

## 2. Research Method

The research aims to create a painting art based on recycle art by using paper, metal, and cloth waste. The choice of ingredients is based on the abundance of these materials in the environment, as well as the different characteristics of each ingredient so that it can become a stimulant to transform it into creative and innovative painting. The research was conducted at NN Studio, at Rt 04/07 Kismorejo, Jaten, Karanganyar, Surakarta in May - July 2017. The approach was by applying the brainstorming method in constructing the concept of the work, and the exploration method in doing materials processing and application of technique at the time of establishment as well as finishing works.

## 3. Result And Discussion

### 3.1 Result

The results of the research in creating a painting by using waste materials can be described as follows:

#### *a. Background of Working With Waste Materials*

##### *Creating Public's Awareness about The Importance of A Clean And Healthy Environment*

The realization of a clean and healthy environment is our hope, so we are comfortable in carrying out all activities in this life. Therefore, it is important to carry out awareness at all levels of society to participate in creating and maintaining an environment which is free from waste. Concrete forms which can be done by cleaning the environment from waste, and utilizing waste for the practical needs of society for economic improvement. A waste or garbage on one side can be our enemy, but on the other hand can also be a friend because it can bring fortune. As a person who concerns for

the environment condition, society should be able to pick a wisdom on the existence of waste in everyday life in the context of environmental cleanliness.

#### *The importance of developing new and contextual aesthetic values*

Regarding with the presence of waste as a medium in the work of art, it will tempt artists, in this case the painter, to waste becomes works of paint that has the power and aesthetic freshness as the offered value. Each painting art basically has a different aesthetic, therefore every artist must be able to dig and generate the aesthetic potentials possessed by each material it faces. Aesthetics is not static, but dynamic. Therefore, the task of painters in this context must also contribute to the aesthetic values of the breath with the spirit and context of the era. Aesthetics-based waste materials are not expected to be aesthetic waste, but can be aesthetic that can add aesthetic diversity and coloring the world of aesthetics itself. The uniqueness of the characteristics of each waste material can lead the artist's sensitivity to be embodied into artwork that can be contrasted with the image of the waste itself.

#### *Realizing Solutions to Waste Problems in Society Through Innovative Work*

Contextual issues of waste which are present in our everyday environment should look for solutions that are productive, creative and innovative. Recycling waste into innovative painting and selling points is one form of creative solutions. Waste, in this context is not placed as an object that is constantly shunned and removed, but on the contrary, it must be approached and empowered into something meaningful for the life of society at large. The manifestation of garbage into painting is only a small part of the solution to such a complex waste problem, yet at least this could be an alternative in realizing possible solutions that can be handled independently by the community without waiting for the involvement of other parties. The waste is getting thinner, while the other side of the innovative products produced by the community is increasing.

#### *Synergizing Spirit of Artists and Society in Creating Environment Friendly*

The spirit to make it happen must be owned by every citizen living in the neighborhood, included artists as part of the community. This is because the problem of waste is a common problem, because if it is not handled then the impact is also felt together. Artists and the society must synergize in nurturing and keeping the spirit in creating a friendly environment for human life. The ebb and flow of spirit will affect our attitude in addressing the waste problem. Friendly environment as the main objective needs to be programmed and needs applicable steps so as to realize it with the foundation of the spirit that keeps the synergy of all elements of society that exists.

#### *b. Application of Brainstorming and Exploration Methods*

Brainstorming method is done to construct the concept of work based on the theme of popular culture. Brainstorming concept of the work is done by basing on the theme of popular culture, begins with the idea of global then pursued in a more specific context. The results of brainstorming agree on the work of painting entitled "Contradiction", which is to criticize the contrast between the product image with the impact of the product in everyday life. The image of the product framed in the advertising contrasts with the reality after the product is consumed. Manufacturers trap consumer society through the image of the product without wanting to think on the aspect of life more broadly, in this context is the impact on the environment.

Exploration is done by deepening the characteristics of each material. Rigid thick cardboard, flexible paper, limp cloth, tough and rigid vehicle number plates are composed in a painting that is expected to produce a unique visual shock and aesthetic value. The image of diverse materials can be



presented by keep relying on the honesty of the material, but there are some that are actually contrasted with the character of the material. The game image material supported by the application of the principle of incubation that is presented in the structure of the painting is a manifestation of the explorations conducted. Exploration of shape, color, composition, texture integrates in one field of painting as a totality of paintings based on predetermined work concepts. The visual shock achieved can contribute to the enrichment and diversity of the aesthetics of existing paintings.



Figure 1. Brainstorming Process and Exploration of Materials and Techniques into Painting Works

### c. Aesthetics of Recycle Art Based Artwork

Each material has its own aesthetic essence. But once the material is composed into the works of paint, of course, the aesthetics of the material can still appear strongly or precisely the aesthetic of the material is not present in the work. This is certainly influenced by the vision in creating the work, which is supported by the application of techniques in composing materials. The choice of materials in the form of paper, cloth and metal based on the foundation of aesthetics in it. The contrasting characteristics of each ingredient has given its own aesthetic appeal, depending on the painter in treating each of these materials.

The aesthetic value offered in the painting of contradictions is based on the honesty of the material, it means the material is left naturally present in the painting. For example, in treating paper material from paper bags to bread, painters just tear as desired, leaving the texts on the paper still readable, sticking them according to composition considerations and work representations. The goal is that the form of the present form is impressed as it is, so the role of the text left as it is supposed to strengthen the representation of the work. Starting from the treatment of each material, the overall aesthetics of the resulting painting rests on the aesthetics of honesty and contrast of material characteristics.





Figure 2. Recycle art painting entitled "Contradiction"

*d. Painting as a medium of reflection in building apresian's awareness to create a friendly environment*

Basically the priority use of waste materials that are not environmentally friendly painting as a creative solution to environmental problems. In this context, painting is placed as a medium of reflection in building apresian / community awareness of the importance of a comfortable, friendly and clean environment. Painting based on recycle art waste materials is expected to open and form the public perception in general that the various types of waste is a material that is quite interesting for the manufacture of painting especially. Trash should not be hostile, as some types of waste can contribute to beautify and beautify the environment, depending on our treatment of the waste.

Based on the explanation about the art painting process of recycle art above, then the scheme can be made as follows:

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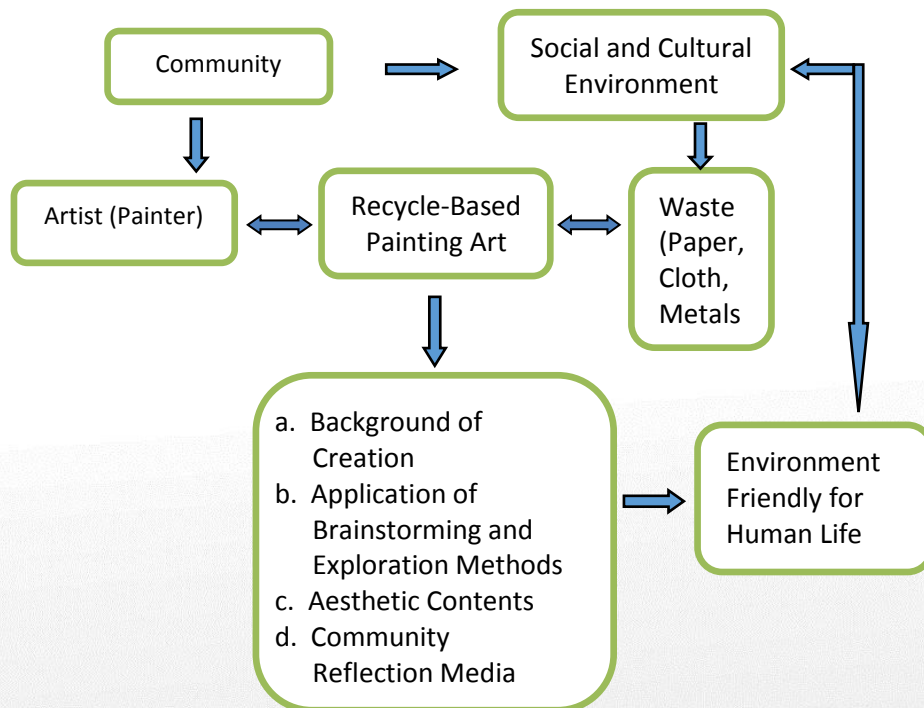


Figure 3. The process of painting works based on art recycling in a friendly environment perspective

## 4. Discussion

We as part of modern society are inevitably avoided by the influence of popular culture on the global community that has plunged us into a consumptive society, consuming everything that producers offer through advertising. In the discourse of the consumer society, commodities are no longer defined by usability, but based on what they mean. What they mean is defined not by what they do, but rather their relationship with all commodity systems and signs. People in turn are never able to satisfy the needs of consumption. Baudrillard sees this as the greedy nature and the relentless discontent of the consumer (George Ritzer, 2015, h: xxiii). Our greediness in consuming left many problems diataranya unevenness of the environment for human life, because everywhere found waste that threatens the comfort of our lives. Garbage seems to be our enemy, but on the other hand we can put the waste as an important part for human life.

In the context of conditioning a friendly environment for human life, we can relate the issue of waste to the advanced art practitioners, whose art of direction tends to the contextual problems of society. The explanation is corroborated by Bambang Sugiharto's view (2013, p: 28-29) that "the art world is colored by the tendency of avant-gardism that tend to be always out of the narrowness of its own categorical cages. The modalities of art change constantly, from its attachment to the medium, now seem to be determined by the context of concrete socio-cultural issues ". In a society that is haunted by the existence of waste then art can be present in it through the form of productive and creative activities. The creation of paint-based paintwork is a real form that can explore waste into creative artwork.

In the context of the aesthetic loads contained in the garbage-based paintwork, it is also able to contribute additional aesthetic diversity, as the aesthetics that are presented rest on the material honesty of popular residual consumption ingredients. The garbage of popular products is presented

by keeping exposing the image of waste materials so that the aesthetics that appear also based on the principle of popular culture that prioritizes surface values, superficiality, and fun. Speaking of creativity and aesthetics, Muji Sutrisno (2006, p: 150) states that "the aesthetics or art space is not only needed as an oasis of living burdens, but also as a space to breathe fresh air again to be creative. The weight of enlightenment in aesthetics when it is like small stones that radiate to make the water surface was wavy, moving and waking ". The presence of painted recycle art can at least be an oasis for the general public in building awareness that painting is not only created with conventional materials, but unconventional materials can also, it is possible to become a unique and interesting work.

The process of exploration and exploration of various things related to art on a continuous basis will produce unique and distinctive artwork. This is very necessary given the importance of the progressive movement of art itself so as not to stagnate, stop and repeat. Dwi Marianto (2017, p: 13-14) asserted that "in art, diversity is both resource and opportunity. The more varied the better, because the exploration, potential and the area of art crawl possibilities become more widespread with a variety of possibilities more and more.

The more typical the art, the easier it is to be recognized and remembered. " The presence of painting recycle art as a result of the exploration of waste materials can lead to the view of society that art does not necessarily separate from environmental issues. It is precisely with the existence of artistic process that can be one solution to the contextual problems of society, the work produced can be a medium of reflection for the community that art products can be a product that is solutive on the problems that are present in the community.

## 5. Conclusion

The waste of consumption consumptive society found in everyday life. The consumption process that is not matched by consciousness in managing residual consumption has created a dirty and unfriendly environment for life. Through the manufacture of painting work based on paper waste materials, fabrics and metals, it can make the creative process with recycle art approach as one of the solutions on the accumulation of waste. Exploration of various types and characteristics of waste materials makes the resulting paintwork has an aesthetic offer that can be an oasis for the development of the aesthetic diversity itself. In addition, the resulting painting can also be a medium of public reflection in general that art products as creative products produced by painters can not be separated from the contextual problems present in the community, painting can build public awareness that art products can be one solution to the problem present in the community in building a friendly, comfortable and clean environment.

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