



Everyday Aesthetics and Creativity

Teddy John L. Hablado of De La Salle University Manila, Philippines

Abstract

A simple morning routine: exercise after waking up, eating the same scrambled egg every breakfast, choosing attire to wear for work, and gazing towards the scenery of an urban jungle from a window. In the long history of western aesthetics, such phenomena of mundaneness or everyday common experience are brushed off and would be deemed as outside the circle on the discussion of aesthetic experience. However, the notion of everyday aesthetics is slowly gaining popularity in the west thanks to contemporary philosophers such as Yuriko Saito. On her book entitled “Everyday Aesthetics”, Saito aims to expand the boundaries of aesthetics to include everyday mundane objects, activities, and even habits. Furthermore, she argues that these everyday aesthetic experiences have powerful significance and influence on various areas such as politics, environment, and personal life. In this paper, I will discuss the relation of everyday aesthetics to the cultivation of creativity of artists and even to scientists that could lead to produce of not only great artworks, but also scientific innovations.

The notion of creativity is heavily associated towards the artist and not much to the scientist. This is due to the restrictions that science possesses such as scientific methods, rules, and objective principles to be followed that would seem to constrict creativity or creative freedom. On the other hand, art does not have these kinds of restrictions and it is as if anything can happen for creativity to take over the artist. However, this does not mean that scientist does not make use of their creativity for the advancement of science. On the topic of creativity in science, Albert Einstein famously said that “Imagination is more important than knowledge”. Scientist should think out of the box or beyond the limited knowledge of objective methods and rules in order for science to innovate. Hence, creativity is important for one to be a great scientist and one way to cultivate it is through the appreciation of everyday aesthetics—making our everyday objects as test tubes, our world as a laboratory, and everyday phenomena as an experiment.

I will start with a discussion on everyday aesthetics and the philosophical notion of creativity that could accommodate for both science and art. I then will present a philosophical analysis on the convergence between everyday aesthetics and the cultivation of creativity towards the arts and science. I will also present empirical evidence on the sameness of the creative process between the scientist and the artist. Finally, I will present various instances where everyday aesthetics plays a crucial role for scientific innovation. These instances show the application of this analysis on everyday aesthetics and creativity. Such a study on everyday aesthetics removes the stigma and neglect on mundane everyday phenomena; presenting a better perspective on innovation for both the arts and science through creativity.

Keywords

Everyday aesthetics, Aesthetic experience, Creativity,