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## ***MEANS AND ENDS IN CONCEPTUAL ART***

**Keywords:** *philosophy of literature, conceptual art, aesthetic appraisal, appreciative experience, perceptual art, non-perceptual art, artistic context*

**Abstract:** *In this paper I intend to look at how a vocabulary borrowed from the philosophy of literature about the appreciative experience of literature can illuminate the approach to the appreciation of conceptual art. I will mainly focus on the British philosopher Peter Lamarque's proposal that the appreciative experience associated with the reading of literature is similar in characteristics to responses to all art including conceptual art. After I present key concepts of Lamarque's proposal I will try to argue that a casual urban scene, if perceived as art could become a work of art (even though temporarily only). The paper ends by suggesting that for something to be perceived as art (the extreme case would be an object like a readymade) it does not necessarily need to have an internal identifiable aesthetic quality but it needs to be perceived in an overt conscious effort that distinguishes between the mere object and the work via contextualisation. The role of the artistic context is essential in the appreciative experience of conceptual art.*