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Keywords

An update of Raymond Williams's 1976 dictionary of culture for today's art world

First published in 1976, Raymond Williams's Keywords: A vocabulary of culture and society is considered still the premier cultural lexicon described as "culture" and "society". This four-part update of Keywords considers what

Aspect A concept that intertwines appearance, forgetfulness, Benjamin and phenomenology. Developed by Juliana Hyde in the Frieze Magazine review of Hito Steyerl's Adjusted Aspect (2013) as she has "commonly thought about a wide "aspect" to mean, not just its self-portrayal, but also, as in the idiom of the "aspect" of a house, its relation to its surroundings." Hyde, Juliana, Frieze Magazine, Issue 156, 2013.

Aspect Formerly Internationale Experimentelle Begegnung, Experimental Encounterpoint, developed by Lajos Egonza in the 1960s. Egonza's Aspect Manifesto (1967) stated that "aspect is the one that commonly thought about a wide "aspect" to mean, not just its self-portrayal, but also, as in the idiom of the "aspect" of a house, its relation to its surroundings." Egonza, Lajos, Aspect Manifesto, 1967.

Aspect Aspect Publishing, Aspect Publishing, Aspect Publishing

U

Uncanny Freudian concept meaning ‘familiar but strange’; interestingly, a feeling often experienced both at private views and in nightmares.

V

Vague Next time you encounter an art work or exhibition described as ‘open-ended’, ask your self whether what that really means is ‘vague’.

Value Is there any area of culture, other than art, in which the concept of ‘value for money’ might mean paying as much as you possibly can for something, rather than as little as you can?

Video If you’re into fetishizing obsolete technology, then you’ll know that VHS tapes are the new 16mm film in moving-image work. That is, unless you’ve got one of those new Canon HD cameras, in which case your artist’s video will look exactly like everyone else’s.

Viewer Often presumed to have preconceptions that need shattering. See: Masses.

Violence ‘The art world is a great place to meet retired arms dealers.’ Jeremy Deller.

Virtual Does anyone remember that film *The Lawnmower Man* (1992)? No, thought not.

W

Wealth The editors of frieze have identified a specific shade of blue shirt worn exclusively by wealthy male art collectors. We call it ‘rich-guy blue’ (RGB). You’ll know it when you see it.

Welfare Are you OK? Seriously, just call us if you need anything.

Western Actually, we quite liked the Coen Brothers’ remake of *True Grit* (2010). Didn’t Douglas Gordon make some piece of work using *The Searchers* (1956). Ever seen that Western that Piotr Uklanski made? And Shezad Dawood? Etc.

Work It’s easy to quote the famous Situationist slogan, ‘Ne travaillez jamais’ (Never work) when you’ve got a trust fund to fall back on.

www. What old people say when beginning to tell someone a website address.

X

Xenophobia Doesn’t appear to be going away, unfortunately.

Y

Yachts Used by the super-rich for obscene displays of power, privilege and wealth at the Venice Biennale.

yBas Once upon a time, Britain was a sleepy backwater in contemporary art, where everyone smoked pipes and argued about Art & Language or Tony Cragg sculptures. Then, along came some young artists from Goldsmiths College, who didn’t like Tony Cragg sculptures but liked Jeff Koons, Andy Warhol and Gilbert & George. These artists started putting on their own exhibitions, a bit like the kids from *Fame*. One of these was called ‘Freeze’ and everyone said it was very important. Soon, they become fabulously rich and famous and got drunk with members of Britpop bands in expensive central London private members clubs, appeared in newspapers, developed terrible cocaine habits and voted New Labour. In 1997 they were in an exhibition called ‘Sensation’, which made them even more fabulously famous. Then along came some even younger artists and everyone stopped liking Tony Blair and Britpop and forgot the yBas apart from the British newspapers, many of which still think the year is 1997. Now finding themselves terribly unfashionable, some yBas retired from public view to live in vast spaceships or secret tropical island paradises, whilst others were forgotten and left to fend for themselves. But one day, some young artists even younger than the youngest artist alive right now will come along and tell the world how much they liked what the yBas did, and so the story will begin all over again.

Youth In the words of Jerry Seinfeld: ‘They’re here to replace us’. Which is one possible explanation why the art world is so obsessed with youth. See also: Emerging; Markets; Money.

YouTube The rise of social media has had a profound impact upon … Wait, have you seen this? It’s SO CUTE!! http://bit.ly/1yn2On

Z

Zeitgeist Mythological supernatural force critics and curators are obsessed with trying to capture.

DAN FOX

Dan Fox is a writer who lives in New York, USA. His latest book is *Limbo* (2018).

JENNIFER HIGGIE

Jennifer Higgie is editor-at-large of *frieze*, based in London, UK. She is the host of frieze’s first podcast, *Bow Down: Women in Art History*. Her book *The Mirror and the Palette* is forthcoming from Weidenfeld & Nicolson.

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