

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'24

Theme

**Art Beyond Boundaries:
Contemporary Art Practices in Visual Arts**

18th December 2024

Amity University, NOIDA, Uttar Pradesh

CALL FOR PAPERS

Last date of Abstract Submission: 11th November, 2024

Selected papers will be published in UGC Care listed journal

Email: ICIVA@amity.edu

Contact: +91-9711503457, +91-9711565309

CONFERENCE

Conference of Innovation in Visual Arts is being organised by Amity School of Fine Arts, NOIDA since 2016. Our conferences have received accolades for their quality content, engaging discussions, and networking opportunities, which have been well published as Conference Proceedings with ISBN, also available on <https://www.amity.edu/asfa>.

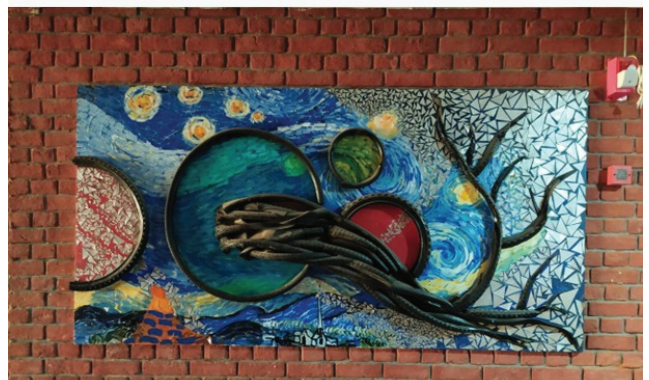
Art beyond Boundaries - Contemporary Art Practices in Visual Arts

In an age marked by digital innovation, cross-cultural exchange, and socio-political transformations, visual arts have expanded beyond conventional mediums and geographic borders. Artists are increasingly integrating technology, interactivity, and global influences into their work. This fusion of animation, visual effects, video art, and new media art blurs distinctions between local and global, traditional and contemporary, digital and physical, and even art and non-art.

The theme "Art Beyond Boundaries: Contemporary Practices in Visual Arts" seeks to explore the evolving panorama of visual arts in a rapidly globalizing world. This conference aims to contemplate traditional boundaries of art, focusing on how contemporary visual practices transcend geographic, cultural, technological, and disciplinary limitations. The discussion will revolve around how artists, curators, and art institutions redefine the production, distribution, and reception of visual art in today's interconnected society.

Sub Theme, but not limited to:

- Advertising Industry and Current Challenges
- Art and Aesthetics
- Art and Animation
- Art and Responsible Choices
- Challenges in Digital Art, Animation and Design
- Changing Face of Painting in Contemporary Times
- Contemporary Art and Design Education
- Contemporary Design Practice
- Innovations in Art, Design and Animation
- Opportunities for 21st Century Artist
- Public Art
- Re-presenting Traditional and Folk Art in Contemporary World
- Unconventional Art Trends (New-Media Art)
- Visual Art Practice in 21st Century
- Visual Communication and Art



Event Objectives:

- **To Examine New Forms and Mediums in Visual Arts:** The conference will explore how contemporary artists are using emerging technologies (AI, VR, AR) and interdisciplinary approaches to challenge traditional art forms and create innovative visual experiences.
- **To Understand the Role of Globalization:** The conference will discuss the impact of globalization on visual arts, focusing on how artists from diverse cultures influence and collaborate across borders, and how this shapes the content and form of their work.
- **To Address the Intersection of Art and Social Issues:** The conference will examine how visual arts are being used as a platform for addressing socio-political, environmental, and cultural issues, and how artists navigate their roles as commentators and activists.
- **To Explore the Role of Digital Platforms and Virtual Spaces:** As digital platforms increasingly become spaces for art creation, display, and critique, we will investigate the implications of this shift for the art world, including access, audience engagement, and the redefinition of artistic value.

Conference Outcomes:

- **Understand Emerging Trends in Visual Arts** and gain insights into new and evolving forms of visual arts, including multimedia, digital art, and virtual experiences, and how they break traditional artistic boundaries and **Strengthen Interdisciplinary Connections.**
- **Explore Cross-Cultural Influences** and develop a deep understanding of how globalization and cross-cultural exchange influence contemporary artistic practices which create hybrid forms of visual expression.
- **Analyze the Role of Technology in Art** and learn how technological advancements like AI, VR, AR, and social media are transforming the ways in which art is created, distributed, and consumed.
- **Critically Engage with Art and Social Issues** to be able to assess the impact of visual arts on social, political, and environmental issues, recognizing art's role in activism, identity expression, and public discourse.
- **Examine Art Beyond Physical Spaces** to help understand the transition of art from traditional galleries to public and virtual spaces, and analyze its implications for accessibility, audience interaction, and artistic expression.

All abstracts should be sent to

Email: ICIVA@amity.edu and copy to asftasfa@amity.edu

Important Dates

DATE OF ANNOUNCEMENT ICIVA'24	1st October, 2024
SUBMISSION OF ABSTRACT	11th November, 2024
COMMUNICATION REGARDING ACCEPTANCE OF ABSTRACT FOR PAPER PRESENTATION	15th November, 2024
SUBMISSION OF FULL PAPER	22nd November,2024
COMMUNICATION REGARDING ACCEPTANCE OF PAPER/POSTER	29th November,2024
LAST DATE FOR REGISTRATION OF DELEGATES	6th December,2024
ICIVA'24	18th December,2024

Payment Details:- (Registration Fees)

Category	Indin Delegates (INR)	Foregin Delegates (USD)
Aurthors Participants	2000	
Participants	500	

Who Should Attend ICIVA'2024

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



Tentative Program Schedule: -

S.No.	Event	Time
1	Registration	9:00 AM- 9:30 AM
2	Inaugural Session	9:30 AM – 11:30 AM
3	Technical Session I	11:45AM - 1:15 PM
4	Technical Session II	2:00 PM - 3: 30 PM
5	Technical Session II	3:30 PM – 5:00 PM

ABOUT AMITY UNIVERSITY

Amity University Noida, Uttar Pradesh, is a prominent private research university known for its modern infrastructure, diverse academic programs, and emphasis on innovation and research. It offers undergraduate, postgraduate, and doctoral courses across various fields, including engineering, management, law, science, and humanities. The university is recognized for its global collaborations, industry tie-ups, and a strong focus on holistic education, fostering both academic excellence and personal growth.



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

The Faculty of Applied Arts/ Fine Arts/ Performing Arts/Visual Arts is dedicated to nurturing creative talents across a wide spectrum of artistic disciplines, for promotion in research and innovation in the respective fields. The faculty focuses on blending traditional techniques with modern technology, encouraging students to innovate and explore new artistic frontiers. With experienced instructors, state-of-the-art facilities, and exposure to real-world projects, Amity School of Fine Arts (ASFA), Amity School of Fashion Technology (ASFT), and Amity School of Performing Arts (ASPA) prepares students for successful careers in the arts, fostering creativity, critical thinking, and technical proficiency.

AMITY SCHOOL OF FINE ARTS

Amity School of Fine Arts (ASFA) under Faculty of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, Noida, is a prestigious institution offering a range of undergraduate and postgraduate programs in fine arts. It offers specialized programs in areas like Painting, Applied Arts, Animation and Visual Communication. It focuses on nurturing creativity and artistic expression through disciplines such as painting, sculpture, applied arts, and digital arts. The school emphasizes both traditional and contemporary art forms, providing students with world-class facilities, experienced faculty, and opportunities for exhibitions, workshops, and industry collaborations. ASFA fosters a vibrant environment for students to explore their artistic potential and develop professional skills in the visual 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), AUUP

CONFERENCE CONVENER

Dr. Khushboo Chaturvedi, Associate 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), AUUP
- Dr. Khushboo Chaturvedi, Assoc Professor, Amity School of Fine Arts, AUUP
- Dr Varun Sahai, Asst Professor, Amity School of Fine Arts, AUUP
- Dr. Geetika Kaw Kher, Asst Professor, Amity School of Fine Arts, AUUP
- Dr M Pavan Kumar, Asst Professor, Amity School of Fine Arts, AUUP
- Dr Pronita Mondal, Asst Professor, Amity School of Fine Arts, AUUP

ORGANISING COMMITTEE

Dr. Khushboo Chaturvedi, Associate Professor, Amity School of Fine Arts, AUUP

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

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

Mr Hemant Srivastava, Asst Professor, Amity School of Fine Arts, AUUP

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

Event Co-ordinator

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Manuscript Guidelines

1. Full papers with a word limit of 3000 words, an abstract of 200 words, and 5 keywords
2. Registration amount of Rs. 2000/- for conference need to be submitted at the time of submitting the final papers <http://www.amity.edu/nspg/ICIVA2024/>
3. Authors should number their references in the X² format. These references must be given serially at the end of the paper in the prescribed APA format only: journals/online journals/books/e-books. Author surname, name initials (year-month of publication). Article/Periodical title Journal Name, Volume (Issue), Pages, Publisher, DOI or URL (for online citation). It is discouraged to use footnote references on each page.
4. The author must submit the paper in English or Hindi only. English papers must be in “Times New Roman” font, with the font size of 12 and for Hindi: “Unicode” font, with the font size of 14.
5. Please ensure that the paper is original, with no more than 15% allowable for plagiarism. A maximum of 3 authors in a paper is permissible.
6. Document format: Word and PDF Formats.

Selected paper will be published by the journal subject to review by their committee & payment by the candidate.

Contribution Amount: One author: Rs. 5000/- , Two Authors: Rs. 6000/-, Three Authors: Rs. 7000/-. Payments should be done only after receiving the peer- review reports. Payment has to be done directly to the journal after acceptance of the paper within the mentioned time frame.

The paper which will not be selected/ published in the journal will be published in the Conference Proceedings of ICIVA'24 with ISBN number.