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Victory of Pictures of Pictures over Original Pictures?

Tremendous number of various copies of works of art are produced in digital and material format in our days. How do the easy access to these pictures of pictures influence people's relation toward the original art pieces?

Specifically, we analyse the attitude of youth on museum visits, the most common occasions for encountering original art pieces. Our study relied on Hungarian data of a cross-cultural survey on young people's museum visiting habits, attitudes and beliefs, certain characteristics of their personalities and in general, their perception of museums. Furthermore, qualitative techniques were also applied for complementing survey data. We have conducted semi-structured interviews among young Hungarians on the issue of 'What does a museum mean for young adults?'

The results show the variability of attitudes toward museums and the various types of museum perceptions depending on personal, social and educational factors. Qualitative analysis reveals a complex relation between appreciation of copies and intention to see original art pieces.

In the age of getting easily pictorial information on everything including the art, we need to know more on the perception of the institutions which are dedicated to the artistic experience. Our research indicates that the victory of the picture of picture – e.g. the digitalized copies of masterpieces – does not necessary mean the defeat of the originals.

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SUPPORTED BY THE ÚNKP-17-4 THROUGH THE NEW NATIONAL EXCELLENCE PROGRAM OF THE MINISTRY OF HUMAN CAPACITIES