

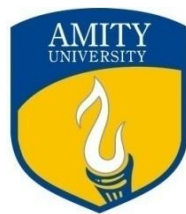
Proceedings of
National Conference on
"Innovation in Visual Arts"
(NCIVA'18)

Theme

"Evolving Paradigms and Practices in Visual Arts"

21st March, 2018
Amity University, Uttar Pradesh

Organized by



AMITY SCHOOL OF FINE ARTS

Amity Directorate of
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Message from Vice Chancellor



Prof. (Dr.) Balvinder Shukla

Professor – Entrepreneurship & Leadership
Vice Chancellor, Amity University Uttar Pradesh
Patron, NCIVA'18

I am pleased to learn that **Amity School of Fine Arts** under **Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University Uttar Pradesh** is organising “**National Conference on Innovation in Visual Arts (NCIVA'18)** on the theme “*Evolving Paradigms and Practices in Visual Art*”) on **21st March 2018** at **Amity University Campus, Noida**.

This conference aims to map the changing patterns of visual thinking and practice over the years. It will not only focus on contemporary models and dialogues of Art, Design, Animation and Advertising but will also delve into the shift in historic models of interventions and innovations across different genres, time and space.

The deliberations & discussions during Conference shall include myth, legend & representation in Traditional Art & Craft, Animation & Design, Discourses & Narratives in Art History, Aesthetics, Advertisement & Design thinking and Historic linkages & Novelty in Painting, Sculpture & Printmaking.

NCIVA'18 is an initiative to bring together academicians, researchers, art professionals and students associated with visual art field at a common platform for knowledge and experience sharing.

I am confident that the informative sessions during the Conference will be interactive and the participants will benefit immensely from experience of eminent speakers & researchers.

I take this opportunity to extend my best wishes to all the delegates, speakers, participants and students for a very enriching experience during the Conference.

My heartiest congratulations to the **NCIVA'18** organising team and best wishes for the success of the Conference!

Prof. (Dr.) Balvinder Shukla

Conference Chairperson's Message



Prof. (Dr.) Pradeep Joshi

Director General

Amity Directorate of Applied Arts/ Fine Arts/ Performing Arts/ Visual Arts
Amity University Uttar Pradesh

It gives me immense pleasure to welcome you all to “**National Conference on Innovation in Visual Arts (NCIVA’18)** (theme “*Evolving Paradigms and Practices in Visual Art*”) being organized by **Amity School of Fine Arts** under **Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP.**

NCIVA’18 proposes to deliberate on various innovations in Visual Arts. The aim of this conference on one hand is to critically look into modes of art practice followed till now and on the other to discuss and debate innovative and imaginative practices which are more relevant to current times in the field of visual arts. Focus of discussion would also be on innovative methods practiced by great mentors and thinkers in the field of art through the ages and the learning one can glean from those.

Globalisation and rise of art market has thrown open the new possibilities for the art practitioners. Last year, the global art market grew by 12%, reaching an estimated \$63.7 billion, with the United States retaining its position as the largest market and China narrowly overtaking the United Kingdom in second place. The rise in popularity of New Media art and Public art has changed the manner in which art was understood in traditional societies. In today’s participatory culture, artists have access to lot of information and also varied medias to express their creative abilities. Visual arts practice today needs to combine technology with artistic knowledge, philosophical inputs and skills. It is important for Artists to continuously “innovate for success” or “Innovate to Excel”.

NCIVA’18 aims to bring together the Research Scholars, Academicians, Animators, Designers, Practicing Artists and Art Gallery Professionals to discuss various facets of visual art and its changing paradigm in 21st Century.

I take this opportunity to thank all invited distinguished delegates, Researchers Academicians, Industry Leaders, Sponsors & faculty colleagues who are associated with **NCIVA’18** and making this reality.

I wish **NCIVA’18** a great success.

Prof. (Dr.) Pradeep Joshi
Conference Chairperson

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