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A = Artist
W = work of art ✓

BS = Brush stroke
V = viewer

$$\text{500AD: } \left(\alpha |Ins_1\rangle_A |BS_1\rangle_W + \beta |Ins_2\rangle_A |BS_2\rangle_W \right)$$

← Entanglement
between
Artist & her
work.

$$\text{Now: } \left(\alpha |Ins_1\rangle_A |BS_1\rangle_W + \beta |Ins_2\rangle_A |BS_2\rangle_W \right) | \text{About to look at painting} \rangle_V$$

$$\text{Now + 1: } | \cdot |Ins_1\rangle_A |BS_1\rangle_W | \text{Aesthetic response} \rangle_V^* \int p d\vec{r}$$

↑
~~the~~ viewer collapsed
the entangled state set up by artist.