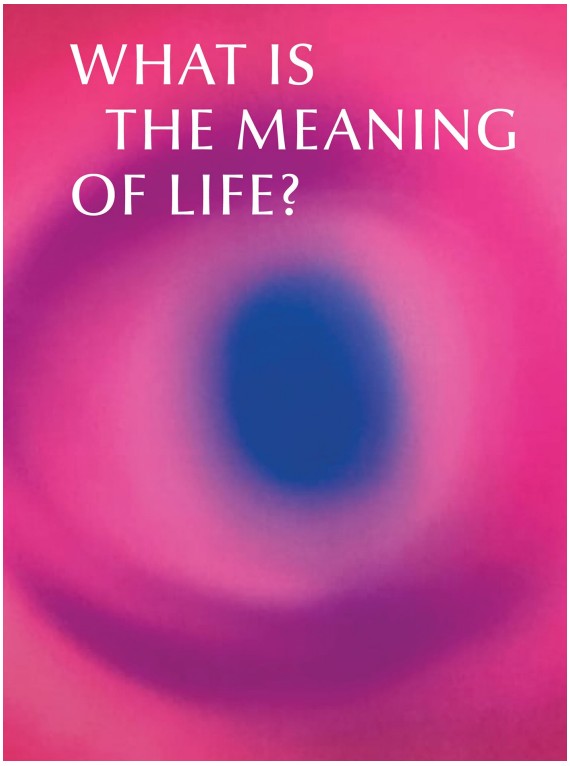
TITLE INFORMATION
Tel: +44 (0) 1394 389950
Email: uksales@accartbooks.com
Web: https://www.accartbooks.com/uk



What is the Meaning of Life?

Making and Breaking the Rules We Live By

Tania Moore

ISBN	9781836360438
Publisher	Kulturalis
Binding	Paperback / softback
Territory	World
Size	245 mm x 180 mm
Pages	88 Pages
Illustrations	50 color
Name of series	Sainsbury Centre Exhibitions
Price	£20.00

- An engaging examination of an age-old question
- Accompanies a series of exhibitions but also stands alone as a philosophical consideration of life through art
- Includes 50 colour illustrations
- *What is the Meaning of Life?* exhibition runs at the Sainsbury Centre in Norwich, UK from 16th May to 15th November 2026, covering three themes: *Living by the Rule*, *Play Power* and *Joy Like Time*

Taking the most existential question, 'What is the Meaning of Life?', this publication dissects creative expression, considers the place for frivolity, and unpacks the rhythms and rules of the everyday to address how we might live more meaningfully.

In this highly illustrated book, John Kenneth Paranada looks at how creativity can offer a greater sense of purpose, and the role of art in resetting the tempo of a distracted culture. Ben Highmore and Sam Tacconi explore how embracing play and a gaming approach to life can bring value and make sense of behaviours, both on an individual level and across communities, while Ed Krčma and Jessica Barker address the evolving daily routines and societal rules by which we live our lives, examining how these impact our sense of purpose and belonging. Finally, Rosy Gray reflects on how grief can offer pause and how we can find solace in the multiverse, urging us to re-consider the meaning and value of our (many) lives.

This book accompanies a season of exhibitions and projects at the Sainsbury Centre.

Tania Moore is Head of Exhibitions at the Sainsbury Centre. Her publications include *Rhythm and Geometry: Constructivist Art in Britain Since 1951* (2021) and *Henry Moore: Friendships and Legacies* (2020).

With contributions from **Jessica Barker**, Senior Lecturer in Medieval Art at The Courtauld in London; **Jago Cooper**, Executive Director of the Sainsbury Centre, and Professor of Art and Archaeology at the UEA; **Rosy Gray**, Head of Living Art at the Sainsbury Centre; **Ben Highmore**, Emeritus Professor of Cultural Studies at the University of Sussex and a Fellow of the British Academy. **Ed Krčma**, Associate Professor of Art History at the UEA; **John Kenneth Paranada**, Curator of Art and Climate Change at the Sainsbury Centre, and a researcher at the Tyndall Centre for Climate Change Research, UEA; and **Samuele Tacconi**, an archaeologist with a PhD from the UEA.


FOREWORD
JAGO COOPER





Published 31st Mar 2026