

ICIVA'23

Theme: 'Art & Life: Lifestyle for Environment'

Amity School of Fine Arts, AUUP , Noida

17 October 2023|

F-2 Auditorium

Introduction

Amity School of Fine Arts under the Faculty of Applied Arts/ Fine Arts/ Performing Arts & Visual Arts organized International Conference on Innovation in Visual Arts (ICIVA'23). This mega conference organized on 17th Oct 2023 was attended by leading industry persons, artists, art critics and entrepreneurs from India and abroad. Researchers from reputed institutes from different parts of the country also shared their presentations and findings focusing on the main theme.

Guest Welcome

The conference started with a brief introduction to the Conference and its sub themes and a hearty welcome of the guests.

In a symbolic gesture of appreciation, saplings were gifted to the distinguished speakers by Prof.(Dr.)Pradeep Joshi, , Group Addl. Pro-Vice Chancellor, DG & Dean Faculty of Applied Arts / Fine Arts/PerformingArts / Visual Arts and Conference Chairperson as a token of gratitude for their participation and valuable insights. This act underscored the conference's commitment to sustainability and environmental consciousness.



Prof (Dr.) Pradeep Joshi in his opening remarks highlighted the importance of the theme which is closely linked with India's G 20 theme and urged everyone, especially the students to make best of this golden opportunity. Explaining the significance of online art market since pandemic he stressed on the need to acknowledge the advent of AI and the need to learn more about the immersive technology and how same can be incorporated in academics and practice.



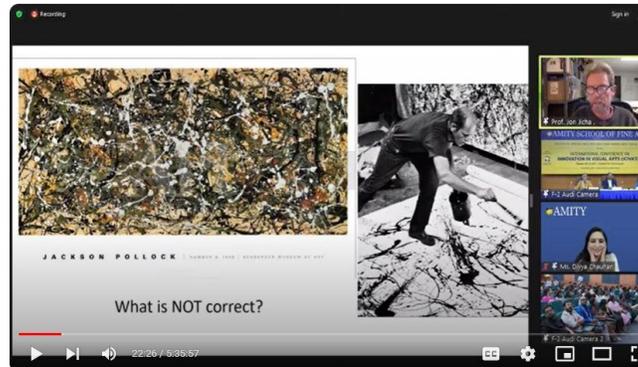
This was followed by an inspiring speech by the chairperson ASFA, ASFT & ASPA and Conference Patron Ms. Divya Chauhan. She encouraged all the attendees to live and evolve with the changing times. She underscored the pivotal role of art in fostering environmental consciousness and promoting sustainable living.



The Inaugural Session featured three distinguished speakers who provided unique perspectives on the conference theme.

Prof Jon Jicha, School of Art and Design, Western Carolina University, U.S.A, captivated the audience with his insights on different elements of art and how art can be a powerful tool for

environmental advocacy. He shared his illustrated presentation on ‘ Art and Design Experiences in Post Pandemic Communities’ and discussed important concepts like NFT’s, problem of authorship, original and fake art and copyright issues.



Prof Jicha’s insightful presentation was followed by a lively and impactful talk by Shri Prayag Shukla, a poet, fiction writer, art critic and curator. He reflected on his personal life, sharing some anecdotes about eminent artists like MF Hussain, Himmat Shah and J Swaminathan. He emphasized on the importance of observation and involvement for a creative person.



The last speaker of this session Shri Sanjay Tiwari, CEO, Juxt Consultant spoke about art, lifestyle and environment. He stressed on how our life has changed and we have moved from a natural environment to a more manufactured environment and are speedily moving towards virtual environment. He emphasized on the need for artists to adapt to these fast changing environments and its needs.

The guests were felicitated by Prof Joshi after extending a warm gratitude for sparing their time and sharing their insightful and thought provoking ideas.



First technical session had one guest speaker and four paper presenters.

Ms Munira Akilova, Founder, Munir brand, Tajikistan spoke about her brand and the passionate research which she undertakes to understand the patterns and reuse them for contemporary products. Her presentation titled 'Building a future in Tajikistan' showcased many designs and the manner in which her organization is helping to revive them.

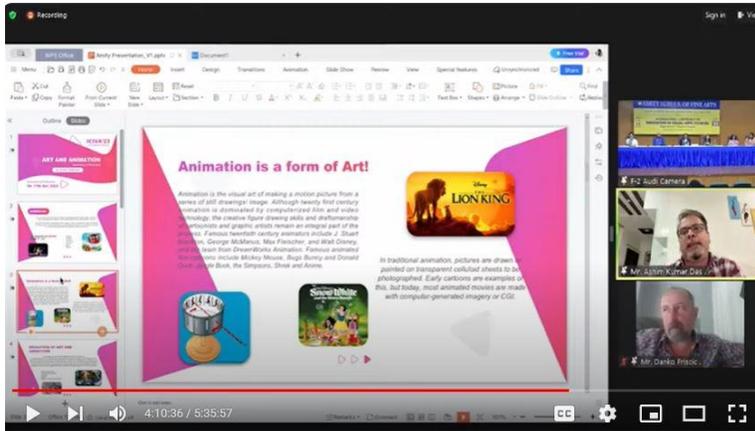


The next guest speaker Mr Prakash Chandwadkar, a senior artist spoke about his artistic journey and fascination with abstract art and Buddhism. He emphasized that artists should realize creativity as a play with inner spirituality.

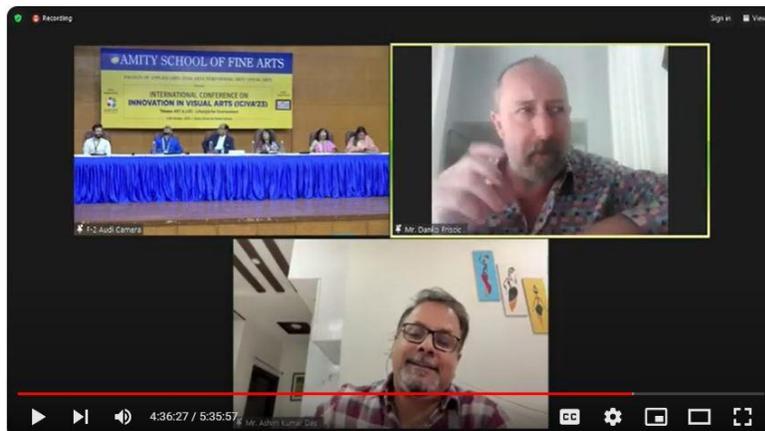
This was followed by an emphatic talk by Mr Rajiv Malik, Senior Director, Wacom India Pvt Ltd. Mr Malik discussed about the Wacom products and how technology can help an artist to monetize NFT's. He stressed on the need to bridge the gap between art and technology to empower artists and to save their creations. This was followed by paper presentations



The next speaker, Mr Ashim Kumar Das, Founder/CEO Wondertoonz Interactive Solutions Pvt Ltd, spoke about art and animation. He discussed how animation has evolved with new technology and how the contemporary world is in need for industry ready animation artists who can work with latest softwares.



This was followed by a lively talk by Prof Danco Friscic, Academy of Fine Arts, Zangreb, Croatia. He stressed on the importance of the conference theme and talked about some of his projects on recycling art. He discussed how he and his students used garbage to create multiple installations for creating awareness about the environment. Next there were paper presentations.



In the end concluding remarks were given by Prof (Dr) Pradeep Joshi once again stressed on the need to take constant feedback from the industry and the importance of such events which allow all the stake holders to come on one platform.