



AMITY UNIVERSITY
UTTAR PRADESH

Amity School of Fine Arts

16 November 2022| Noida | E-2 Auditorium

INTERNATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS (ICIVA'22)

International Conference on Innovation in Visual Arts (ICIVA'22)

Organized at Amity University

Acquainting the art aspirants to the Art & Design Practice and Research: Challenges and Opportunities in 21st Century, an International Conference on Innovation in Visual Arts (ICIVA'22) was organized at Amity University, Noida. The conference and discussions with experts of various fields, provided students an enlightening platform to discover the best course for themselves.

Prof (Dr) Pradeep Joshi, the Group Addl. Pro Vice Chancellor delivered welcome and theme address of Seminar. He emphasized the Art and design practices and the Challenges and Opportunities faced by researchers, artists and designers while cross- the field of art and design enhance research practice in the creative disciplines. Art and design constitute a relatively new domain for academic research. Multidiscipline arises from both the broad definition of art and design (encompassing both art and design) and their overlap with many other fields. The need for creativity arises from the aim of art and design to envision something that is not yet in existence.



Prof (Dr) Pradeep Joshi, the Group Addl. Pro Vice Chancellor, welcoming all the guests

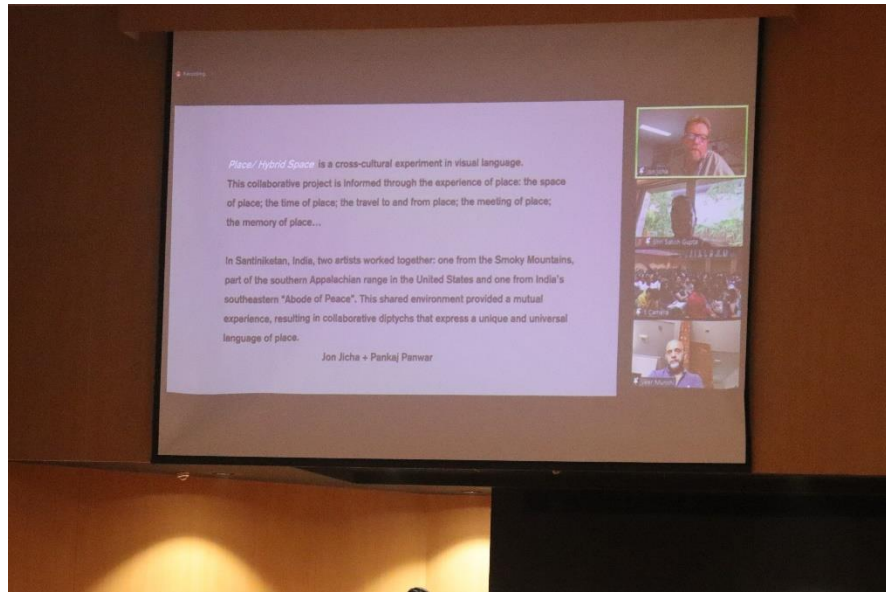


Mrs Divya Chauhan, Chairperson (ASFT, ASFA & ASPA) encouraged the students to follow their dreams and work hard for their success. “Arts and humanities changes the ways in which we see the world– the past world, the present world and the world of the future. It enhances understanding of our times, our capacities, and our inheritance” said Mrs Divya Chauhan.



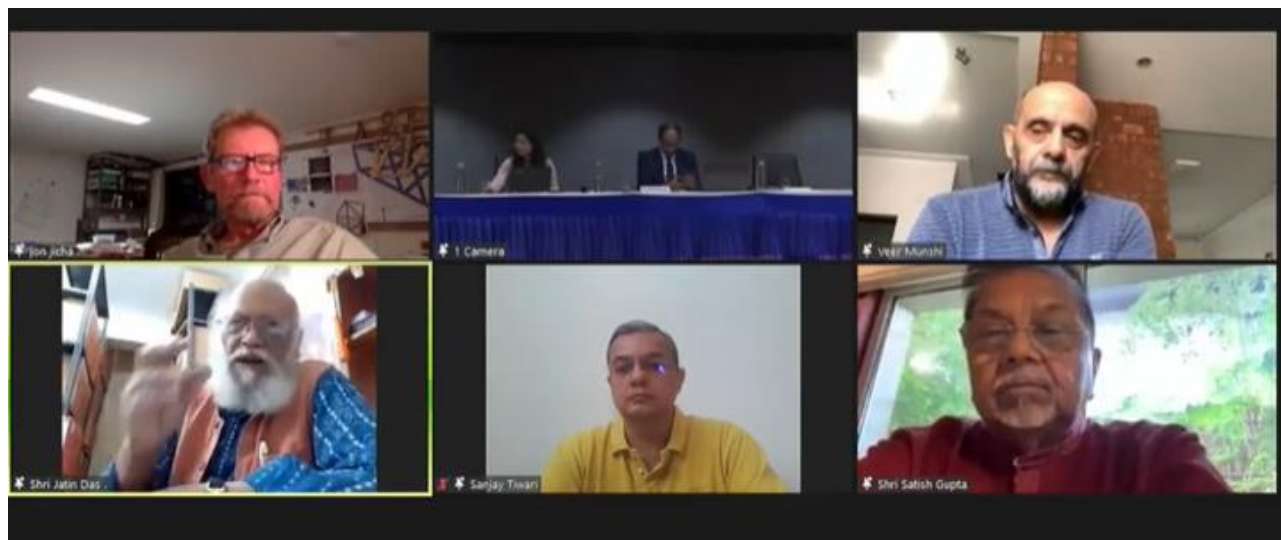
Mrs Divya Chauhan, Chairperson (ASFT, ASFA & ASPA)

Prof Jon Jicha, School of Art and Design, Western Carolina University, U.S.A, shared his experience of working in collaboration at Kala Bhavan, Shanti Niketan. He discussed that Practice-led research has become widespread in art and design because of the nature of the variety of processes involved in producing creative works. The individuals that the normally attracts come from diverse creative practices within art and design, and include fine artists, photographers, art teachers, graphic designers, animators and filmmakers amongst others. This variety of creative backgrounds poses a challenge to the evaluative structure, a fact that has been addressed through the formulation of a course that embraces research methodologies that cover both art and design components. Such a challenge is emphasized when candidate researchers, coming from both art and design backgrounds are experienced practitioners who expect their research to contribute directly to their ongoing practice and move it forward, and who perceive the research journey as purely an exercise in self-development and an opportunity to produce more work worthy of exhibition.



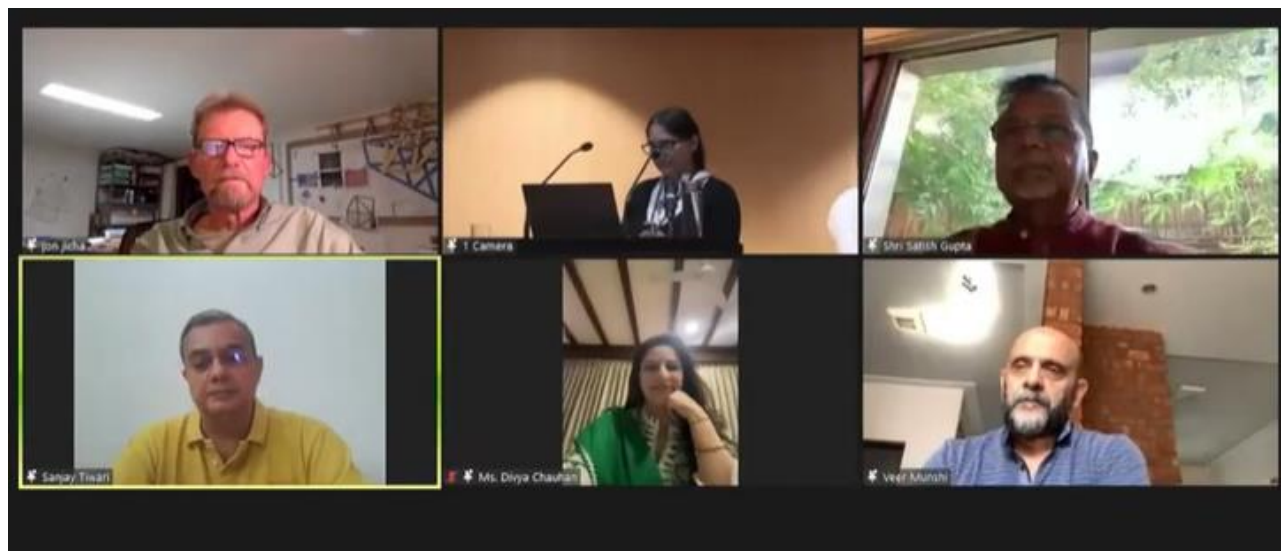
Prof Jon Jicha, School of Art and Design, Western Carolina University, U.S.A

Padma Bhushan and Eminent Artist Jatin Das shared with the students how we have inherited, the colonial academic system. Jatin Das discussed that “over the years, such a variety of projects proposed by the students continue to testify to the varied nature of the digital medium which has pervaded much of today’s creative output, and which, through this same spread, touches with many areas of knowledge, using its knowledge base as framework for the work’s foundation. Acknowledging the ‘digital’ as the guiding goal, each group's final outcomes vary considerably in utility and role, with each creative journey differentiating considerably in approach to its relevant question”. Further, he explained how art institutions become more than mere conditions of production and display. They become one of the factors that create new venues for relations among different practices and viewers; This reconceived understanding locates art in a network of relationships between art and: its environment, its viewers and art discourse. As soon as it is recognized that the objects of aesthetic discourse need not be tied to a specific art object anymore, it becomes possible again to extend aesthetics beyond art altogether. He encouraged the students to keep practicing to become an artist as himself.



Padma Bhushan and Eminent Artist Jatin Das

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.

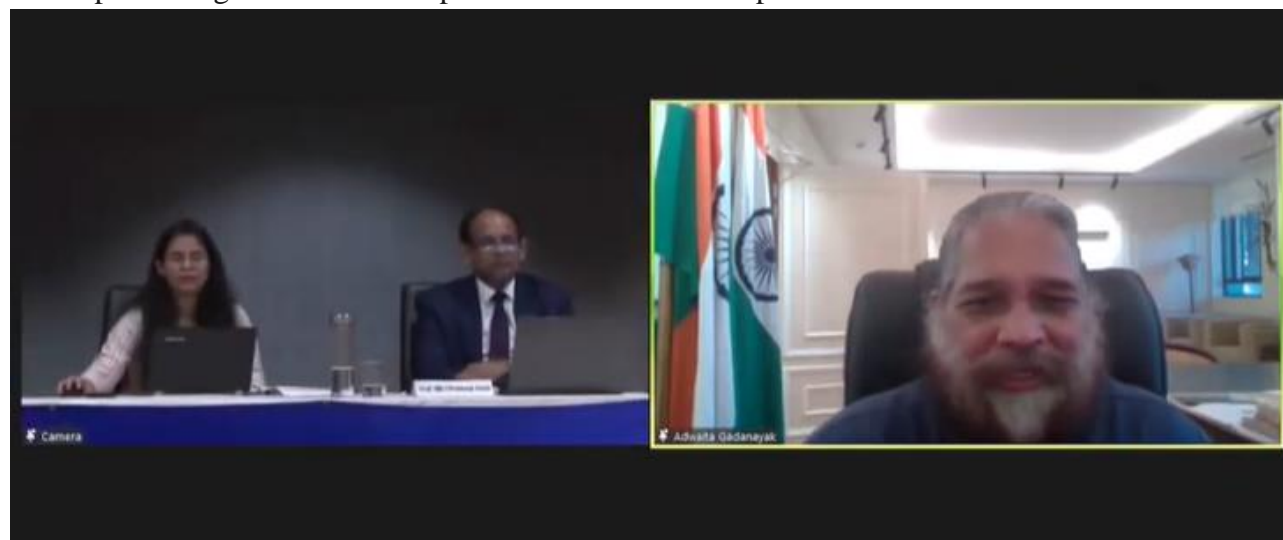


Mr Sanjay Tiwari, CEO, JUXT Consultancy

Shri Adwaita Gadanayak, Director General, NGMA, Ministry of Culture talked about International and National art Industry. Market plays an important role. When art has an expression, market do come for roleplay. The foremost responsibility of the National Gallery of Modern Art, being under his supervision ensures excellence and to set and maintain standards of distinction. The aesthetic and educational purposes are not only defined in the aims and objectives of the National Gallery of Modern Art, but efforts are also being made so that they become embedded in its structure and permeate all its endeavours.

Above all, the National Gallery of Modern Art helps people to explore the works of modern art

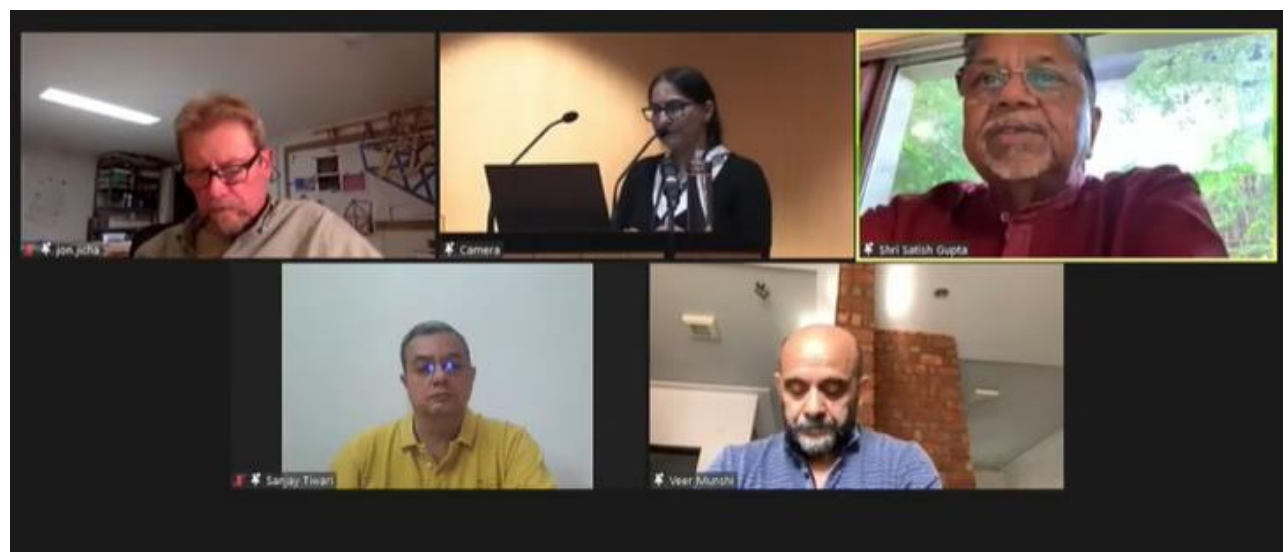
with greater joy, understanding and knowledge by extending their relationship with our daily life and experiencing them as vital expressions of the human spirit.



Shri Adwaita Gadanayak, Director General, NGMA

Shri Satish Gupta, Eminent Artist, discussed Regardless of the career stage, there are similar roadblocks that can occur for all artists. Most of those traps that one fall into are self-imposed as well. And, while there are definite external challenges that will test your courage and perseverance, many of these challenges are internal. One should never thought of selling art as “selling out.” It's easy to say those words if someone is independently wealthy. But for people who are working-class, the struggle with money is more of a scorn struggle. It's more likely that they are not having the opportunities that they want, rather than having too many and then selling out in a true sense. Selling out might happen at higher levels (if it happens at all). But in general, sales are good. Artists deserve to make a living.

He said that to his experience that idea comes from people who are not selling their work, not those who are. It can be a way of protecting your self-esteem, but it sets up a negative relationship with money that can be self-defeating.



Shri Satish Gupta, Eminent Artist

Shri Veer Munshi, Eminent Artist, emphasized on making art from nature, which involves utilizing various elements of nature (such as leaves, sticks, stones, bones, water, etc) in a creative way to make a new art object. The resulting artwork makes a statement about both nature and humanity's relationship to nature. He accentuated that this was the way we originally made art. There is no right or wrong answer - only opinions. If such artwork provokes you into examining your own views of life, impermanence, and environment, then perhaps it has served a constructive purpose indeed.

Shri Munshi explains that making art from nature reinterprets the natural elements to prove a point, by reassigning meaning to natural objects. Art from nature is either a new art object in itself, or its essence is recorded in photographic, or video form and the real thing is left to disintegrate naturally. Art from nature unites natural elements with artistic vision to create artwork that pushes the boundaries of what art is and how we perceive ourselves in the natural world.

Art does not show people what to do, yet engaging with a good work of art can connect you to your senses, body, and mind. It can make the world felt. And this felt feeling may spur thinking, engagement, and even action.



Shri Veer Munshi, Eminent Artist



Mr Varun Sahai, Programme Coordinator, Amity School of Fine Arts, delivered vote of thanks.



Students of ASFA attending seminar