



AMITY
UNIVERSITY

ICIVA
25

AMITY SCHOOL OF FINE ARTS

under

Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts

Presents

International Conference on Innovation in Visual Arts

theme

Art, Design and Innovation:
Reimagining Creative Practice in a Global Era

12TH DECEMBER 2025

I-2 Moot Court Hall, Amity University, Noida

CONFERENCE THEME

Amity School of Fine Arts, AUUP is organizing the International Conference on 'Innovation in Visual Arts' ICIVA' 25.

Theme: Art, Design and Innovation- Reimagining Creative Practice in a Global Era

Art and design have consistently been catalysts for transformation. Today, with disciplinary boundaries dissolving and digital technologies deeply integrated into creative processes, visual arts are being redefined in profound ways. The theme of ICIVA'25 'Art, Design and Innovation: Reimagining Creative Practice in a Global Era' invites critical reflection on how innovation can broaden the scope of visual expression while remaining grounded in cultural context, human experience, and global responsibility. This conference will explore the dynamic intersections of artistic practice, design thinking, technological advancement, and sociocultural inquiry. The idea is to emphasize the need to rethink traditional frameworks and encourages new approaches to artistic engagement and critical scholarship.

The aim of this conference is to bring together young and promising researchers with the established scholars in the field and enable them to present and discuss their research about the opportunities and challenges facing an art and design practitioner in contemporary times.

The Conference seeks to foster an open dialogue by bringing together interdisciplinary and intercultural collection of academic papers that engage practicing artists, researchers, academicians, industry experts, and students.

Call for papers

Possible topics include but are not limited to:

- Visual Art Practice in 21st Century
- Changing face of Painting in Contemporary times
- Contemporary Design Practice
- Art and Sustainability
- Public Art
- Challenges in Digital Art, Animation and Design
- Contemporary Art and Design Education
- Advertising Industry and Current Challenges
- Opportunities for 21st Century Artist
- Application of AI in Visual Arts and Design
- Re-presenting Traditional and Folk Art
- Historical and Cultural Heritage
- Innovations in Animation

All accepted and presented papers will be published in a Book with an ISBN.

All abstract for presentation should be sent to iciva25@amity.edu
and copy to asftasfa@amity.edu

Who Should Attend ICIVA' 2025

This conference aims to bring together the prominent Academicians, Graphic Designers, Practicing Artists, Research Scholars and Gallery Professionals to discuss various facets of creativity and interdisciplinary approach.

Payment Details -(Registration Fees)

Category	Indian Delegates (INR)	Foreign Delegates(USD)
Authors	2000	50
Participants	500	10

Payments should be made through electronic bank transfer at
<https://www.amity.edu/nspg/ICIVA2025>

IMPORTANT DATES

Date of announcement ICIVA'25	19th September 2025
Submission of abstract	27th October 2025
Communication regarding acceptance of abstract for paper presentation	3rd November 2025
Submission of full paper	17th November 2025
Communication regarding acceptance of paper	24th November 2025
Last date for registration of delegates	1st December 2025
ICIVA'25	12th December 2025

AMITY UNIVERSITY

Amity is the leading education group of India with over 2,00,000 students studying across 1000 acres of hi-tech campus. At Amity University we are passionate about grooming leaders who are not only thorough professionals but also good human beings with moral and ethical values.



FACULTY OF APPLIED ARTS/ FINE ARTS/ PERFORMING ARTS/ VISUAL ARTS

Amity School of Fashion Technology (ASFT), Amity School of Fine Arts (ASFA) & Amity School of Performing Arts (ASPA) under Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts are making efforts for promotion in research and innovation in the respective fields besides promoting art and design.

AMITY SCHOOL OF FINE ARTS

Amity School of Fine Arts (ASFA), Amity University Uttar Pradesh offers professional education in the field of Animation, Applied Arts, Painting & Visual communication. ASFA endeavors to create professionals who are versatile and understand the dynamics of global business environment of art and design industry. The objective of the programs offered is to inculcate the aptitude and skills to work as professionals in the industry.

Amity School of Fine Arts (ASFA), has world class infrastructure and a dedicated faculty team comprising of regular and visiting (industry experts) faculties to offer various programs.

The Programmes offered are:

UG PROGRAMME

BFA (Animation)
BFA (Applied Arts)
BFA (Painting)
BFA (Visual Communication)

PG PROGRAMME

MFA (Applied Arts)
MFA (Painting)
MFA (Visual Communication)

Ph. D PROGRAMME IN FINE ARTS

Organizing Team Structure:

CONFERENCE PATRON

Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP

CONFERENCE ADVISOR

Mrs. Divya Chauhan, Chairperson, (ASFT, ASFA, ASPA), AUUP

CONFERENCE CHAIR

Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor

Director General and Dean (Applied Arts/Fine Arts/ Performing Arts/ Visual Arts),
Amity University

CONFERENCE CONVENER

Dr. Geetika Kaw Kher, Associate Professor, Amity School of Fine Arts, AUUP

Dr. Sugandha Gumber, Assistant Professor, Amity School of Fine Arts, AUUP

TECHNICAL COMMITTEE

Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor

Director General and Dean (Applied Arts/Fine Arts/ Performing Arts/ Visual Arts),
Amity University

Dr. Geetika Kaw Kher, Associate Professor, Amity School of Fine Arts, AUUP

Dr. Sugandha Gumber, Assistant Professor, Amity School of Fine Arts, AUUP

Dr. Varun Sahai, Associate Professor, Amity School of Fine Arts, AUUP

Mr. Kaushik Lohani, Assistant Professor, Amity School of Fine Arts, AUUP

Mr. Rajeev Sharma, Assistant Professor, Amity School of Fine Arts, AUUP

ORGANISING COMMITTEE

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Mr. Sachin Ahuja, Assistant Professor, Amity School of Fine Arts, AUUP