



**AMITY UNIVERSITY**  
UTTAR PRADESH

## **Amity School of Fine Arts**

**21 Oct 2019|Noida | F-2 Auditorium**

**National Seminar on Industry 4.0 – Opportunities & Challenges for Fine Arts Professionals**

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**Organized at Amity University**

Apprising students about the future opportunities and the roadblocks they might face, a National Seminar on ‘Industry 4.0 – Opportunities & Challenges for Fine Arts Professionals’ was organized at Amity University, Noida. With Industrial revolution likely to affect education as well along with the industry, the seminar organized by Amity School of Fine Arts (ASFA) provided students an enlightening platform to discover the best course for themselves.

**Prof (Dr) Pradeep Joshi, Director General Amity Directorate of Applied Arts/ Fine Arts, Performing Arts/ Visual Arts** delivered welcome and theme address of Seminar. He has emphasized need for industry and domains relevant updation in course content and programme structure as per requirement of Industry 4.0. Various steps being taken by ASFA to invite industry leaders for knowledge sharing were highlighted.



**Prof (Dr) Pradeep Joshi Director General & Chairperson ASFA, ASFT, ASPA**

**Mrs Divya Chauhan, Chairperson (ASFT, ASFA & ASPA)** encouraged the students to follow their dreams and work hard for their success. "You are living through an exciting time. So make the most of these opportunities and keep learning through such experiences," said Mrs Divya Chauhan.



Sharing his happiness in visiting educational institutions like Amity, **Padma Bhushan and Eminent Artist Jatin Das** shared with the students how we have inherited, decadent colonial academic system. "This system advocated a divide between Science and Art while in reality there is no divide. I request all academic institutions to combine science and art as there is nothing like art without science and vice versa," shared the eminent artist. Asking students to be adaptive to learning everything, Shri Das asked the institutions to focus on giving students and exposure to experiences. "Art should not be confined to your art department only. Institutions should give students training after they have experienced every nuance. I would suggest that don't think of jobs right from the beginning. Take a year off and travel. You need to form and interest first," shared Shri Jatin Das.



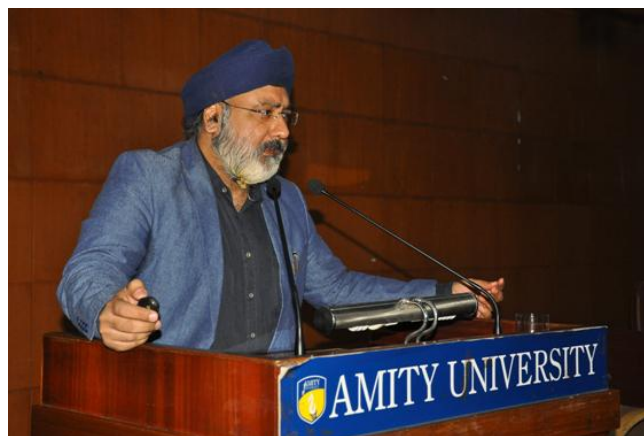
**Padma Bhushan and Eminent Artist Jatin Das delivering key note address**

**Ms Prerna Mehra, Head of Design & Creative Director, CHEIL Worldwide** informed how everyone around is gearing up for Industry 4.0. Sharing her views on the creative industry and called it Work in Progress. "With OTT content on the rise, it's important to know the creators of the content. If you think the content is creative, you need to indulge in it," shared Ms Prerna Mehra



**Ms Prerna Mehra, Head of Design & Creative Director, CHEIL Worldwide**

**Mr Rishiraj Sethi, Gallery Owner, Aura Art, Mumbai** spoke about the commerce dimension of art. "We all want to become a successful artist. And you should feel proud of the fact that you are a part of a 5 lakh crore industry and an integral part of the economy," shared Mr Sethi. He also shared how lot of corporates now are getting into the art collection journey. Talking about the future, he further shared how museum professionals is what the country will need in the future with a number of museums having come up in the country in the recent times," said Mr Sethi.



**Mr Rishiraj Sethi, Gallery Owner, Aura Art**

**Mr Sanjay Tiwari, CEO, JUXT Consultancy** asked the students to keep an open mind and continue to learn on the go. "Technology will come and go but creativity will always be an

inherent part of you. Keep looking within,” suggested Mr Sanjay Tiwari. The seminar attended by hundreds of students had interactive sessions that kept the gathering engaged and provided a lively atmosphere.



**Mr Sanjay Tiwari, CEO, JUXT Consultancy**

**Dr. Mrinal Kulkarni** talked about International and National art Industry. Market plays an important role. When art has an expression, market do come for roleplay.

Started a new project name IF in which there were 3 people in a group and started up a new creation in art. She suggested that find out ways on your own because there are many in this world and learn more and more, never ever stop learning. In earlier time people who were home cooked and sociological, called themselves an artist.



**Dr. Mrinal Kulkarni , HOI, Dept. of Art History, Jamia Millia Islamia University**

**Sahil Dhawan, General Manager, EX2 Solutions India Pvt Ltd.** discussed the future creativity and Imagination will be more interesting?. Mr. Dhawan started introducing the reality in the world. He described Virtual Reality as a person in a different world and Mixed Reality as both the same kind of world.



**Sahil Dhawan, General Manager, EX2 Solutions India Pvt Ltd.**

**Mr Lalit Kumar Sharma, Senior Comic Artist (Disney/ Marvel)** said ‘Love what you do but don't fall in love with your artwork. Reason- You love your artwork and a viewer comes and point out your mistake, you should get inspired by feedbacks and that is important stage of learning.



**Mr Lalit Kumar Sharma, Senior Comic Artist**

**Akash Sharma, Senior Vehicle Artist, Keyword Studios** suggested young artist- do not care about what people say. Listen only to the learner is inside you. Whenever starting up a new artwork have knowledge about it first, judge how much time takes on your particular artwork. Once a person starts, it becomes an addition.

He encouraged young artists to make a lot of games as the worlds need you



**Mr Akash Sharma, Senior Vehicle Artist, Keyword Studios**

**Mr Varun Sahai, Asst Professor & Programme Coordinator, Amity School of Fine Arts delivered vote of thanks.**



**Facilitation of Dignitaries of Seminar**



**Students of ASFA attending seminar**