

Abstract

Audiences are always at the core of any arts and cultural production, and the need for arts organizations to grow audiences of tomorrow is the subject of considerable discussion, however, this need can only be fulfilled through a thorough understanding of the audiences' preference for art. Although a considerable amount of research using the "Big-Five" dimensions has been found to examine the relationship between personality traits and artistic interests and preferences in the past, little support has been made on dimensions and facets of art genres. This paper, summarizing some research and literature in the past decades, is an attempt to introduce a new artistic preference model, the 'Art-Seven' (i.e. Narrative – Non Narrative; Static – Non Static; Representational– Abstract; Authenticity–Make Believe; Sensation-seeking–Conservatism; Hybridity –Homogeneity; and Contemporary–Cultural Rituals), to understand the relationship between the congruent dimensions of the personality traits and the underlying properties behind the art genres for artistic preferences. This congruent approach would allow psychology of the arts to get closer to the genres of art which will be crucial for development audience building in the future. Eight distinct genres of art (i.e. Literary Arts, Film / Media Arts, Visual Arts, Multi-arts, Theatre, Music, Dance and Xiqu) are put into study.

Keywords: Big-five factor, art genres, narrative, static, representational, authenticity, sensation-seeking, hybridity, contemporary, congruence.