

Proceedings of
International Conference on
“Innovation in Visual Arts”
(ICIVA’21)

Theme

**‘Creative Thinking and Interdisciplinary Approach in Visual Arts’
18th November 2021**

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Amity Directorate of
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Message from Vice Chancellor



Prof. (Dr.) Balvinder Shukla
Patron – ICIVA'2021
Professor – Entrepreneurship, Leadership and IT
Vice Chancellor, Amity University Uttar Pradesh

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 **5th International Conference on Innovation in Visual Arts (ICIVA'21)** on the theme 'Creative Thinking and Interdisciplinary approach in Visual Arts' on 18th November 2021 in the virtual mode.

There has been considerable change in industry and academia due to the pandemic in the last two years and every institution is striving to make its education policies relevant in all fields. Amity has also brought tremendous shift in the functioning of the University and has taken several initiatives with the support of latest technology to ensure uninterrupted services to all stakeholders, continued learning, education, research, etc. ICIVA'21 is one of such initiatives which is being organised virtually to bring together researchers, academicians, art professionals and students associated with the field of Visual Art on a common platform.

The conference will explore ways in which an educational and research outlook can help to analyze different modes of innovative thinking emerging from various creative fields. ICIVA'21 will provide a platform for scholars and professionals of Art, Animation and Design, to discuss ideas related to multimodal approach in their practice and industry experience, to examine issues related to different mediums and expressions used by artists and to discuss and formulate new approaches in the field of Art and Design pedagogy.

I am confident that the participants will benefit immensely from the informative sessions by eminent speakers & researchers during the Conference.

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

My heartiest congratulations to the **ICIVA'21** organising team and best wishes for the success of the Conference!

Prof. (Dr.) Balvinder Shukla

Message by Conference Chairperson (ICIVA `21)



Prof. (Dr.) Pradeep Joshi

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&

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&

Director (ASFT, ASFA & ASPA)

&

Conference Chair

It gives me immense pleasure to welcome all delegates, researchers, esteemed speakers & industry members to *online* “**International Conference on Innovation in Visual Arts (ICIVA `21)**” (theme : “*Creative Thinking and Interdisciplinary approach in Visual Arts*”) being organized by **Amity School of Fine Arts** under **Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP**. Sub Theme for Technical Session for “International Conference on Innovation in Visual Arts” are Visual Art and Possibilities of Interpretation & Multimodal ideas of Design and Art Practice.

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.* The rise in popularity of New Media art and Public art has changed the manner in which art was understood in traditional societies. Globalisation and rise of art market has thrown open the new possibilities for the art practitioners. The global arts market is expected to grow from \$347.53 billion in 2020 to \$405.05 billion in 2021 at a compound annual growth rate (CAGR) of 16.6%. The market is expected to reach \$552.57 billion in 2025 at a CAGR of 8% *with the United States retaining its position as the largest market followed by China and UK.*

Covid `19 has huge impact on sales and business practices of Art trade as it is primarily based on discretionary or non-essential purchasing which is linked with general economic conditions. One of the latest development of this period is increasing role of buying and selling art online. Economic conditions worldwide has deteriorated in last two years due to pandemic and lifestyles as well as purchase behavior of the people have substantially changed due to pandemic. Pandemic has caused widespread impact on various aspects of our life. Field of Visual Arts is also witnessing opportunities as well as challenges. Due to pandemic as contributing factor E-content, E-learning and E-commerce for art products and industry are developing area and witnessing larger role of technology in the field of Visual Arts. In contrast, Art Shows, Art Galleries & Art Events remained closed or suspended for long period having huge impact on art world but are set to come back in the new format which may include hybrid mode in near future.

I am sure deliberation of this conference will provide directions to students as well as professionals associated with visual art field. **ICIVA `21** aims to bring together the Research Scholars, Academicians, Animators, Designers, Practicing Artists and Art Gallery Professionals to discuss various facts of innovation in visual art.

I take this opportunity to thank all invited distinguished Researchers, delegates, Academicians, Industry Leaders, & faculty colleagues who are associated with **ICIVA `21** and making this reality.

I wish **ICIVA `21** a great success.

Prof. (Dr.) Pradeep Joshi

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