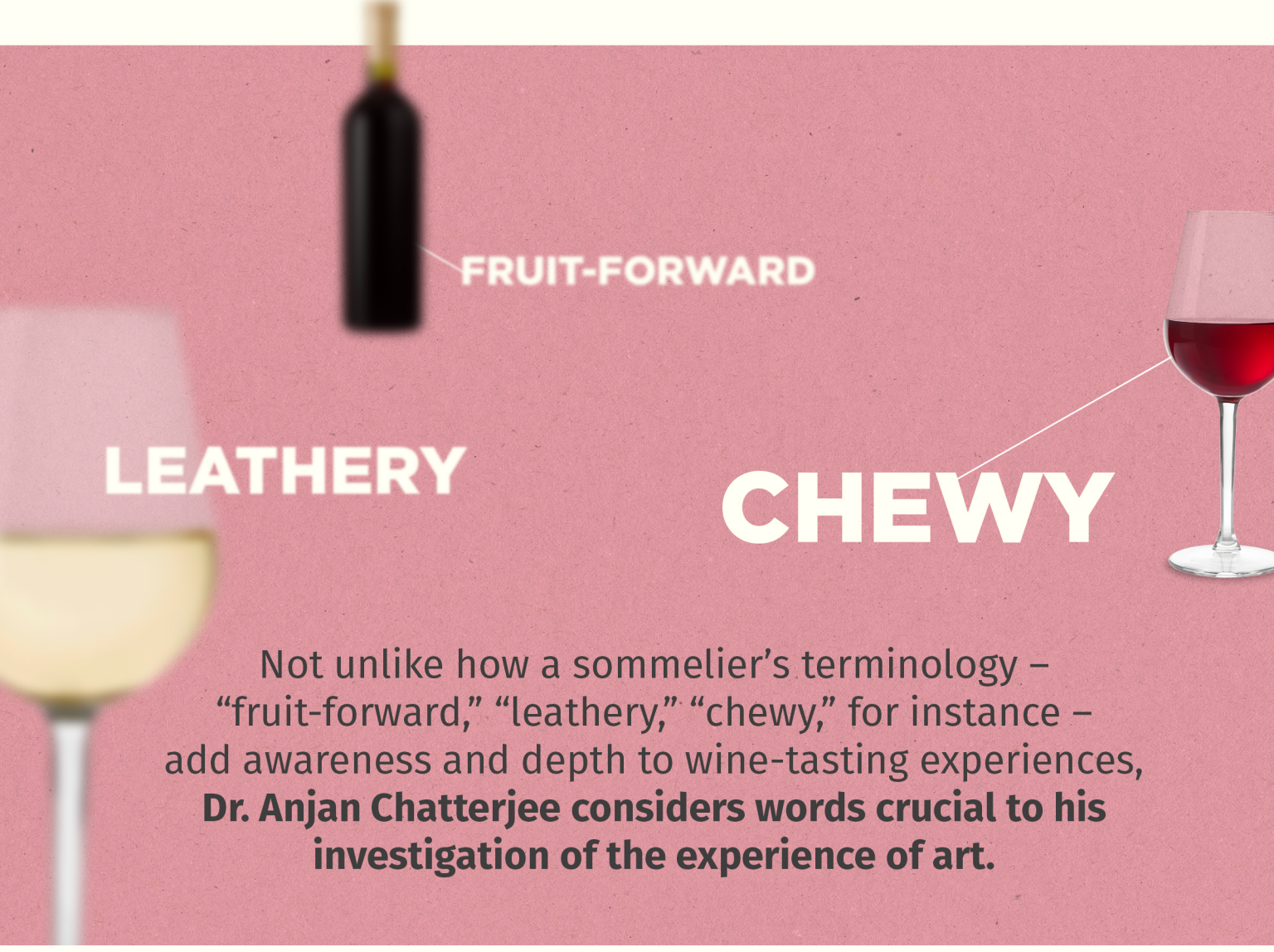


COMING TO TERMS WITH ART

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Art can stop us in our tracks. And it can move us. But what do we really mean when we say we've been "moved" by a piece of art? Why and how might mere configurations of line, color, and form affect us so significantly? **What if having a shared language could help us comprehend the human impacts of art?**

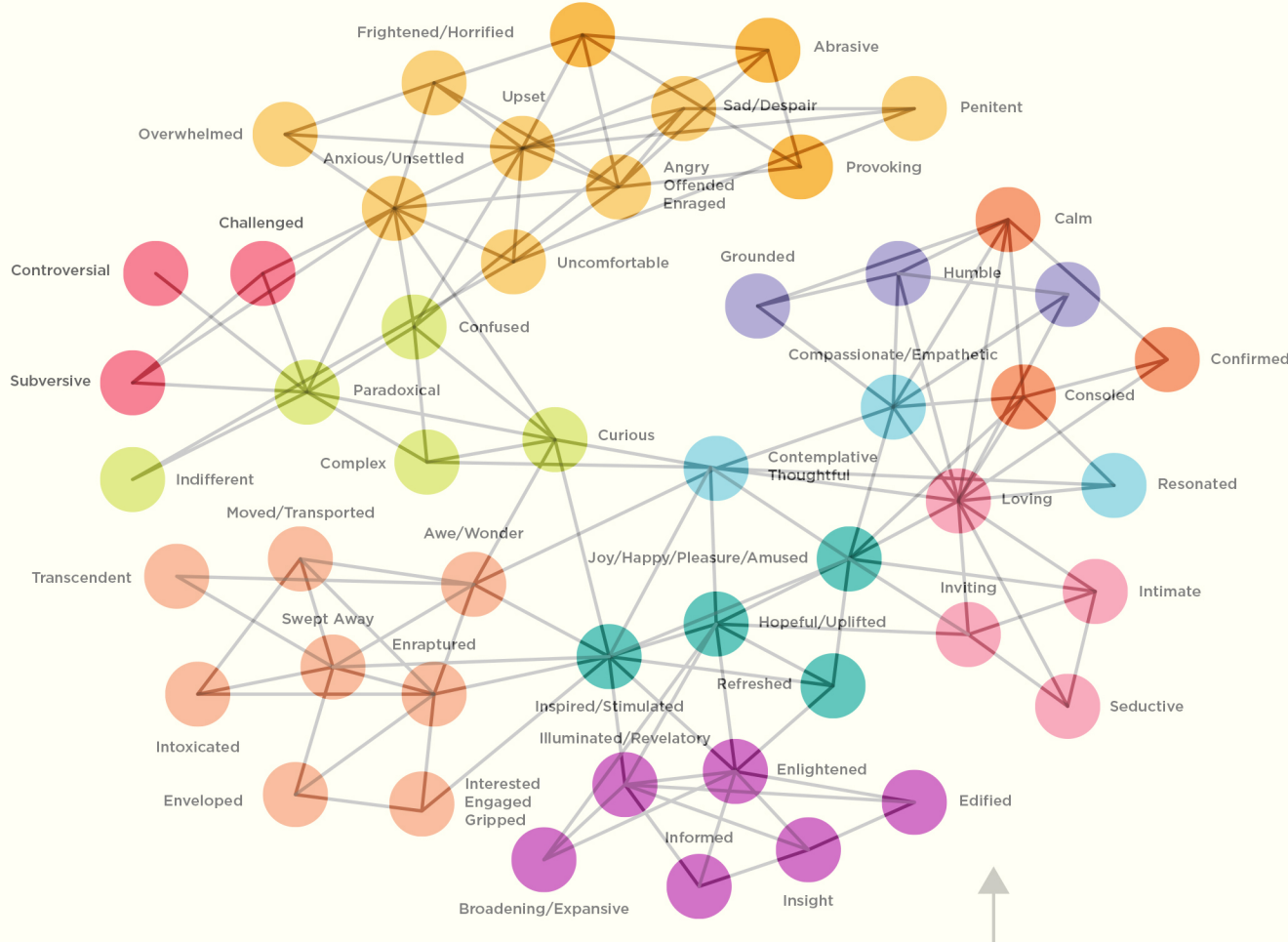


Not unlike how a sommelier's terminology – "fruit-forward," "leathery," "chewy," for instance – add awareness and depth to wine-tasting experiences, **Dr. Anjan Chatterjee considers words crucial to his investigation of the experience of art.**

THE MULTIDISCIPLINARY TEAM OF EXPERTS INCLUDED

ART HISTORIAN / THEOLOGIAN
PHILOSOPHER / PSYCHOLOGIST
COGNITIVE NEUROSCIENTIST

The team then went through a multi-stage iterative process to identify words we use to describe art and words we use to describe the impact of art.



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DESCRIPTIVE WORDS
 (balanced, vivid, peaceful)

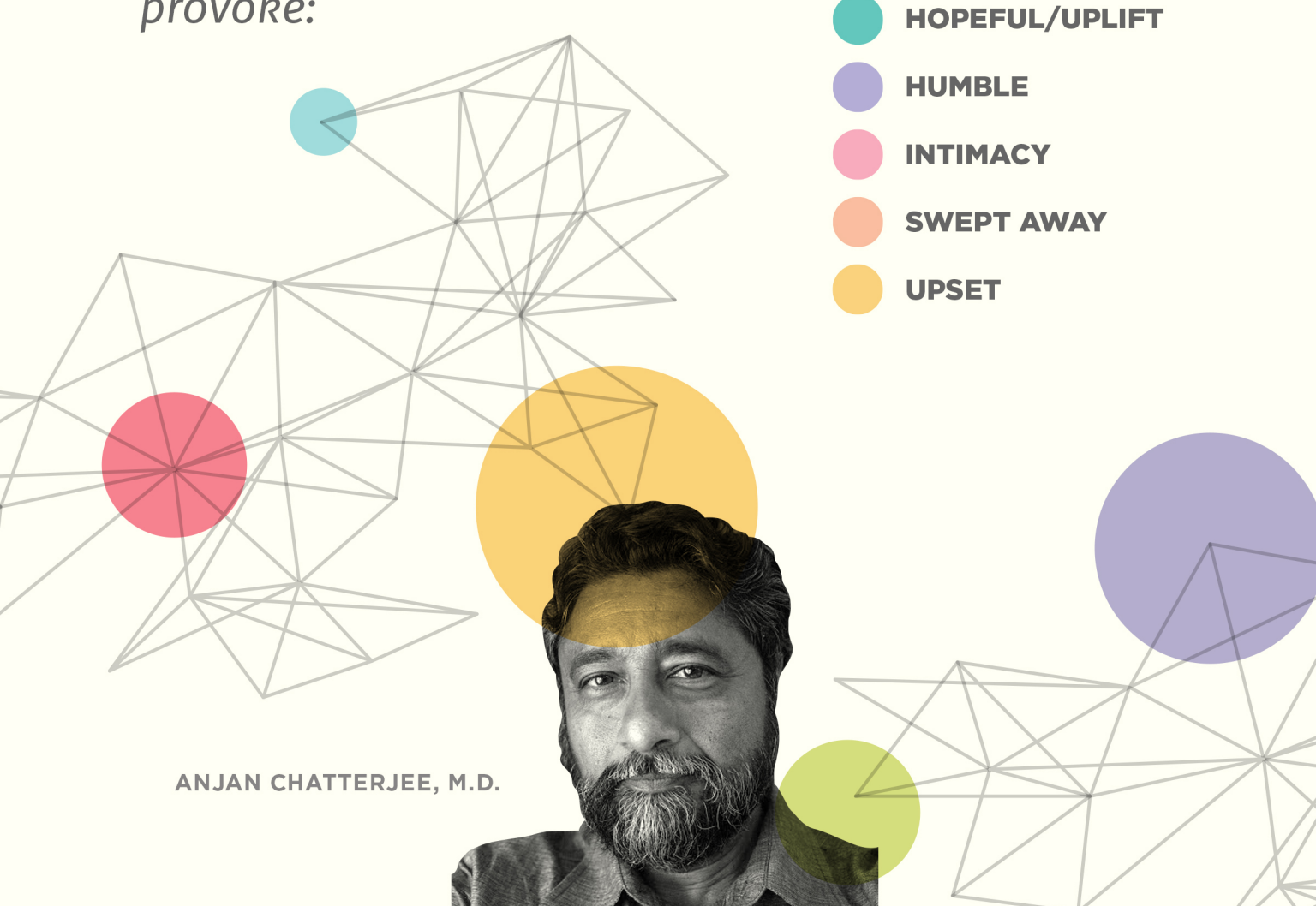
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IMPACT WORDS
 (wonder, frightened, joy)

11 FUNDAMENTAL TERMS

Analyzing the resulting clusters and connections, the words were distilled to **11 fundamental terms**, each describing a unique dimension of the impact that viewing art can provoke:

- CHALLENGED
- COMPASSIONATE
- CONFUSED
- CONSOLED
- DISGUSTED
- ENLIGHTENED
- HOPEFUL/UPLIFT
- HUMBLE
- INTIMACY
- SWEEP AWAY
- UPSET



ANJAN CHATTERJEE, M.D.

As a neurologist, Chatterjee values words as an accessible gateway to the brain. "Language allows us to externalize our internal states and communicate that," he explains. "One hope is that having these terms when people are looking at art, just having a vocabulary, will enhance their experience. It's about recognizing what it is you are experiencing because now you have this extraordinary human tool at your disposal, which is language."

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