

ICIVA'25

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

Amity School of Fine Arts, AUUP

12th December 2025 (Friday)

Venue: I-2 Moot Court, Amity University

Introduction

Amity School of Fine Arts organized the International Conference on Innovation in Visual Art (ICIVA'25) on December 12, 2025, providing a global platform for students, researchers, and artists to explore contemporary and traditional practices in art, design, and innovation. The conference attracted eminent artists, academicians, creative directors, and researchers from India and abroad, who shared their insights and research aligned with the theme of reimagining creative practice in the modern era.

Guest Welcome

An Inspiring Start



Dr. Geetika Kaw Kher welcoming the guests

The conference kicked off with a brief yet impactful introduction by Dr. Geetika Kaw Kher, who introduced the theme “Art, Design and Innovation: Reimagining Creative Practice in a Global Era”. She welcomed the dignitaries, students, and all paper presenters. She invited Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP, to give saplings to all invited speakers.



Prof. (Dr.) Pradeep Joshi's opening remarks on the theme of the event.

Next **Prof. (Dr.) Pradeep Joshi**, Group Additional Pro-Vice Chancellor & Dean, delivered the opening remarks. He emphasized on the theme “**Innovation in Visual Arts**”, highlighting how technology and creativity are reshaping the field. He encouraged students to actively learn from experts, take notes, and embrace innovation in their artistic journeys.



A warm welcome speech by Prof (Dr.) Balvinder Shukla.

Prof. (Dr.) Balvinder Shukla welcomed all participants and expressed gratitude to attendees, speakers, and faculty. She highlighted the growing importance of fine arts, balancing traditional skills with technology, and congratulated the institution for its growth and quality of education. She also acknowledged the consistent support of **Prof. Jon Jicha**.

Distinguished Speakers Share Their Wisdom

The inaugural session featured four distinguished speakers, each offering a unique perspective on the role of art in today's world.



Ms. Nupur Kundu – Indian contemporary abstract artist

Ms. Nupur Kundu, a renowned Indian contemporary abstract artist, shared insights from her artistic journey, highlighting how her training in Kathak dance influenced her approach to abstract painting. She explained how the fluidity and expression in dance translates into the textures, colors, and forms in her artwork, creating a unique visual language. Ms. Kundu emphasized the importance of staying true to oneself, embracing personal creativity, and nurturing one’s distinctive voice in art. Through her talk, she motivated students to pursue their passions with authenticity and dedication, encouraging them to **“Be true to yourself, learn from the best, survive, nurture your uniqueness.”**



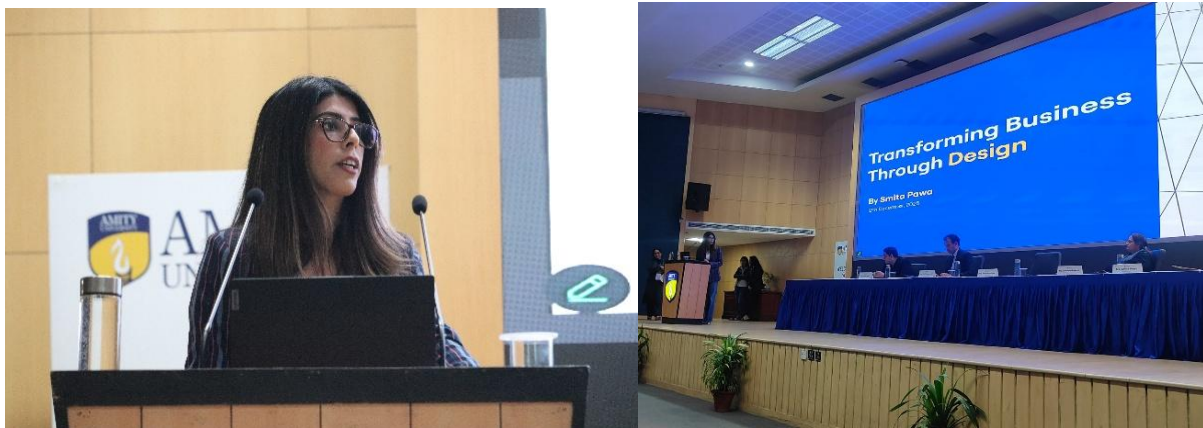
Mr. Kshitij Kaul – Director, Outlook Media India

Mr. Kshitij Kaul, Director at Outlook Media India, discussed the vital role of creativity in advertising and digital media. He highlighted how evolving platforms, aesthetic appeal, and audience trust shape engagement, and encouraged students to pursue their passion without limits, stressing that innovation and originality are key to successful campaigns.



Prof. Jon Jicha – Professor Emeritus, Western Carolina University, U.S.A (online)

Prof. Jon Jicha, Professor Emeritus at Western Carolina University, U.S.A. (online), explored concepts of visual fiction, optical experience, and how perceptions of art evolve over time. He emphasized that art is an interactive experience between the viewer and the artwork, and urged students to stay curious as a way to grow in both art and design.



Ms. Smita Pawa – Creative Director, Photon, U.S.A

Ms. Smita Pawa, Creative Director at Photon, U.S.A., highlighted the significance of user-centered design in digital products. She focused on research, UX/UI design, and the use of AI tools, emphasizing that products must balance usability, aesthetics, and purpose to provide meaningful and effective experiences.



Ms. Divya Chauhan – Chairperson, ASFT, ASFA & ASPA (online)

Ms. Divya Chauhan, Chairperson of ASFT, ASFA & ASPA expressed heartfelt gratitude to all the speakers and students for their participation and contributions, acknowledging the value of their insights in enriching the conference experience.

Technical Session I: Tradition, Folk Narratives & Contemporary Visual Cultures

INVITED SPEAKERS



Ms. Vandana Rakesh – Indian contemporary artist

Ms. Vandana Rakesh, a prominent Indian contemporary artist, advocated for creativity, simplicity, and moral responsibility in art. She shared her journey from miniature painting to full abstract works and emphasized the importance of finding beauty in everything and being a good human, letting personal values reflect in artistic expression



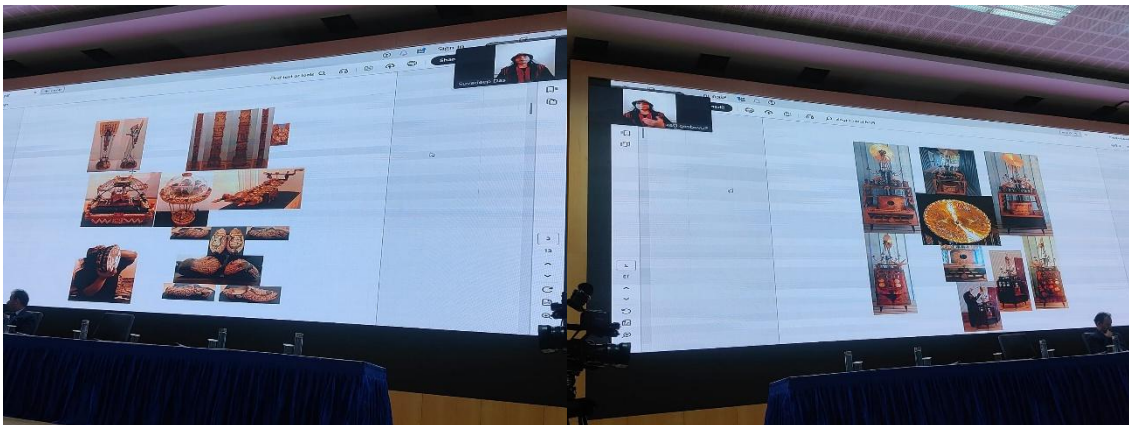
Ms. Yvette Gillis – Senior Artist, U.S.A

Ms. Yvette Gillis, Senior Artist from the U.S.A., shared her perspectives on contemporary art, human connection, and creativity during the COVID-19 pandemic. She encouraged artists to pursue meaningful, connected practices, emphasizing the importance of staying engaged with one’s work and sharing humanity through art.

Paper presenters from different institutes presented papers. Dr. Ankita Majumdar explored emojis as a visual language for Gen Z; Mr. Akash Rajput discussed the evolving identity of Indian animation; Ms. Priyal Gautam explained subversive art’s societal impact; Dr. Priti Samyukta highlighted Gee’s Bend quilts; Dr. Mahesh Singh & Ms. Niharika Joshi studied Aipan folk art; Mr. Nimesh Shah examined cultural heritage in brand storytelling; and Mr. Neeraj Bhandari explored AI’s effect on art authorship.

Technical Session II: Technology, Innovation & Emerging Practices

INVITED SPEAKER



Mr. Suvadeep Das, a multidisciplinary artist from Helsinki, Finland, presented his work in Technical Session II on Technology, Innovation & Emerging Practices in Art and Design. He combines the human body, sound, performance, and visual art, creating his own musical instruments to address social and political issues, particularly borders and migration. In his presentation, he discussed his project “Reconstruction of Cumulated Sound Forms”, explaining how it was developed through workshops, residencies, and documentation, using technology and performance to make complex social issues accessible and meaningful.

In Technical Session II, paper presenters explored innovative practices in art and design: Ms. Afreen Hena studied visual branding in K-Pop Demon Hunters; Ms. Shruti Saini discussed globalization's impact on folk art; Dr. Pallavi Majumder emphasized contemporary art education and pedagogy where traditional modes of instruction intersect with experimental, research-driven, and interdisciplinary approaches; Mr. Mukul Parkash Verma & Prof.(Dr) Pradeep Joshi addressed AI art and ethics; Ms. Neha Singh analysed social media branding; Ms. Khushboo Singh & Dr. Bushra Naseem explored digital art bridging tradition and modernity; Ms. Sanyukta Singh & Mr. Harsh Mehta studied shape language in children's books; and Ms. Varsha focused on art and sustainability.

Technical Session III: Contemporary Practices, Critical Discourses & Creative Futures

INVITED SPEAKER



Dr. Adam Walker, an artist, writer, and academician from the UK, presented online on how systems, spaces, and structures are represented and managed in visual culture. Using clear examples from software, buildings, and digital systems, he explained how technology helps organize work, optimize space, and maintain records efficiently. He highlighted how visuals often convey control and power, illustrated with the quote about films showing more prison gates than factory gates, and clarified concepts like referencing and linking. His presentation was clear, visually engaging, and made complex ideas easy to understand.

In Technical Session III, Mr. Sujith K.S and Dr. Geetika Kaw Kher explored neuro-aesthetic experiences connecting the brain, culture, and art. Mr. Vishisht Chamoli discussed sensory design and the differences between immersive and interactive art in India. Dr. Rimsy Khanna highlighted the evolution of art education by integrating tradition, digital tools, and creativity, and Dr. Neeti Joshi examined recent developments in Indian digital art and its global integration. Dr. Karunesh Kumar Kain analysed the impact of kinetic typography on engagement and user experience in social media ads. In this session students from various institutes like The M.S University, Baroda, Pearl Academy, Manipal University and Amity University presented their well researched posters and ke



An inspiring speech by **Prof (Dr.) Pradeep Joshi** to conclude the prestigious event, and a vote of thanks by **Dr. Varun Sahai**

Conclusion: Art, Design, and Innovation: Reimagining Creative Practice in a Global Era
ICIVA'25 successfully provided a platform for students, researchers, and artists to explore art, design, and innovation in the global era. The conference featured expert insights on traditional arts, contemporary practices, technology, digital art, AI, and sustainability, inspiring students to embrace creativity, innovation, and cultural integrity in their artistic journey. The event strengthened connections between academia, industry, and creative practice, marking a significant contribution to the field of visual arts. The conference concluded with Prof. (Dr.) Pradeep Joshi expressing special thanks to all participants, particularly the students, for their patience and acknowledged the poster presenters for sharing their valuable insights. Dr. Varun Sahai formally concluded the session, expressing gratitude to the ASFA team and individual faculty members for their support and contributions.