Art by: Catarina Carneiro de Sousa

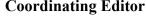# Volume 6, Number 2
Arts
June 2013

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Managing Editor Corner:
Achieving Arete:
Being the Best You Can Be

Yesha Sivan
Metaverse Labs. Ltd. &
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While all our issues are special – this Arts issue is special in few unique ways:

- Firstly **Speed**: the editors of this JVWR Arts issue (Celeste Lovette Guichard, Laura Salciuviene and Gary Hardee) have done an amazing job, at amazing speed. In a matter of few months we got from a call to a full live issue. The suggestion for the issue came from looking at all the papers that were submitted during 2012 and have not yet been published - as we prepared the assembled issue of 2013 (we do that at the end of every year). Few papers emerged to cover various aspects of art. We published a call for editors (we got about 12 candidates) of which the esteemed three were selected. The editors drafted a call, we published it, and in a matter of 3 months we had the key papers emerged. Record time.
- Secondly **Visual-ness**: Naturally, it is the kind of a digital issue that makes you want to print it and read it as a book in one read from cover to cover.
- Thirdly **Diversity**: Each paper covers a different angle in a different way. The introduction paper by the editors covers these perspectives. We have papers about television, music, museums, and avatars. We look at art from both sides of the screens (inside virtual worlds, and outside).

After reading the entire issue, it seems that the issue exemplifies the role of virtual worlds in achieving *Arete*. Arete is defined according to Wikipedia (2013) as:

> ***Arete*** […] in its basic sense means excellence of any kind.
> In its earliest appearance in Greek, this notion of excellence was ultimately bound up with the notion of the fulfillment of purpose or function: the act of living up to one's full potential.

> Sometimes translated as "virtue", the word actually means something closer to "being the best you can be", or "reaching your highest human potential".

The fundamental role of art is twofold:

- To allow the **producer of art** to explore his/her own expression; and
- To allow the **consumer of art** to explore his/her reaction to the artist's expression.

Virtual worlds augment current Arts arenas for both producers and consumers. Producers have more ways to produce art. Consumers have many more ways to consume art. Thus we see – yet again – the value of virtual worlds in augmenting our lives enabling more people to achieve arete.

Arete. (2013, May 30). *Wikipedia, The Free Encyclopedia*. Retrieved 06:32, June 21, 2013
       from http://en.wikipedia.org/w/index.php?title=Arete&oldid=557456827