



Amity School of Fine Arts

under

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

Presents

International Conference on Innovation in Visual Arts

ICIVA'26

Theme

**Reimagining Art & Design :
Bridging Creativity & Technology**

4TH NOVEMBER 2026

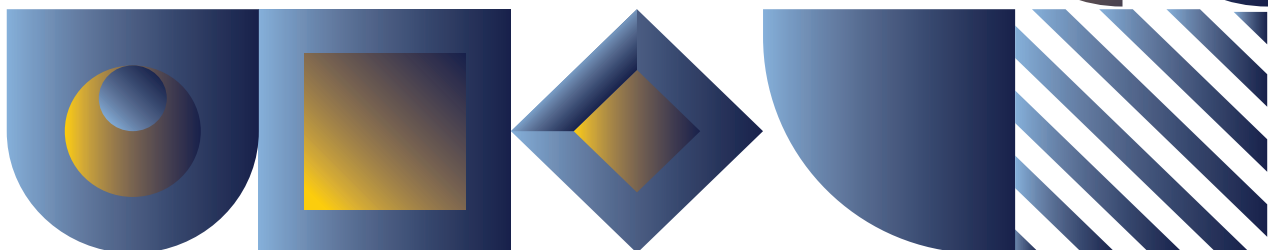
HYBRID MODE

I-2 Moot Court Hall, Amity University, Noida

ICIVA has been organised since 2016

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

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



CONFERENCE THEME

Amity School of Fine Arts, AUUP is organizing the International Conference on 'Innovation in Visual Arts' ICIVA' 26.

Theme: Reimagining Art & Design : Bridging Creativity & Technology

The integration of technology with traditional art and culture has opened a myriad of possibilities in the field Visual Arts and it presents a rich and complex landscape that offers artists new possibilities for creative expression and experimentation. The seemingly disparate elements can coexist and complement each other in the creation of art. The theme of ICIVA'26 'Reimagining Art & Design: Bridging Creativity & Technology' 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 socio-cultural inquiry. The idea is to emphasize the need to rethink traditional frameworks and encourage new approaches to artistic engagement and critical scholarship.

Contemporary art and design have emerged as living, evolving practice that inspires innovation, strengthens cultural identity, and contributes to sustainable development. Creativity acts as the connecting force that enables societies to reinterpret inherited traditions while keeping in mind the contemporary realities. Recognizing these transformations, this conference aims to create an interdisciplinary platform for scholars, artists, designers, technologists, heritage professionals, educators, policymakers, and cultural practitioners to examine the changing relationships between culture, creativity, technology, and society.

Call for papers

Possible topics include but are not limited to:

- Creativity and Innovation in Contemporary Art
- Artificial Intelligence and Artistic Practice
- Digital Heritage and Cultural Preservation
- Museums, Archives, and Emerging Technologies
- Indigenous Knowledge Systems and Cultural Sustainability
- Intangible Cultural Heritage and Living Traditions
- 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
- Folk art and contemporary Narratives
- Applied Arts & Technology

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Who Should Attend ICIVA' 2026

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
Poster Presentation	1000	25

Payments should be made through electronic bank transfer at
<https://www.amity.edu/nspg/ICIVA2026>

IMPORTANT DATES

Date of announcement ICIVA'26	12th August 2026
Submission of abstract	14th September 2026
Communication regarding acceptance of abstract for paper presentation	18th September 2026
Submission of full paper	28th September 2026
Communication regarding acceptance of paper	5th October 2026
Last date for registration of delegates	12th October 2026
ICIVA'26	4th November 2026

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

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

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Director General and Dean

(Applied Arts/Fine Arts/ Performing Arts/ Visual Arts), AUUP

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

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

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

ORGANISING COMMITTEE

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