

Abstract

This study investigates art attributes across eight art forms, by face-to-face interviews.

The qualitative studies identified psychological art attributes by coding responses to extract attributes. As there is no foundation on the area of study, a model is built to effectively clarify the art attributes. The aim of the paper is to provide a clear overview on the topic and discuss the findings based on the model built. By enhancing the understanding, stakeholders can try to improve the quality of art experiences, and encourage more people to participate in art.

Conclusively, this study explored audience experience across art forms by outlining 40 art attributes under seven themes. It further suggested and resolved recent debate on audience role in art participation. Considering the limitations of the research, there are still questions to discuss, and assumptions to verify and develop. Further studies are needed to improve the framework.