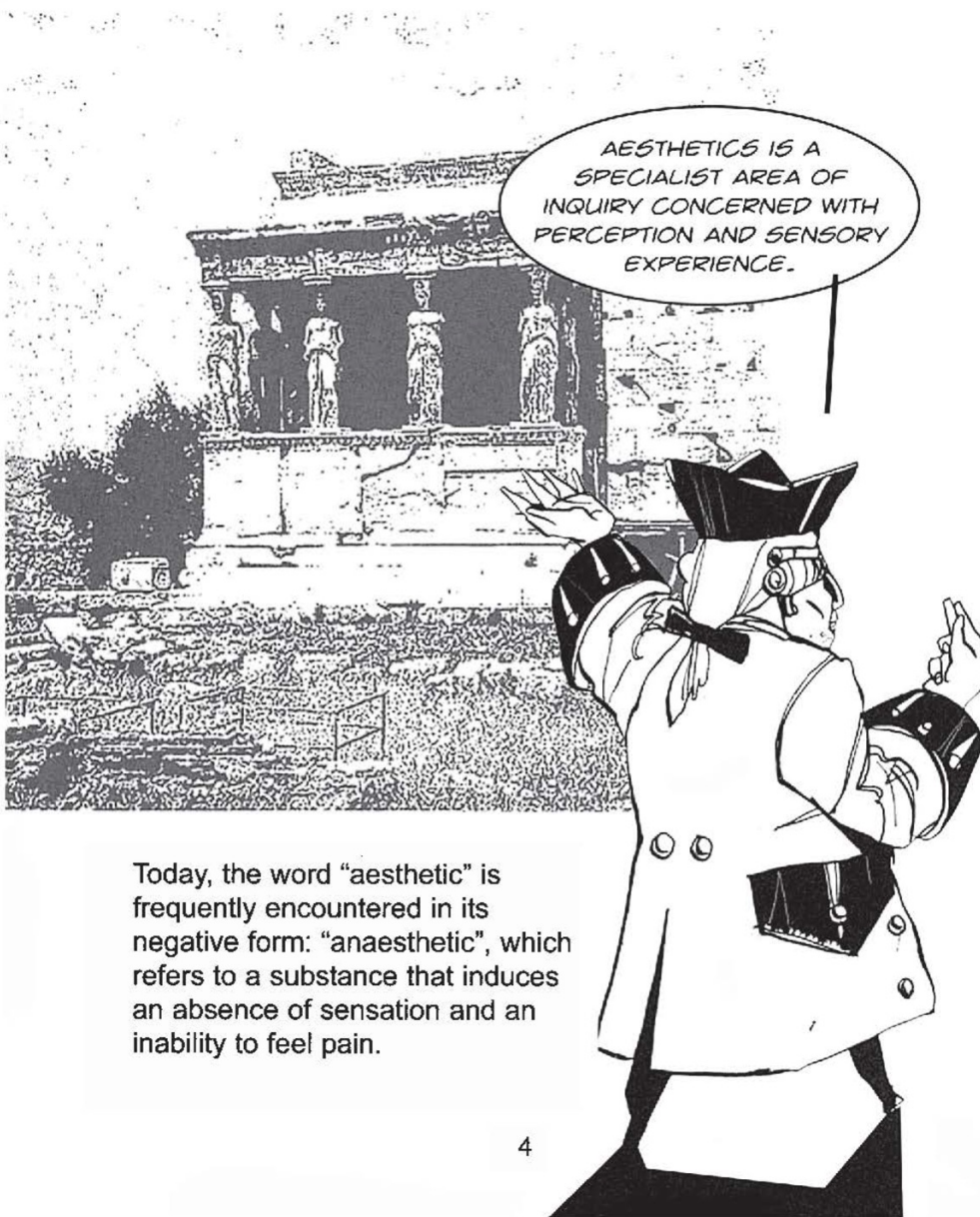


What is Aesthetics?

Aesthetics (the plural form of aesthetic) is derived from the Greek word *aisthētikos*, from *aisthēta*, meaning things perceptible by the senses. In the 18th century aesthetics became a branch of philosophy. The German philosopher **Alexander Gottlieb Baumgarten** (1714–62) first used the word in his *Reflections on Certain Matters Relating to Poetry* of 1735. Then, in 1750, Baumgarten entitled an unfinished treatise *Aesthetica*.



Today, the word “aesthetic” is frequently encountered in its negative form: “anaesthetic”, which refers to a substance that induces an absence of sensation and an inability to feel pain.